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 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

<table>
<thead>
<tr>
<th>Snapshot</th>
<th>Jul '10 vs. '09</th>
<th>% Change</th>
<th>Jul '10</th>
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<tr>
<td><strong>IEEE Membership</strong></td>
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<td>29</td>
<td>28</td>
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<td>-</td>
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<td>• Fellow</td>
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<tr>
<td>• Senior Member</td>
<td>+ 880</td>
<td>+ 2.8%</td>
<td>31,793</td>
<td>30,913</td>
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<tr>
<td>• Member</td>
<td>+ 2,838</td>
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<td>230,701</td>
<td>227,863</td>
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</tr>
<tr>
<td>• Associate Member</td>
<td>- (1,559)</td>
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<td>14,390</td>
<td>15,949</td>
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<td>• Graduate Student</td>
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<tr>
<td><strong>Society Memberships</strong></td>
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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%.
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% R1-6: 61% 62%
% R7-10: 39% 38%
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).
2009-2010 AESS Membership

Members

Jan  Feb  Mar  Apr  May  Jun  Jul

End of Month Data

2009 2010
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.
Join IEEE and get a free society

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.

• 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?
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.
- 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 $\frac{1}{2}$ 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.
Join the IEEE Aerospace and Electronic Systems Society (AESS)

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 Nanotechnology Magazine Print Subscription

<table>
<thead>
<tr>
<th>Add IEEE AESS to your IEEE membership</th>
<th>Join IEEE and IEEE AESS as a professional member</th>
<th>Join IEEE AESS as an Affiliate</th>
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<td></td>
<td>~~~</td>
<td>An affiliate is a member of an IEEE society, but not of the IEEE.</td>
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Welcome to the AEES 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 AEES is easy. Simply click here and follow the easy directions.

For further information on the Membership Activities of the AEES, 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
AESS Membership Important Links

AESS Web Home Page
• 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
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

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

- [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?