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 - **ongoing**

- **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 FoI**
  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

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- 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.)