AESS - Education
Board Meeting
May, 2013

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VP Education

Presentation Outline

Core activities

- Distinguished lectures

- Online tutorials

- New initiatives – aimed at younger members

Discussion topics

- Summary of current status

- Areas for improvement

- Some planned activities

- Issues for consideration

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Distinguished Lectures – Current Status

New roster of DLs approved

- 16 presenters to represent AESS as DLs
- Two-year terms beginning 1 January 2013
- Terms renewable at discretion of the BoG

Program Objectives

- Eminence of speakers
- Diversity of topics
- Quality of content and delivery
- Geographic distribution of DLs

Information on Website

- Lecture descriptions
- Author biographies
- Application procedure
- Funding guidelines

Yaakov Bar-Shalom	Hugh Griffiths
Erik Blasch	Simon Haykin
Eli Brookner	Simon Julier
Larry Chasteen	Myron Kayton
Fred Daum	Surendra Pal
Mark Davis	Tony Ponsford
Saj Durrani	Bob Rassa
Paul Gartz	George Schmidt

DL Activity in 2012

- 12 DLs given by 8 speakers
- 8 DLs were inactive in 2012
- 14 DLs presented at least once since 2010

Distinguished Lectures – Improvement Areas

Participation

- DLs may remain inactive for a significant time - more than 2 yrs.

- Active DLs are needed to be effective ambassadors of the AESS

Assessment

- Lecture evaluation sheets are often filled out by the point of contact (or not all)

- Need to monitor benefit as perceived by AESS members and other participants

Procedure

- Application process is rather informal and event details are not always made clear a priori

- Increases the potential for misunderstandings between the DL, host, and VP Education

Promotion

- DL program is advertised in AESS Magazine and on website – but can more be done?

- Expand role of DLs to generate interest in AESS by proactive interaction with chapters

Other

- Lectures are not often given when other travel opportunities arise – e.g. conference travel

- Chapters chairs have not provided feedback to assist future DL selection when requested

Distinguished Lectures – Planned Activities

Ensure DLs are active

- Introduce a 2 year term with DL activity reviewed annually – have informed DLs

- Phase out DLs that are inactive for more than 2 consecutive years across terms

Assess benefit to participants

- Host requested to register attendees at entry to lecture – name, organization and email address

- List submitted to VP Education – provide attendance information and send evaluation requests

Standardize application procedure

- Design a standard form to apply for a DL visit - make it available on website (or online direct)

- Ensures that all parties are clear on the arrangements (reduce potential for misinterpretation)

Stretch AESS budget

- Encourage DLs to present when compatible with other travel – eliminate cost of an airfare

- Hold more virtual DLs using modern video conference techniques – particularly for students

Other

- Chapter Chairs to include suggestions for DLs and improving the AESS in annual report

- Recruit new DLs based on eminence, topic, quality of content and delivery, + geography

Distinguished Lectures – Issues for BoG

Past AESS-DL presenters

- Some have expressed a desire to continue advertising lectures as DLs (at no cost to AESS)

- Historically have not allowed this, if we break from tradition then it should apply for all past DLs

- Question for the BoG - is this something that we should allow?

DL activity interpretation

- DLs are expected to present at least once per year

- Some DLs have said that this condition should apply subject to invitation from a chapter

- My interpretation is that being active is broader than responding to invitations only

AESS-portion funding

- Local sections and chapters are expected to pay for 50% of the speakers total expenses

- This favours larger chapters (o/s DLs expensive) - need to help smaller chapters to grow

- Consider relaxing 50-50 rule subject to both VP Ed and AESS president approval

Proposed process (effectively unchanged)

- Visit proposal submitted to VP Ed – dates/venues, cost estimate, section/chapter funding commitment

- AESS pays for airfares, sections/chapters pay directly for local expenses - expenses submitted to VP

- Reimbursements made to DL and chapters (as required) to ensure that 50-50 rule is satisfied

Online Tutorials – Current Status

Currently Online

- Bistatic & Multistatic Radar – Hugh Griffiths

- GPS/GNSS + Inertial Navigation – James Farrell

- Radar System Performance Modeling – Dick Curry

- Sea Clutter - Simon Watts & Keith Ward

- Fundamental Concepts in Radar Signal Processing - Mark Richards

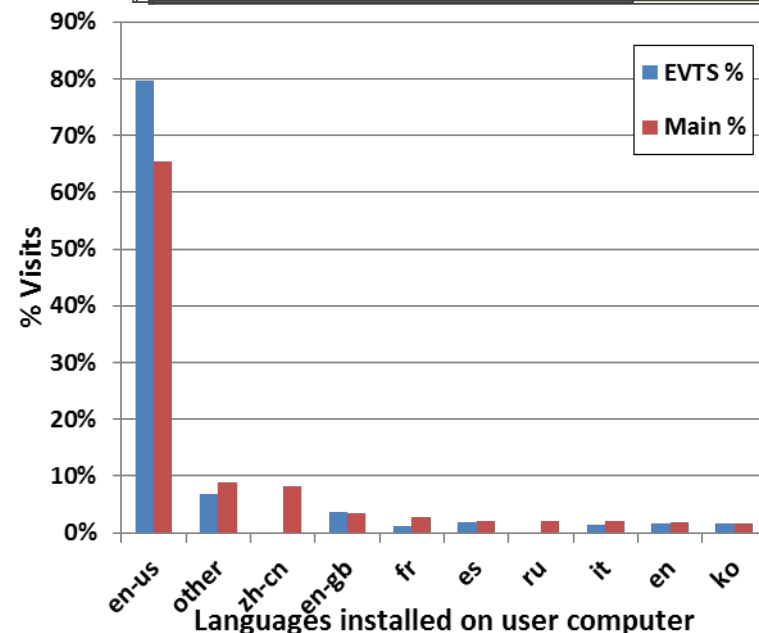- Introduction to Stealth – Dave Lynch

Under Discussion

- Foliage Penetration – Mark Davis

- Inertial System and GPS Technology Trends – George Schmidt

- Introduction to Image Fusion – Erik Blasch

Analysis of Hits *(5 months: Apr 1 to Sep 4, 2012)*

- Position in a Google search for key words is respectable

- Number of hits is much lower than desired ~ 2700/month

- Half of the viewers take a quick peek and leave

- Only 67 visitors have returned to the site

Metric	Main	EVTS
Visits	13361	470
Unique Visitors	9320	403
New Visitor	65.3%	84.3%
Returning Visitor	34.7%	15.7%
Page views	36716	1604
Pages / Visit	2.75	3.41
Avg. Visit Duration	2:34	2:44
Bounce Rate	55.4%	45.1%

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Online Tutorials – Improvement Areas

Limited Utilization

- Activity reports from Google Analytic show that access to videos has been disappointing

- Half of the visitors take quick peek and leave, and only 15% of visitors return to the site

External Visibility

- Tutorials are accessible only to AESS members – much larger pool of external viewers

- Non-members do not have access – partial visibility may provide incentive to join AESS

Topic Diversity

- Tutorial topics available on line are dominated by radar-related subjects – 5 out of the 6

- Alternative fields of interest to AESS members are inadequately represented at present

Member Login

- Tutorials are made accessible to AESS members but the login procedure has been problematic

- Not obvious who to contact for login problems – its possible that members try and then give up

Other Products

- Tutorials on a wide variety of topics are freely available online
- Do not compete but provided a facility for mem

Online Tutorials – Planned Activities

Open access

- Allow previews or limited portions of tutorials to be viewed by non-members (also applies to DLs)

- Enabled by modifying tutorial access and log-in on website

Broaden topics

- Better representation of AESS FOIs and search for emerging topics where AESS can provide home

- e.g. approach lectures who already present tutorials at conferences and meetings or authors of texts

Online education

- Develop an indexed compendium of useful links to existing open source education information

- Methods TBD with education committee of International Radar Systems Panel (community)

Feedback page

- Implement a feedback page for AESS members to better understand their needs directly

- This page could be made general to include all other VP areas – not implemented as yet

Mentoring Scheme
new initiative aimed at younger members

Significant issue

- ``Concern about the Society's lack of growth'' - excerpt taken from 2012 strategic plan
- Sense that student interest is waning in engineering fields that traditionally feed AESS

Main goal

- Develop programs aimed at providing attractive benefits for younger AESS members
- To retain student members and encourage young professionals to become members

Mentoring scheme

- Students and young professionals are often left to their own after joining the AESS
- Structured scheme to help young members integrate quickly into AESS community

Conference networking

- To simply invite students to attend AESS conferences under sponsorship is not sufficient
- Need leaders to engage with them to help understand our community and promote AESS

Technical guidance

- Students often know of leaders in their field of interest - and often admire them from afar
- The scheme should **actively** help connect students and mentors for technical exchange

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Summary

Growing the AESS and revenue (not only membership per se)

- Important to do more than simply advertise existing services and benefits

- Growth requires the implementation of new customer-focussed strategies

Strategy for AESS Education

- **Improve existing services**: Distinguished lecture program, online tutorial and education

- **Provide more benefits**: mentorship scheme – new initiative aimed for younger members

- **Grow technically**: creating a professional home for alternative/emerging fields of interest

Overarching Strategy

- Our members should be more encouraged and empowered to help grow the AESS

- Use membership resource to grow internationally (part. under-represented regions)