

Growth Through Engagement and Teamwork

President's Remarks Walt Downing

January 28 & 29, 2021

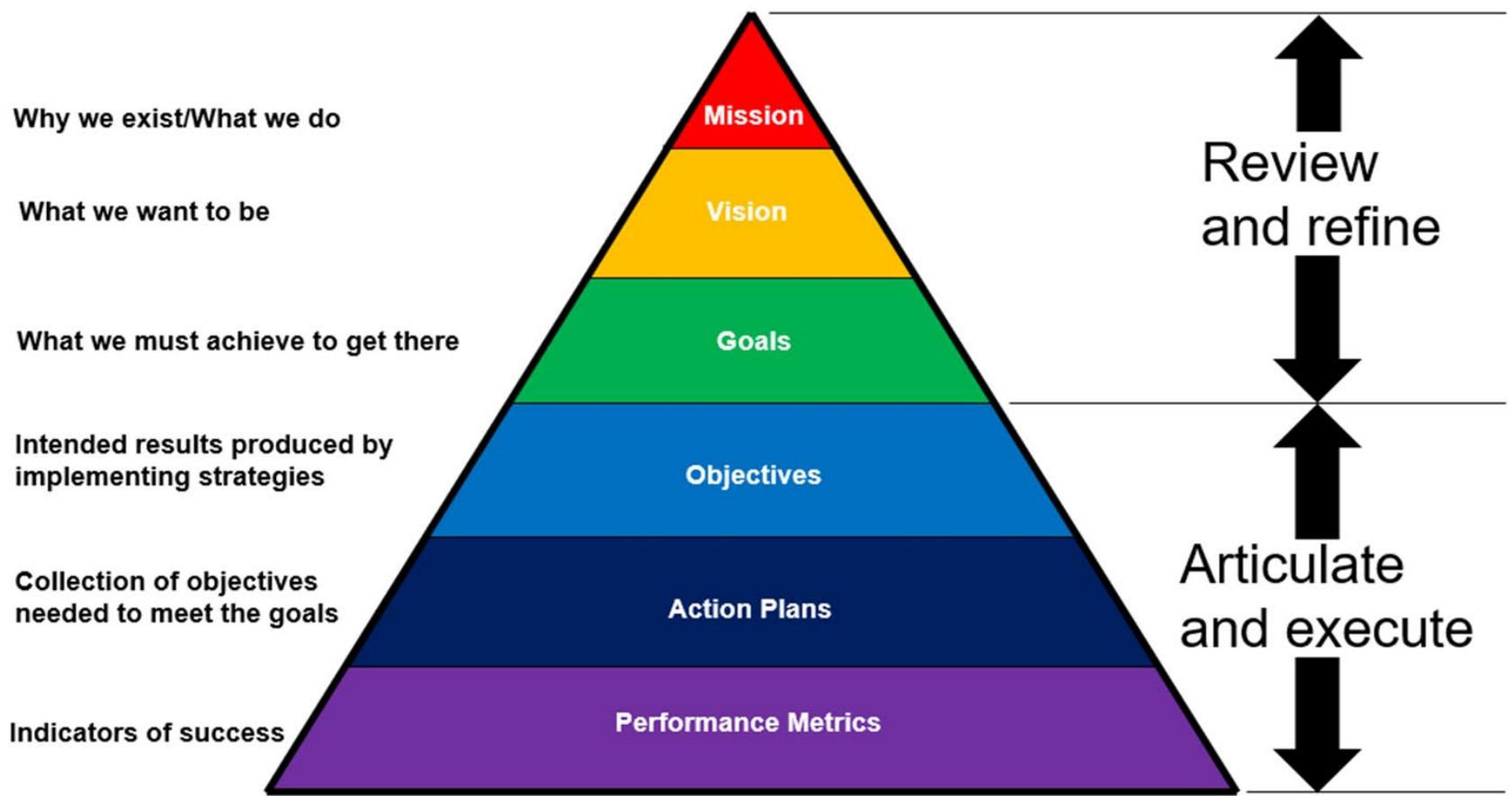
Virtual Officers Meeting

■ **Strategic Theme**

“Growth Through Engagement and Teamwork”

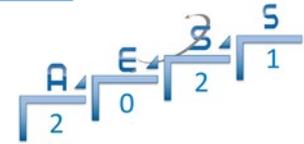
- Growth is necessary for a healthy organization and its members.
- Engagement is a sign of a healthy organization and membership.
- There is strength in numbers. We can accomplish more together as a team.
- As we grow we are likely to diversify, strengthen, and achieve better results.

Strategic Planning Hierarchy



AESS Mission

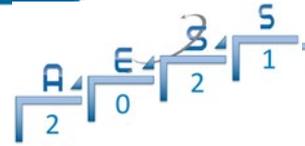
(**Why we exist.** **What we do.**)



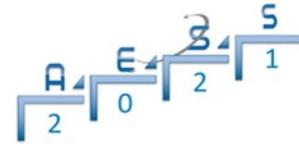
The mission of the AESS is to provide a responsive and relevant professional society that attracts, engages, aids, and retains a diverse set of members (age, culture, community – theoretical, managerial and applications) worldwide in the areas of our fields of interest as defined in our constitution. AESS will accomplish this through technical, chapter and society activities in the areas of conferences, publications, education, technical operations, industry relations, and member services.

AESS Vision

(What we want to be.)



The vision of the AESS is to be essential to the worldwide technical community and be recognized for outstanding contributions in the fields of aerospace and electronic systems.



Strategic Goals

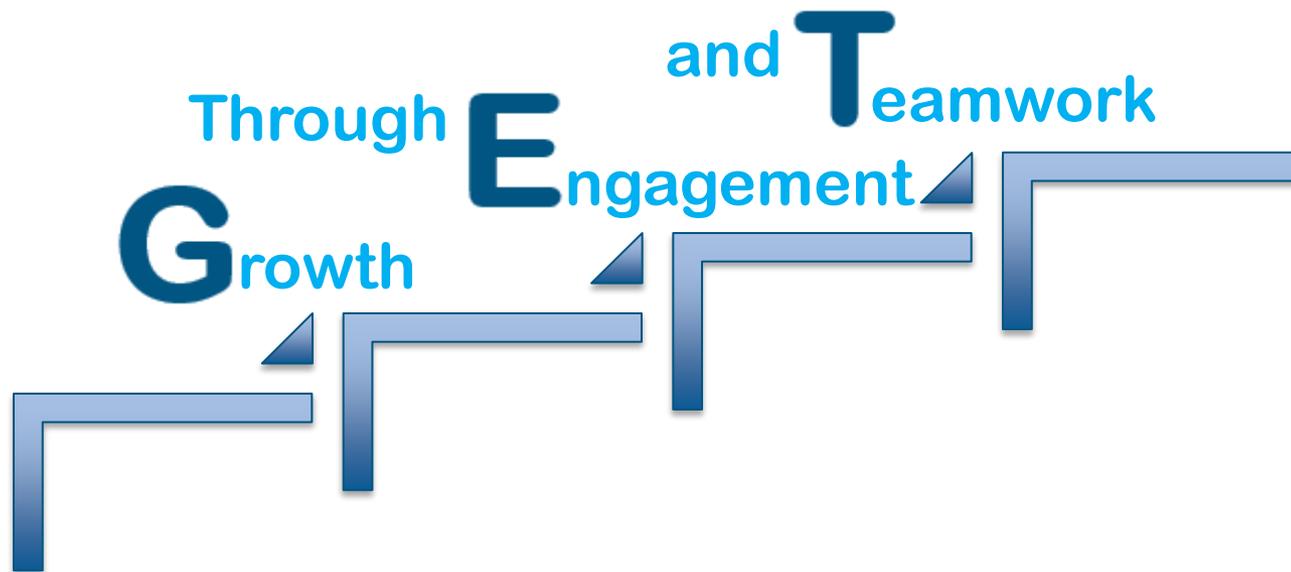


- **G**row
 - Continually expand technically; add activities, programs, and initiatives; and enhance products and services.
- **I**vest
 - Expend time and money to provide value to our members and stimulate growth.
- **V**alue
 - Ensure that the return on investments are worth the expenditures.
- **E**ngage
 - Develop commitment to goals through engagement and building strong-diverse teams.

Goals = "GIVE"

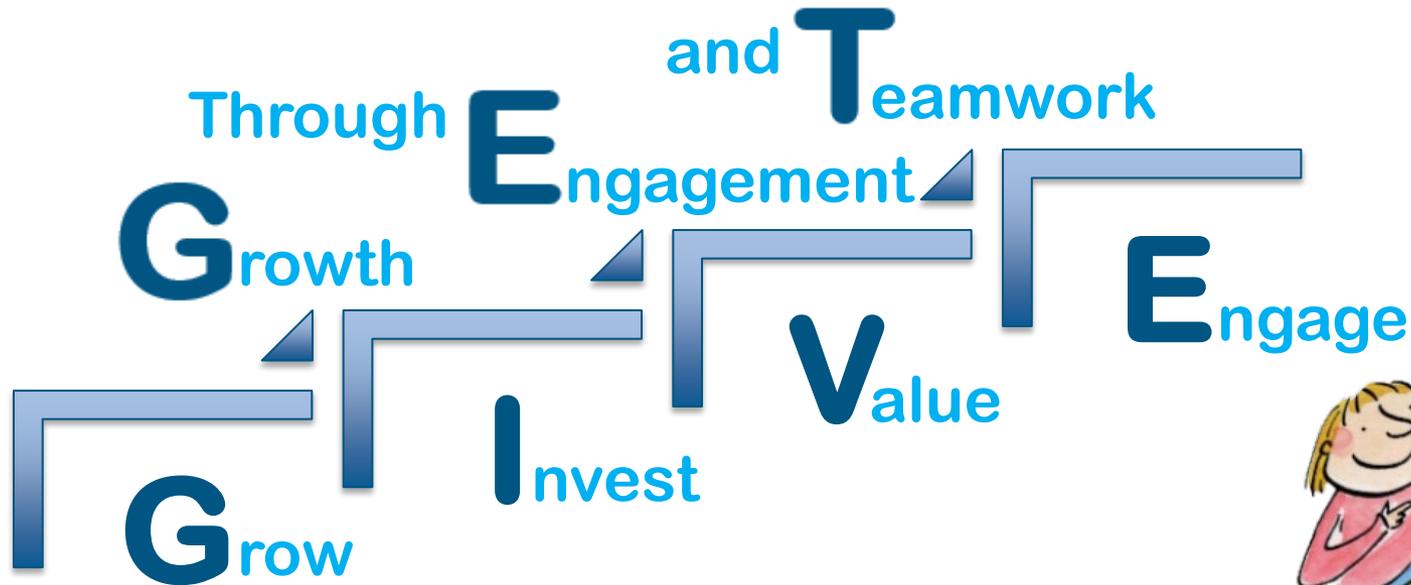
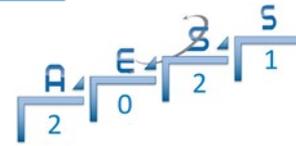


Results = "GET"



Value Proposition

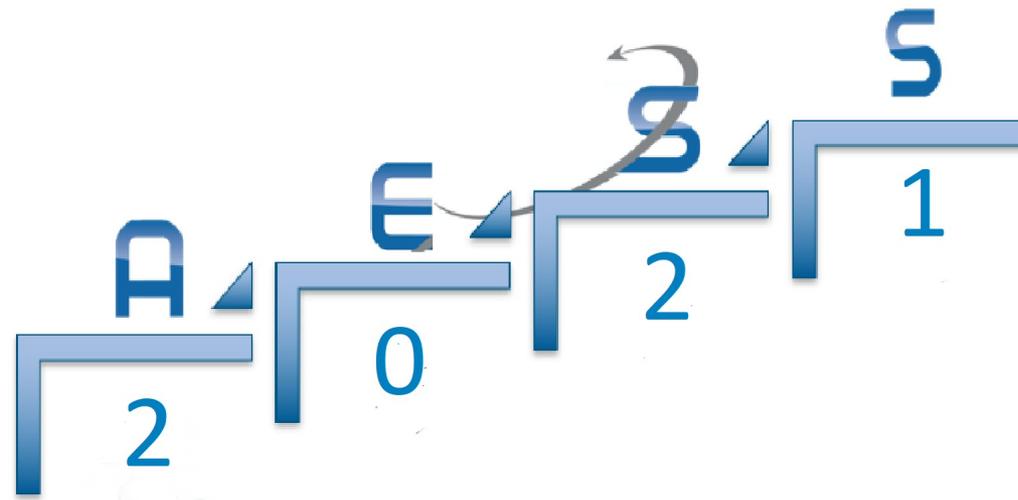
The more you **GIVE**, the more you **GET**.



AESS[®]

The Stairway
to Success





Growth Through Engagement and Teamwork

Mark E Davis
President-Elect, AESS

January 28 & 29, 2021

Virtual Officers Meeting

Strategy for 2021 and Next 5 Years

- Extend The 2020 Strategy
 - Adapt To The COVID19 Effects On AESS
- Awareness Of IEEE Technical Activities
 - 2021 TA Strategy – Where Complementary To AESS Views
- Cross-Committee Interaction For 2 Areas
 - Review And Renew Strategies For Publications and Conferences
 - Adapt To New Realities Of Bringing AESS Capabilities To Our Members

What Do Our (IEEE) Customers Want/Need

Customers	Publication	Conference	Standards	Education	Other
<i>Researchers</i> <ul style="list-style-type: none"> Academia Industry 	<ul style="list-style-type: none"> OA Journals & magazines Analytics (Xplore) Dataport Search App 	<ul style="list-style-type: none"> New Norm Revenue charges Exhibits/Displays 	<ul style="list-style-type: none"> Emerging technologies Roadmaps 	<ul style="list-style-type: none"> New Norm Revenue charges Exhibits/Displays 	<ul style="list-style-type: none"> Futuristic views S/C Predictions roadmap
<i>Industry</i> <ul style="list-style-type: none"> Engineers Supervisors Mgmt/CEO 	<ul style="list-style-type: none"> Regional Hub Offices Newsletters/Letters Roadmaps C-Level Forums 				<ul style="list-style-type: none"> Networking Job Search New trends
<i>Entrepreneurs</i>	<ul style="list-style-type: none"> Startup Help Connections Roadmaps 	<ul style="list-style-type: none"> Connections/Network Display of new products 	<ul style="list-style-type: none"> Market compliance Optimize operations 	<ul style="list-style-type: none"> Workshops Tutorials Seminars 	<ul style="list-style-type: none"> Connections and networking
<i>Government</i> <ul style="list-style-type: none"> Acquisition Development Policy 	<ul style="list-style-type: none"> Roadmaps Future Trends Emerging Technologies Stds: Interoperability 				
<i>YP/Students</i>	<ul style="list-style-type: none"> Newsletters 	<ul style="list-style-type: none"> Connections/Network YP/Student topics 	<ul style="list-style-type: none"> Seminars Workshops 	<ul style="list-style-type: none"> Workplace needs Seminars/workshops 	
<i>Regional Governments</i>	<ul style="list-style-type: none"> Sustainable futures Smart cities/healthcare 				
<i>Cross Disciplinary</i>	<ul style="list-style-type: none"> Focused newsletters Formal Pubs 	<ul style="list-style-type: none"> Engage other non-profit orgs 	<ul style="list-style-type: none"> Industry sector stds and guidebooks 	<ul style="list-style-type: none"> Workshops/seminars 	<ul style="list-style-type: none"> Future predictions

How TA Will Deliver on Our Goals



Grow and keep our current publications, conferences, standards, and technology communities at the forefront of quality and usefulness for engineers worldwide while expanding the value proposition for our product lines

- **Publications:** Be the premiere provider of Open Access (OA) content
- **Conferences:** Refresh conferences (900+) with new style events
- **Standards:** Aggressively develop standards for emerging technologies
- **Future Technologies:** Be the thought leader in emerging technologies and shaping futuristic visions

Break Out Sessions – 90 Minutes

Publications	Conferences
L. Kaplan – Publications	M. Braasch – Conferences
M. Cardinale – Finance	L. LoMonte – Education
M. Ruggieri – Tech Operations	J. Fabrizio – N&A, Short Courses
F. Colone - Membership	F. Filippini – Mentoring
M. Noble - Industry	B. Rassa - Treasurer

Outcome Of Break Out Sessions

- Define Issues
- Assess Cross-Committee Initiatives
- Short Term Objectives
- Long Term Expectations

Brief Out Friday 20 Minutes Per Group