

EVP Message to the Board

AESS Board of Governors Meeting

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Strategic Plan

The AESS executes a repeatable process for maintaining a relevant, responsive and viable strategic plan – a roadmap to future success.

Officers are responsible for contributing to the plan in their area and the strategic planning meeting held in January provides a forum for review.

The strategic plan is a living document and ensuring that we maintain, communicate and follow it is a responsibility entrusted to the EVP.

Today, the officers will discuss elements of their strategic plan, report on progress against it and list actions for the path forward.

Officers and their committees will reflect on our discussions and update their objectives, initiatives, and schedules if necessary.

Growing the AESS

Our overarching goals (as a business unit) in advancing technology for humanity

- 1) **Grow membership** – technically, internationally, demographically (3 pillars)
- 2) **Increase revenue** – not only membership per se (dues <AESS magazine cost)

Revenue generation requires successful **member engagement** in AESS activities!

- AESS members are the contributors, customers, and beneficiaries all at once
- AESS provides a framework to enable such participations for mutual benefit

In our VP-led development areas, we need to *implement* **new initiatives** that:

- Improve our existing activities and services
- Provide new benefits of value to members
- Advertise offerings to potential customers

Growth requires implementation of new customer-focused strategies.

Key Challenges

Grow Membership

1) Main drivers from a customer perspective:

What can I **receive** by joining the AESS ?

What can I **give back** to the community? (**Can be powerful but often overlooked**)

2) Provide additional benefits and opportunities w.r.t. IEEE membership

- Conferences, Publications, Awards, Chapters, Panels, **Education, Networking & Mentoring**
- **Students, YP, Professionals** | **Academia, Industry, Government** | **Regions 1-6, International**

Increase Revenue

1) **Generate income** from extant sources and **identify new sources**

- **Traditional:** Conferences, Publications, Membership dues & Interest from IEEE-held reserves
- **New:** Advertising and professional development courses (better understand industry needs)

2) **Reduce costs** while maintaining or improving **quality of service**

- Seek opportunities to leverage
- Ensure AESS funds are used effectively

Summary

The AESS has a good strategic plan, that we will continue to develop and follow to grow our Society.

We also have a remarkable team, that is highly talented, motivated and committed to improving our Society.

We thus have a tremendous opportunity to affect positive change for our Society in 2016 and beyond.

Let's seize this opportunity to ensure the future prosperity of AESS.