

# **AESS BOG Meeting**

**September 17-18, 2010**

**Orlando, FL**

**Jim Howard**

**VP Membership**

IEEE overall member is up, however our AESS membership is down as compared to the same time frame last year.

We continue to work on membership with our Chapters and at our Conferences.

Membership recruitment, retention, and renewal work will have to continue as membership is “*not a one time occurrence, but an ongoing event.*”

*Jim*



Jim Howard  
AESS VP Membership

# Key Membership Points

July 2010 vs. July 2009 Data

- IEEE Membership is up 12,312 (3.9%)
- Higher Grade Membership is up 2,306 (0.8%)\*\*
- Student Membership is up 5,511 (11.9%)\*
- Society Memberships is up 12,428 (4.0%)

\*Undergraduates

\*\*Not Including Graduate Students

# Key Membership Points

March 2010 vs. March 2009 Data

- 3 of the 10 Regions are up in Higher Grade membership – all outside the US
- 18 Societies have increases in membership\*
- 9 Societies have decreases in membership\*
- 11 Societies are within +/- 1%

\*Plus or minus greater than a 1% change.

# IEEE Membership Statistics for July 31, 2010

Snapshot		Jul '10 vs. '09	% Change	Jul '10	Jul '09	Jun '10	% Change Jun '10 - Jul '10
<b>IEEE Membership</b>		12,312	+ 3.4%	371,507	359,195	366,623	+ 1.0%
• Honorary		1	+ 3.6%	29	28	29	-
• Fellow		146	+ 2.3%	6,535	6,389	6,531	+ 0.1%
• Senior Member		880	+ 2.8%	31,793	30,913	31,777	+ 0.1%
• Member		2,838	+ 1.2%	230,701	227,863	228,985	+ 0.7%
• Associate Member		(1,559)	-9.8%	14,390	15,949	14,236	+ 1.1%
• Graduate Student		4,495	+ 14.2%	36,058	31,563	34,769	+ 3.7%
• Undergraduate Student		5,511	+ 11.9%	52,001	46,490	50,296	+ 3.4%
<b>Society Memberships</b>		12,428	+ 4.0%	319,843	307,415	314,465	+ 1.7%
• 18 Societies up > 1%		13,943		Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 12,024, or +4.2%.			
• 11 Societies +/- 1%		(118)					
• 9 Societies down > 1%		(1,397)					

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# Membership by Region

July '10

*Color Key: Green shading = year-over-year growth; Orange shading = year-over-year decline*

## Geographic IEEE Membership Summary - July 2010

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change		2010	2009	Change		2010	2009	Change		2010	2009	Change	
			#	%			#	%			#	%			#	%
1	30,878	31,700	(822)	-2.6%	1,829	1,553	276	17.8%	1,724	1,422	302	21.2%	34,431	34,675	(244)	-0.7%
2	27,167	27,331	(164)	-0.6%	1,745	1,515	230	15.2%	1,813	1,655	158	9.5%	30,725	30,501	224	0.7%
3	24,053	24,153	(100)	-0.4%	2,309	2,005	304	15.2%	2,413	2,212	201	9.1%	28,775	28,370	405	1.4%
4	18,406	18,569	(163)	-0.9%	1,740	1,579	161	10.2%	1,897	1,580	317	20.1%	22,043	21,728	315	1.4%
5	23,655	23,851	(196)	-0.8%	1,776	1,447	329	22.7%	2,101	1,780	321	18.0%	27,532	27,078	454	1.7%
6	48,032	48,835	(803)	-1.6%	2,881	2,545	336	13.2%	2,973	2,490	483	19.4%	53,886	53,870	16	0.0%
R 1-6	172,191	174,439	(2,248)	-1.3%	12,280	10,644	1,636	15.4%	12,921	11,139	1,782	16.0%	197,392	196,222	1,170	0.6%
7	12,578	12,589	(11)	-0.1%	1,906	1,665	241	14.5%	1,345	1,274	71	5.6%	15,829	15,528	301	1.9%
8	46,993	45,906	1,087	2.4%	10,703	9,476	1,227	12.9%	9,146	9,079	67	0.7%	66,842	64,461	2,381	3.7%
9	6,897	6,445	452	7.0%	1,472	1,132	340	30.0%	5,751	5,058	693	13.7%	14,120	12,635	1,485	11.8%
10	44,789	41,763	3,026	7.2%	9,697	8,646	1,051	12.2%	22,838	19,940	2,898	14.5%	77,324	70,349	6,975	9.9%
R 7-10	111,257	106,703	4,554	4.3%	23,778	20,919	2,859	13.7%	39,080	35,351	3,729	10.5%	174,115	162,973	11,142	6.8%
<b>TOTAL</b>	<b>283,448</b>	<b>281,142</b>	<b>2,306</b>	<b>0.8%</b>	<b>36,058</b>	<b>31,563</b>	<b>4,495</b>	<b>14.2%</b>	<b>52,001</b>	<b>46,490</b>	<b>5,511</b>	<b>11.9%</b>	<b>371,507</b>	<b>359,196</b>	<b>12,312</b>	<b>3.4%</b>
% R1-6	61%	62%			34%	34%			25%	24%			53%	55%		
% R7-10	39%	38%			66%	66%			75%	76%			47%	45%		

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<b>TOTAL</b>	<b>283,448</b>	<b>281,142</b>	<b>2,306</b>	<b>0.8%</b>	<b>36,068</b>	<b>31,663</b>	<b>4,405</b>	<b>14.2%</b>	<b>62,001</b>	<b>46,490</b>	<b>15,511</b>	<b>14.9%</b>	<b>371,507</b>	<b>369,196</b>	<b>2,311</b>	<b>0.6%</b>
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# **AESS Membership Information**

# Key AESS Membership Points

- Letters sent to all AESS Arrears members.
- Letters are being sent to all new AESS members.
- Letters are being sent to all new AESS Senior Member.
- Welcome back letters being sent to all AESS members who are returning to the AESS.
- Membership brochures available for Chapters, Conferences, etc.

# Key AESS Membership Points

## July 2010 vs. July 2009 Data

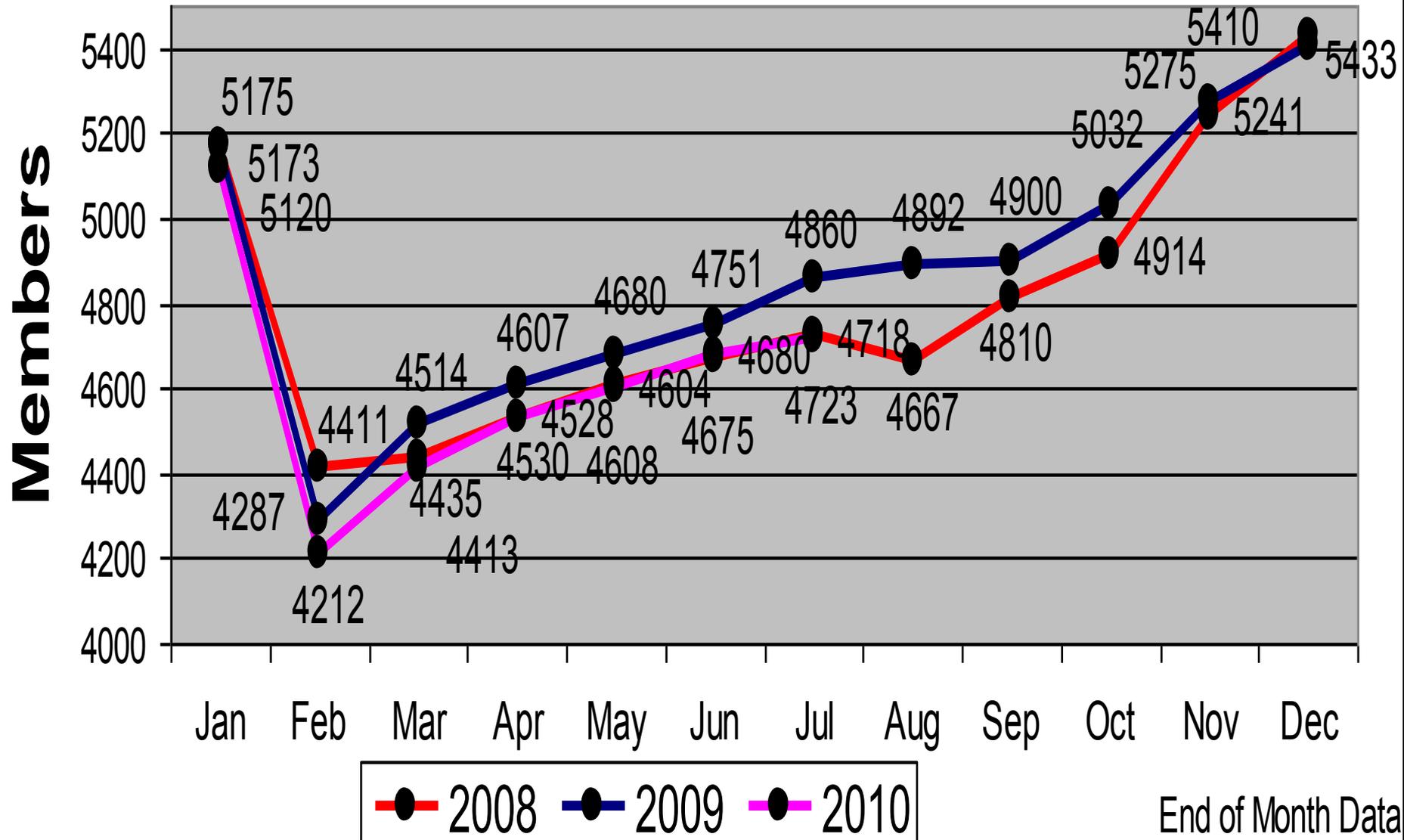
- AESS membership is down 142 members from 2009 and 5 members from 2008.
- We are presently behind our membership numbers for July 2009, 2008, & 2007.
- At the end of February, after the Terminator run, we were down 75 members more than the previous year and 198 members more than 2008.

# Key AESS Membership Points

July 2010 vs. July 2009 Data

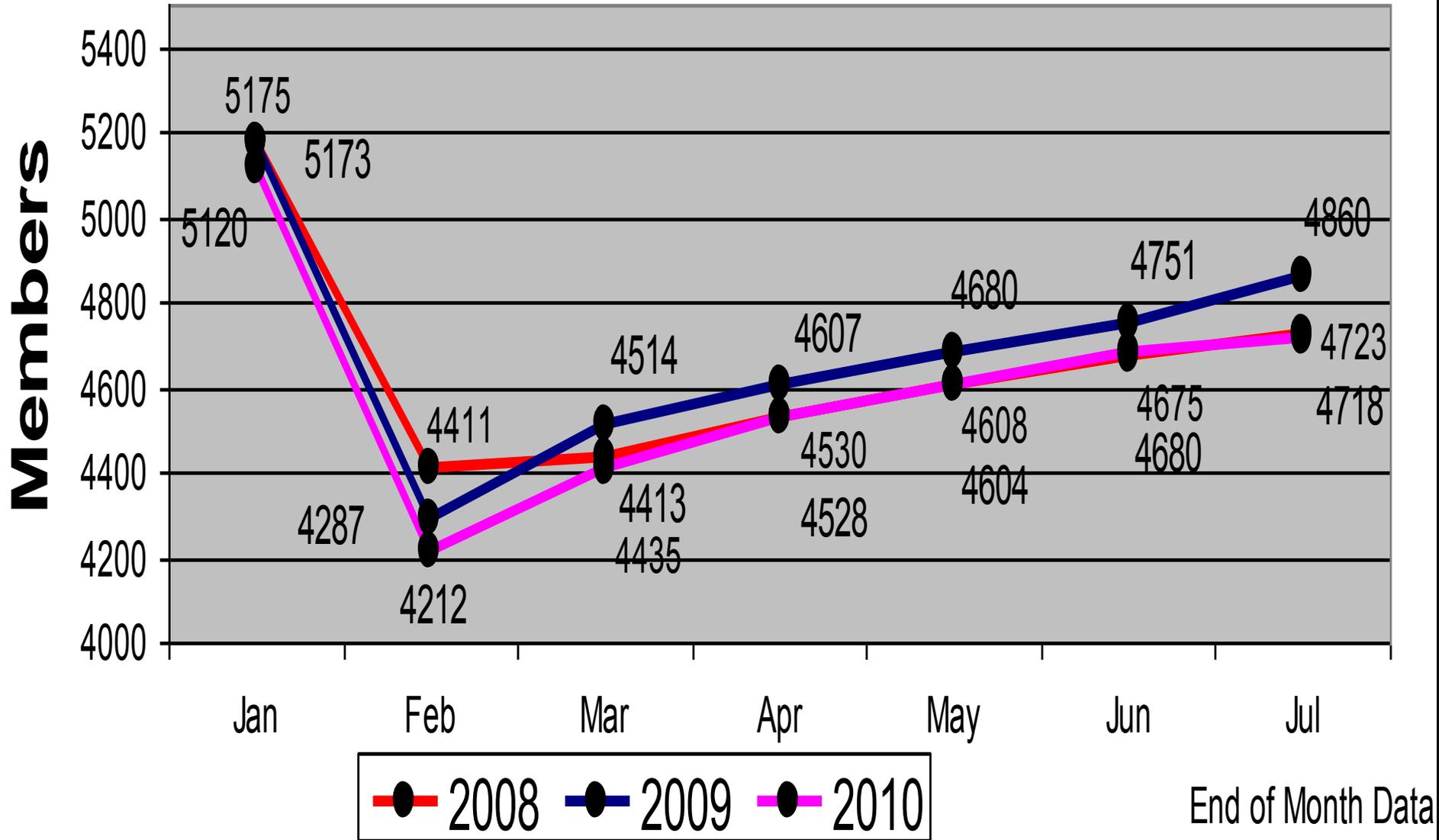
- Since the Terminator ran in February, we have increased our membership for 506 members (renewals or new members).
- This 506 number is more renewals and new members than we did in the same time frame in 2008, however it is not as good as we did last year (2009).

# 2008-2010 AESS Membership

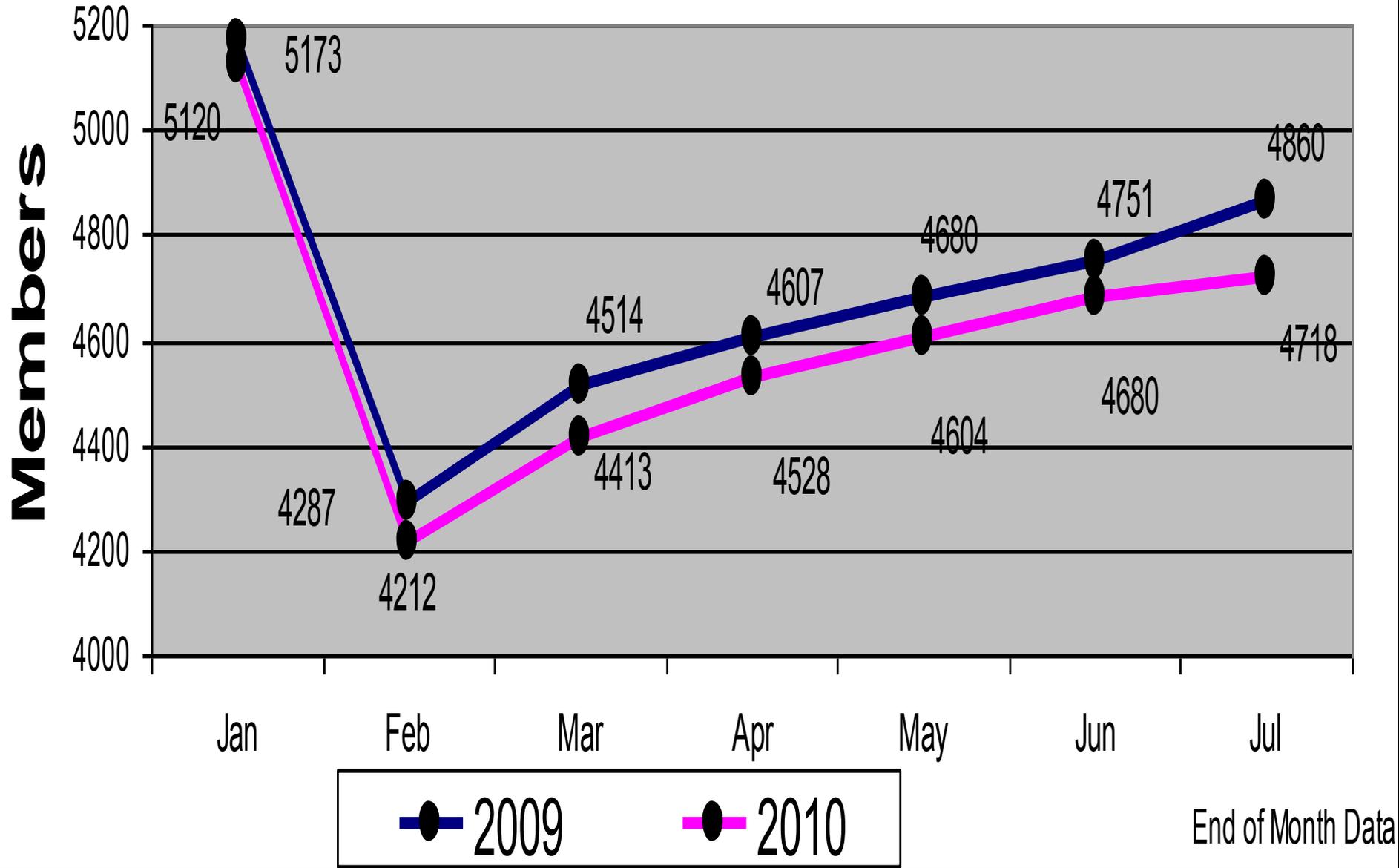


End of Month Data

# 2008-2010 AESS Membership



# 2009-2010 AESS Membership



# **AESS Membership Development**

## **Tools, Suggestions, and Plans**

# Key AESS MD Development Points

- Need to continue promoting membership in our Society at EVERY Conference venue utilizing the IEEE Conference Program where possible.
- Reconsider (one more time) a Free AESS membership pilot program.
- Need to continue all of the membership work that all of us have been doing.

# Continue/Expand our Conference Recruiting

<http://www.ieee.org/about/volunteers/cmr.htm>

## Conference Member Recruitment Program

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### ♦ <sup>+</sup>Join IEEE and get a free society

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The IEEE Conference Member Recruitment Program (CMR) offers an incentive to those who join the IEEE at the conference. Each higher-grade, full-dues paying IEEE membership applicant is given one year of membership to one of IEEE's 38 [Technical Societies](#). The program runs in parallel with the IEEE membership year (16 August - 15 August) and is one of the most successful membership development tools available.

To have your conference(s) considered for this program, you must submit your request via the form below. Once approved, a unique campaign code will be assigned and sent to you.

NOTE: This campaign code must be on the back of each membership application form that is submitted to the IEEE in order to be processed correctly. Students and GSM's are not eligible to participate in this program.

The most successful conferences set up a highly visible, staffed membership recruitment desk and recruit a minimum of 25 new members. Supplies for the table may be ordered online through the [membership development supply form](#) using your IEEE web account.

### Conference Member Recruitment Form

Please allow 2 weeks lead time to obtain your tracking/campaign code.

For all other questions regarding the CMR program contact [Denise Maestri](#), Supervisor for Admission & Advancement.

# Process for IEEE Free Memberships at AESS Sponsored Conferences

- Register your conference with the IEEE Conference Member Recruitment Program. Go to [http://www.ieee.org/web/volunteers/membership\\_dev/cmr.html](http://www.ieee.org/web/volunteers/membership_dev/cmr.html).
- The conference will charge the attendee the non-member fee and give them a voucher for 1-yr free IEEE/AESS membership (new members only, NOT renewals). All non-members will get a voucher.
- The attendee turns the voucher in to the IEEE booth or registration desk and fills out a membership application and leaves it at the desk. The Conference sends all applications to IEEE for processing. (Be sure to include the unique campaign code given by IEEE.) The Conference pays for the IEEE memberships, and IEEE pays for the Society Memberships.
- The registration differential for member vs non-member is priced at the cost of 1-yr IEEE membership (currently about \$175 US).
- These memberships are FULL memberships, not "affiliate".
- Send the names to Judy Scharmann for tracking.

# Free AESS Membership?

- Communications Society is continues to make this offer.
- Results have been mixed over the long run
- Pro's and Con's on offering this as a Pilot project for AESS?

*FREE Membership to  
IEEE Communications Society*

*Offer expires by 31 July 2010*



Dear James Howard ,

**The IEEE Communications Society (ComSoc)** - the world's leading communications organization invites you to become a 2010 member - **free of charge.**

**You will receive monthly digital delivery of our flagship publication - *IEEE Communications Magazine.***

Other benefits society members enjoy include:

Other benefits society members enjoy include:



- Online access to industry resources and technical papers.
- Online tutorials, webinars and other educational programs.
- Network opportunities with technical experts around the world.
- Member discounts on the Wireless Communication Engineering Technologies (WCET) Certification Program.
- Monthly ComSoc e-NEWS issues.
- Digital Delivery of *ComSoc Community Directory*.
- Additional ComSoc Member discounts on conferences, publications, and access to member-only products.
- Volunteer opportunities and eligibility for awards and recognition.



This free introductory membership offer with digital delivery of **IEEE Communications Magazine** is limited to selected IEEE Members only.

Please respond by 31 July 2010.

[Become a ComSoc member today!](#)

# Free AESS Membership?

- According to the Communications Society they estimate a 14% retention rate for this program.
- They are only offering digital access to their magazines.
- We have requested and received the TIP codes we could use for the program, however we would need to determine “key” TIP codes to use.
- Not all FREE email will be responded to!

# Free AESS Membership?

- This program would begin after the ½ price dues year starts (approximately March 2010) and could run thru August.
- We can limit the number of email for the program we send out.
- As an example – if we get 2,000 possible new AESS members, we can expect to retain about 280 as renewals for the next membership year (based on the Communications Society experience).

# AESS Membership Brochure

- 5,000 additional membership brochures are been printed and are available for Chapters, Conferences, etc. (The first 1,000 copies printed were all distributed).
- The brochure is available as an electronic document that can be emailed.
- The brochure will be available for download off the web site.

# Other Membership Items - IEEE AESS Page

## Join the IEEE Aerospace and Electronic Systems Society (AESS)

### ◆ Membership Menu

#### + Join Now

#### Renew Membership

#### myIEEE

#### Member Benefits

#### Member Grade Elevation

#### Member-Get-a-Member

#### + Societies & Special Interests

This society focuses on the organization, design, development, integration, and operation of complex systems for space, air, ocean or ground environments. These systems include but are not limited to navigation, avionics, mobile electric power and electronics, radar, sonar, telemetry, military, law-enforcement, automatic test, simulators, and command and control. Many AESS members are concerned with the practice of systems engineering.

› [Visit the society Web site](#)

### Your society membership brings you:

- IEEE Aerospace and Electronic Systems Magazine (print & electronic)
- IEEE Transactions on Aerospace and Electronic Systems (electronic)
- IEEE/OSA Journal of Lightwave Technology (electronic)
- IEEE Nanotechnology Magazine Print Subscription

Add IEEE AESS to your IEEE membership

Join IEEE and IEEE AESS as a professional member

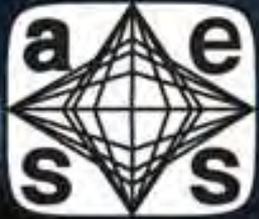
Join IEEE AESS as an Affiliate

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Join IEEE and AESS as a student or graduate student

An affiliate is a member of an IEEE society, but not of the IEEE.

# AESS Society Membership Home Page



THE AEROSPACE AND ELECTRONIC SYSTEMS SOCIETY

## WELCOME TO THE AESS

[Home](#) [About the AESS](#) [Conferences](#) [Education](#) [Membership](#) [Publications](#) [Technical Operations](#)

### Welcome to the AESS Membership Site

Membership in the Aerospace and Electronic Systems Society offers many benefits:

- our Award-winning IEEE Aerospace and Electronic Systems Magazine
- our high technology IEEE Transactions on Aerospace and Electronic Systems
- an opportunity to participate in technical opportunities in the Society

Interested in finding a Chapter? Visit our [Chapter](#) page to locate a chapter in your area. Also, please take time to visit our [Student Activities](#) page.

Joining AESS is easy. Simply [click here](#) and follow the easy directions.

For further information on the Membership Activities of the AESS, please feel free to contact me.

Jim Howard  
VP Membership



**James Howard**  
BoG, VP Membership  
BoG Term: 1/1/10 to 12/31/12  
[Contact](#)

### DID YOU KNOW



AESS Affiliate status is available to those who do not wish to become IEEE members but wish to affiliate with the AES Society.

April 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### Connect With AESS

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[facebook](#)

Join AESS

# ***AESS Membership Important Links***

## **AESS Web Home Page**

- **[http://www.ieee-aess.org/main/index.php?option=com\\_content&view=frontpage&Itemid=1](http://www.ieee-aess.org/main/index.php?option=com_content&view=frontpage&Itemid=1)**

## **Join AESS Membership Web Page**

**[http://www.ieee.org/membership\\_services/membership/societies/aes.html](http://www.ieee.org/membership_services/membership/societies/aes.html)**

# Benefits of Senior Membership...

- Recognition
- Engraved Senior Member Plaque
- US \$25 Voucher–To join 1 new Society
  - expires 31 Dec 2010
- Letter of Commendation
- Leadership Eligibility
- Reference for Senior Member Candidates
- <http://www.ieee.org/web/membership/senior-members/index.html>



# Program Incentive

## Reward Structure & Administration

- Section / Society Bonus
  - Nominate at least 5 members for Senior Member grade
  - Receive \$10 for each applicant that is nominated and elevated to Senior Member grade by the nominating entity
  - Payout is early 2010 or in conjunction with the Section Rebate Program
  - [http://www.ieee.org/web/volunteers/membership\\_dev/senior\\_member.html](http://www.ieee.org/web/volunteers/membership_dev/senior_member.html)



# Requirements for Senior Member Elevation ...

- 10 years of Professional Experience
  - Education plus Experience total
- 5 years of Significant Performance
  - over a period of at least 5 of their years in professional practice

# Application to include:

## Professional Experience:

- Provide a detailed resume with dates
- Years working and going to school are counted once

## Significant Performance:

- Provide a bulleted list with dates that clearly defines 5 years

# Requirements for Senior Member Elevation, Cont'd.....

- References:
- 3 references are needed
- Nominator counts as 1 reference if they are qualified
- Qualified Reference: active IEEE Senior Member, Fellow, Honorary Member, Life Senior Member or Life Fellow

# Application Facts

- ❑ There is NO additional fee to apply if you currently hold IEEE Member grade
- If Affiliate, Student or GSM grade – IEEE Member dues applies prior to elevation
  
- ❑ Applicants are responsible to contact and follow-up with their references
  
- ❑ Applicants OR a nominator can complete the application form

# Questions, Comments, Suggestions?

