

# Industry Relations

AESS Board of Governors Meeting

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# Perspective

## ■ Focus

- *“While historically, Industry Relations across IEEE has been focused on membership development, it seems natural and appropriate now that AESS pursue relationships with industry that are more collaborative in nature, with the goals of enhancing the nature of technological development, assessing the impact of such development in our environments, and providing our members with an increased ability to become more engaged in the profession.”*

## ■ Vision

- *“Our vision is to develop and enhance collaborative and cooperative relationships with major aerospace and electronic systems industries in order to build and support the full, dynamic careers of our industry practitioners, with specific focus on encouraging and enabling young professionals.”*

AESS Industry Relations Home Page, 2017

Bill Walsh, AESS VP Industry Relations

# Strategic Objectives

## ■ Current

- Industry Relations on AESS Web Site
  - Content
  - Awareness and access for members
  - Exposure to industry firms
    - Demonstrate potential for advertisement, recruitment (e.g. tie in to IEEE Job Site)
    - Reach out to industry HR departments
- Maintaining and enhancing industry-focused features in AESS publications

## ■ New

- Operate as if we already have strategic partnerships established with industry!
- Develop new strategies for attracting industry advertisements in *Systems, Web Sites, etc.*
  - Investigate opportunities with IEEE GlobalSpec
- Position AESS in pro-active role with IEEE global industry strategy
  - IEEE Industry Advisory Board Ad Hoc Committee
- Promote opportunities for Young Professionals in our industry fields of interests

# Initiatives/Activities/Results

- Establish active Industry Relations activities and collaborations through individual AESS Chapters
  - Tying into Chapter technical activities
    - *Opening communications with AESS Chapter Chairs on the subject of reaching out to local companies and industry with invitations to participate pro-actively in Chapter events*
    - *Received only minimal feedback from Chapter Chairs*
    - *Promoting opportunities for engagement of Young Professionals – establishing Chapters as two-way venue for exposure of industry to AESS's professional members*
    - *IEEE Young Professionals Program (thru MGA) has been successful – challenge is to further expand horizon into Societies and Chapters*
  - Promote AESS engagement with Industry
    - *Establish AESS as a resource for industry*
    - *AESS Resource Center*
  - Demonstrate how Industry can be engaged with AESS
    - *Leveraging initiatives of the IEEE Industry Advisory Board Ad Hoc Committee through outreach and coordination to Society Chapters*
    - *Industry advisory Board is just starting – intention is to push outreach to Societies/Chapters and Regions/Sections*

# Initiatives/Activities/Results

- Position IEEE/AESS as the “Social/Professional” platform for Young Professional in Industry
  - *Empowering IEEE Young Professionals Affinity Group to become integrated with AESS’s industry associations towards objectives of:*
    - *Dynamic access to technical content via IEEE Xplore*
    - *Micro-volunteering activities*
    - *Volunteer loyalty and recognition*
    - *Signature events*
    - *Seed funding for local events (sponsorships)*
- Continue launch of “Industry Insights” feature in Systems Magazine
  - *“The Role of Chief Technology Office (CTO) in a Modern Defense Company”, Farina, Sarti, et.al. – March 2017 issue*
  - *Several manuscripts in process*

# Metrics/Scorecard/Results

- Pro-active Chapters
  - Increased Industry engagement and involvement
  - *Slow to respond*
- Advertisements gained through IEEE GlobalSpec
  - *Started in 2017, needs to establish momentum*
- AESS-direct opportunities resulting from IEEE Industry Advisory Board activities and initiatives
  - *TBD*
- Young Professionals engagement and leadership
  - *Expand YP program to the Societies, etc.*
- Industry recognition of AESS activities at all levels
  - *Maintaining professional recognition within fields of interest.*
- Social networking presence
  - *Will tweet about this later... 😊*

# Actions

- Complete update to the Industry Relations Website as a baseline for Corporate engagement & collaboration
  - Communication of all initiatives and activities
  - Establish interaction with Chapters
  - Integrated with Industry-related publishing activities
  - Corporate advertising
- Continue to leverage IEEE Industry Advisory Board
- Highlight and promote Chapter activities and events relative to IR Outreach to broader IEEE/AESS audience
  - Use feedback to determine/define further actions and recommendations
- Demonstrate capabilities and benefits of AESS Resource Center

# Financial Assessment

- Short term activities/initiatives
  - Financially minimal impact
  - Resources within current budgets
  - Focused on promotion and messaging
- Longer term investments
  - Can be considered based on maturity of proven ideas
  - Understanding of evolving industry environment
  - Priority of member needs as an industry practitioner
  - AESS and IEEE coordinated efforts
- No new motions at this time