

The logo features the word "AES" in blue with a grey arrow curving over it, followed by "VISION" in black. Below this, the year "2020" is written in large, bold, black digits.

**AES VISION
2020**

**Industry Relations – SMART Objectives
Review and Actions**

September 28, 2018

Rome Park Hotel, Rome, Italy

Industry Relations SMART Objectives Review

- Stated Objectives:
 - Establish active Industry Relations activities and collaborations through individual AESS Chapters.
 - Generate and maintain current, industry-focused content on AESS website. Provide links to specific industry-focused features in Systems Magazine.
 - Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide.
 - Develop new strategies for attracting industry advertisements in Systems Magazine, the AESS website, etc.
 - Position AESS in a pro-active role with the IEEE global industry strategy, leveraging initiatives of IEEE Industry Advisory Board.
 - Promote opportunities for YPs in our industry fields of interest.

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0761 - Establish active Industry Relations activities and collaborations through individual AESS Chapters. Promote Chapter activities. Open communication with Chapter Chairs. **Mike Wicks, lead, working with Bob Lyons.**

AESS-BOG-Spring '18, AI-0766 - Promote opportunities for YPs in our industry fields of interest. What are the training needs of YPs in Industry? What are the recruitment needs of Industry? **Mike Wicks, lead working with Lorenzo Lo Monte.**

AESS-BOG-Spring '18, AI-0764 - Develop new strategies for attracting industry advertisements in Systems Magazine, the AESS website, etc. **Lorenzo Lo Monte, lead.**

AESS-BOG-Spring '18, AI-0763 - Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide. **Marina Ruggieri, lead.**

AESS-BOG-Spring '18, AI-0762 - Generate, update, and maintain current, industry-focused content on the AESS website. Provide links to specific industry-focused features in Systems Magazine. Report at the Fall meeting. **Teresa Pace, lead, working with Bob Lyons and Roy Streit.**

AESS-BOG-Spring '18, AI-0765 - Position AESS in a pro-active role with the IEEE global industry strategy, leveraging initiatives of IEEE Industry Advisory Board. **Teresa Pace, lead..**

AESS-BOG-Spring '18, AI-0767 - Reach out to industry and ask what their key training needs are and then have it matched with a short course. Chapters can organize the short course for surplus, the industry gains training, it is a win-win. Build the map with a spreadsheet. **Roy Streit, lead.**

AESS-BOG-Spring '18, AI-0768 - Research the suggestion of industry-specific awards. Who sponsors them? **Roy Streit, lead, working with Fulvio Gini and Shannon Blunt.**

AESS-BOG-Spring '18, AI-0800 - Work with BoG to develop a value proposition statement that could be offered to industry. **Roy Streit, lead.**

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0761 - Establish active Industry Relations activities and collaborations through individual AESS Chapters. Promote Chapter activities. Open communication with Chapter Chairs. **Mike Wicks, lead, working with Bob Lyons.**

- **Strategy #1 – Reporting on Chapter chair meeting in spring 2018**
OUTREACH to – sharing data and lessons learned one-on-one
with chapters chairs- **on going**

- **Strategy #2 – Contact with active Sections and members**
Dayton Section, Mid-Hudson Section, Mohawk Valley Section –
AESS role and leadership is needed

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0766 - Promote opportunities for YPs in our industry fields of interest. What are the training needs of YPs in Industry? What are the recruitment needs of Industry? **Mike Wicks, lead working with Lorenzo Lo Monte.**

- **Strategy #1 – Part-time graduate student oriented (Dayton)**
Graduate Topic Course of Study – Focus on Publishing Papers

- **Strategy #2 – Focus on Young Engineers**
Entrepreneurship – AESS members mentorship and leadership

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0764 - Develop new strategies for attracting industry advertisements in Systems Magazine, the AESS website, etc. **Lorenzo Lo Monte, lead.**

- **Strategy #1 – Free advertising of companies who pay for IEEE AESS membership fees**
 - **Display logos on AESS Magazine, Website and QEB**
 - **Display % of engineers workforce who joined IEEE AESS**
- **Revenue will come indirectly by getting more AESS members**

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0764 - Develop new strategies for attracting industry advertisements in Systems Magazine, the AESS website, etc. **Lorenzo Lo Monte, lead.**

- **Strategy #2 – Establish AESS Liaison for each participating company**
 - **Database to be maintained by VP Industry Relations**
 - **AESS Liaison (POC) will facilitate communications with industry**

Industry Relations

Ongoing Action Items

AESS-BOG-Spring '18, AI-0764 - Develop new strategies for attracting industry advertisements in Systems Magazine, the AESS website, etc. **Lorenzo Lo Monte, lead.**

- **Strategy #3 – Work with AESS Magazine to create an special article written by an Industrial Representative**
 - **See “Microwave Journal” or “JED” for examples**

Industry Relations

Ongoing Action Items

AESS-BOG-Spring '18, AI-0763 - Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide. **Marina Ruggieri, lead.**

- **Strategy #1 – Direct contact with a large company**
LEONARDO – cooperation framework between company and AESS for innovative strategic approach - **on going**

- **Strategy #2 – Contact with companies within IEEE-wide activities**
Environmental Eng, INSP and SmartAg – AESS role and technical focus is needed

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0763 - Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide. **Marina Ruggieri, lead.**

- **Strategy #3 – Entry by topic within AESS Fo**
Space Systems – Focus on Space Operators

- **Strategy #4 – Focus on Young Engineers**
Entrepreneurship– AESS needs role within that framework
(inside and outside IEEE)

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0762 – Generate, update, and maintain current, industry-focused content on the AESS website. Provide links to specific industry-focused features in Systems Magazine. Report at the Fall meeting. **Teresa Pace, lead, working with Bob Lyons and Roy Streit**

- **Strategy #1 – Update content**
Drafts written by VP and YP – Edit and insert

- **Strategy #2 – Industry focused content**
Contract news – Bob Lyons

Industry Relations

Ongoing Action Items

AESS-BOG-Spring '18, AI-0765 - Position AESS in a pro-active role with the IEEE global industry strategy, leveraging initiatives of IEEE Industry Advisory Board. **Teresa Pace, lead..**

- **Strategy #1 – Need a new Lead**
Seeking nominations

- **Strategy #2 – Pro-active**
Invite outside speakers at the AESS Board meetings
Site visits to local primes

Industry Relations

Ongoing Action Items

AESS-BOG-Spring '18, AI-0767 - Reach out to industry and ask what their key training needs are and then have it matched with a short course. Chapters can organize the short course for surplus, the industry gains training, it is a win-win. Build the map with a spreadsheet. **Roy Streit, lead.**

- **Spreadsheet: Company/POC/Needs/Instructor/Budget/Local chapter**
Training dept advertize course offerings internally
 - They ask for and expect to be given prepared literature**Industry training encompasses everything**
 - Large budgets and details proprietary**One senior training Dept manager: “What is IEEE and AESS?”**

Local Chapters may be best way to identify course needs

Industry Relations

Ongoing Action Items

AESS-BOG-Spring '18, AI-0767 - Reach out to industry and ask what their key training needs are and then have it matched with a short course. Chapters can organize the short course for surplus, the industry gains training, it is a win-win. Build the map with a spreadsheet. **Roy Streit, lead.**

- **Reach out to Industry to ask key training needs**
Some needs are generic but the most important are industry-specific, state-of-the-art (and proprietary)
- **ITAR (International Traffic in Arms Regulations)**
- **EAR (Export Administration Regulations)**
 - Several multimillion USD fines in last five years
 - Severely inhibit US experts from serving as instructors

Industry Relations Ongoing Action Items

AESS-BOG-Spring '18, AI-0768 - Research the suggestion of industry-specific awards. Who sponsors them? **Roy Streit, lead, working with Fulvio Gini and Shannon Blunt.**

- **Reach out to Industry: Why they want to sponsor awards**

Industry Relations

Ongoing Action Items

AESS-BOG-Spring '18, AI-0800 - Work with BoG to develop a value proposition statement that could be offered to industry.
Roy Streit, lead.

- **Supplement the Distinguished Lectures**
- **Competition for time & attention**

University research & seminar lectures – many live members near one

In the US: FFRDCs and UARCs too

Many fine on-line presentations are freely available

Teaching companies specializing in industry-specific short courses

- **Suggestion: Audiotape conference presentations and make the slides available to conference attendees immediately; AESS members later; IEEE still later. (SIAM already does this routinely.)**