

IEEE AESS Officers Strategic Planning Meeting (SPM)

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Report from previous meeting

Thanks to S.Greco for presenting Industry Relations contribution during the previous BoG meeting (Orlando, FL, January 30, 2015)

Thanks to Prof. S.Greco for kindly reporting previous meeting conclusions:

- AESS BoG is not positive to having an online blog. Previous IEEE tentatives have failed.
- There aren't resources neither for paying a moderator, nor anyone to update the AIRW.
- It is suggested to reduce the AIRW proposal to the "fundamental" parts that may be kindly and professionally managed by Ms J Scharman.

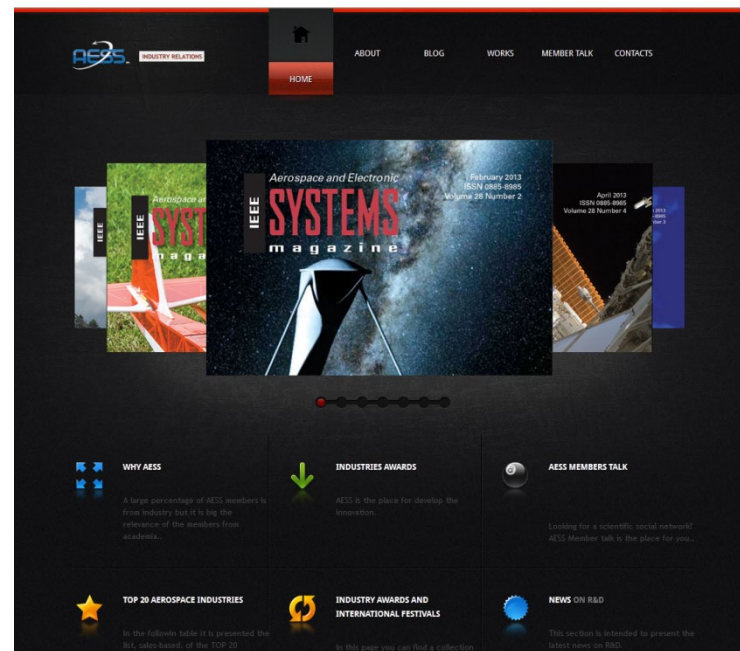
Actions from previous meetings

- **Complete the AIRW prototype** and install it on the AESS hosting.
- **Establish strategic partnerships** with relevant industries and industrial organizations US-based and Europe-based.
- **Industry funded CSR** (Corporate Social Responsibility) projects.
- **Tradeshows and Events**
- **Specific industry features** (e.g.: a periodic contribution like a short article, report) **in the AES Systems Magazine**

Industry Relations Strategic Plan (1/2)

- **AIRW:** a third level domain (for example www.IR.ieee-aess.org/) with a DNS management service* should be provided for the website in order to proceed with its installation.

Free hosting web space (if not available on <http://ieee-aess.org/> account) can be obtained by “free hosting providers” like *hostinger.it*



* **DNS:Domain Name Server**

Industry Relations Strategic Plan (2/2)

- **Establish strategic partnerships:** A complete list of addressable companies will be provided at next meeting. If BoG has suggestions and/or names to indicate at this purpose, they are welcome.

- **Industry funded CSR (Corporate Social Responsibility) projects:** a formal request module to be sent to companies will be prepared

- **Tradeshows and Events:**

A complete list of AESS scientific, engineering, aerospace events would be useful for AIRW



- **Specific Industry feature in the AESS Systems Magazine:**

6 this action has been postponed to AIRW publication

Industry Rel. Strategic Objectives (1/2)

■ What is our current status?

- Strengths

- AESS Industry Relations Website (AIRW) has made available, **for free**, and could be completed including efforts from “partner companies”.
- Blog as other interactive and not supervised sections can be easily removed from AIRW before publication



- Weaknesses

- A suitable web space is required: a third level domain pointed from AESS web site home page should be enough⁽¹⁾
- Contributions for contents of AIRW are kindly expected from AESS members



⁽¹⁾ Technical details to be discussed with AESS WebMaster once authorized by BoG

Industry Rel. Strategic Objectives (2/2)

- What are our long term strategic objectives?
 - ❖ Continue to improve AIRW to
 - ❖ complete and put online the site
 - ❖ be more attractive for engineers, scientists, managers, etc (the whole spectrum of professionals, amateurs of AESS) that find AESS in their internet browsing attracting them to become members using an online subscription
 - ❖ Participate to Tradeshows and Events related to AESS activities achieving
 - ❖ Convince Industries to allocate funded projects⁽¹⁾ to AESS.



⁽¹⁾ "Members will bring technical resources to help improve the lives of in-need citizens of developing nations"

Industry Relations Initiatives

To improve member services and benefits:

- Improve communication to potential members through
 - A newsletter from AIRW
 - AIRW Advertised AESS conferences, tradeshow and events
- Provide the following benefits to new members
 - Industry dedicated sections, Informative sections (e.g. patents, awards, news, etc. - unlimited number)
- Provide the following benefits to existing members
 - Simplified group membership deals (through payment service by AIRW), [Paypal®, credit card payment methods to be setup in AIRW]
 - Download area for specific training/education packages (through AIRW), [Material to be provided by BoG/AESS members]
 - AESS/industry awards area in AIRW

To increase membership:

AIRW has been conceived as a open portal able (through its ACL¹ system) to provide free (public availability) and protected (only for members) scientific material. The online subscription will be encouraged to get access to the protected materials (online courses, articles, more...)

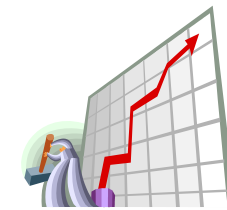
¹ACL: Access Control List; according to the [Wikipedia definition](#), "...ACL specifies which users or system processes are granted access to objects, as well as what operations are allowed to be performed on given objects."

Industry Relations–Metrics/Scorecard

- (1) The initiatives taken cannot affect the membership unless we proceed with AIRW online setup and content development



- (2) A report containing available members data¹ would be appreciated and would be useful in order to do metrics estimations and future previsions
- (3) The proper effectiveness will be available and measured when the AIRW will be online, in terms of : number of new subscribers, web site visits per month.



¹A Database file containing online subscription data like: email, name, surname, role, etc.

Suggested Actions (1/2)

(1) “Free version” of AIRW includes the foreseen main functionalities but should be completed by contents. A collaborative effort by senior members and principally by BoG members is strongly welcome.



(2) A proper budget must be approved for site maintenance and continuous development if external efforts (i.e. external consultants or companies) are required.



Contrariwise “Internal” help, comments and contributes could be considered a contribution obtainable “for free”.

From this point of view AIRW could be considered a “free AESS resource”.

Suggested Actions (2/2)



- (3) Assess the availability for a **specific Industry feature in the AES Systems Magazine.**

[delayed] This action continue to be suggested but considerations about its effectiveness bring us to delay it after AIRW online publication

- (4) **Strategic partnerships**



Help, Suggestions and Motion from the board are welcome

Conclusions

- A promising web application (AIRW) has been conceived and realized with the purpose of enlarging the number of AESS members. An additional working effort (laborative) is need in order to get it working and move on the next steps.
- **BoG commitment is kindly requested now to proceed**



Questions?

