Member Services
Fabiola Colone
September 24-25, 2020
Growth Through Engagement and Teamwork
Committee Members

- Fabiola Colone
- Kathleen Kramer
- Sabrina Greco
- Michael Noble
- Francesca Filippini
- Sarana Tse
- Philipp Wojaczeck

- Roy Streit
- Dale Blair
- Xiaopeng Yang

...and cooperations with other Committees within the BoG
List of Goals

Member Services

1. Grow AESS membership by 2% per year.
2. Increase membership diversity (geographical, affiliation, gender, age, technical).
3. Maintain close liaison with existing Chapters and promote formation of new Chapters.
4. Engage Chapter members in AESS activities and stimulate Chapter driven initiatives.
5. Improve the benefits of the AESS membership.
6. Increase member participation in AESS activities and events, especially students and YPs.
Membership statistics (I)

AESS Society total

We are heading to > +2% (despite the Covid effect)

- 2016: 4828
- 2017: 4884
- 2018: 4941
- 2019: 5027 (+1.7%)
- 2020:

![Graph showing membership statistics from 2016 to 2020]
Membership statistics (II)

And there is more…

<table>
<thead>
<tr>
<th></th>
<th>2020/04</th>
<th>2020/05</th>
<th>2020/06</th>
<th>2020/07</th>
<th>2020/08</th>
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</thead>
<tbody>
<tr>
<td>AES</td>
<td>-0.5%</td>
<td>-1.5%</td>
<td>+2.0%</td>
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<td>GRS</td>
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<tr>
<td>IT</td>
<td>-12.0%</td>
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<td>+17.6%</td>
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<td>-1.2%</td>
<td>-0.5%</td>
<td>-8.4%</td>
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<tr>
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<tr>
<td>SP</td>
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<td>-1.2%</td>
<td>+1.1%</td>
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<td>+0.9%</td>
</tr>
<tr>
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<td>-0.1%</td>
<td>+2.0%</td>
<td>-0.4%</td>
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</tr>
<tr>
<td>Div IX</td>
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<td>-0.2%</td>
<td>+2.3%</td>
<td>+1.9%</td>
<td>+1.8%</td>
</tr>
<tr>
<td>IEEE Societies</td>
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<td>-1.2%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
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</table>

2020/04 2020/05 2020/06 2020/07 2020/08
Membership statistics (III)

AESS Student Members

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership Count</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>255</td>
</tr>
<tr>
<td>2017</td>
<td>285</td>
</tr>
<tr>
<td>2018</td>
<td>288 (+13.5%)</td>
</tr>
<tr>
<td>2019</td>
<td>327</td>
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<tr>
<td>2020</td>
<td></td>
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Highest number of StM in the last 5 years!
We are heading to +2-3%
List of Objectives

Member Services

- Obj #1: Regional Chapter Summit
- Obj #2: Funding opportunities for Chapters
- Obj #3: Communication with Chapters
- Obj #4: Membership fees and benefits
- Obj #5: Strategies to spread information
- Obj #6: YP and StM events
- Obj #7: Mentoring Program
Objective #1
Regional Chapter Summit

S – Continue the series of Regional Chapter Summit: identify strategic locations, organize and hold 1-2 meetings to increase awareness and get feedback on AESS activities.

M – Number of events held and stimulated interactions.

A – Assigned to: Colone & Kramer (co-Lead), Filippini + Moreira.

R – Relevant to most Goals.

T – 1 year, depending on the locations.
Objective #1
Tasks completed and activities in progress

- The summit initially planned for R1-3 was extended to Regions 1-6 and we had positive response from 13 Chapter Chairs.
- That summit was cancelled due to the Covid pandemic.
- We had started planning the 2021 summit for Region 9 (5 Chapters + 12 Student Branches) by investigating opportunities for an appropriate venue.
- Activities currently suspended.
Objective #2
Funding opportunities for Chapters

S – Revise funding opportunities and corresponding processes for local events driven by local entities.

M – New processes designed and approved, dedicated publicity, new processes operating.

A – Assigned to: Colone (Lead), Kramer, Blair + Rassa/Cardinale

R – Relevant to most Goals.

T – BoG Spring Meeting for first proposal.
Objective #2
Tasks completed and activities in progress

- Revised the funding opportunities and the processes we adopt to provide support to Chapters.

Motion approved at the Spring BoG Meeting:

- The amount for 2021 will be $35,000.
- The mechanism for providing chapter support has been transitioned from a Society “push” to a Chapter “pull” approach.
- Different levels of support (i.e. Annual Support, Major Initiatives).
Objective #2
Tasks completed and activities in progress

- Designed clear processes for the Chapters to request support
  - Simple Google form for Chapter Annual Support
  - Extended form for Major Chapter Initiatives

- Publicity should be provided (direct communications, website, QEB, Handbook).
Objective #3
Communication with Chapters

S – Keep continuous communication with Chapter Chairs using different and improved communication channels.

M – New webpages made available, number of messages sent, Collabratec group operating.

A – Assigned to: Kramer (Lead), Colone, Blair, Yang.

R – Relevant to Goals 3, 4.

T – 6 months for startup and then continual.
Objective #3
Tasks completed and activities in progress

New AESS Chapters webpages

Chapter Chair Toolbox

FUNDING OPPORTUNITIES

Chapter Annual Support
Chapters can apply each year for financial support of up to $500 USD to fund local AESS chapter activities and small initiatives. Requests for support should use the short online form, found here. These requests are reviewed by AESS Member Services. Chapters are encouraged to make these requests every year.

Chapter Annual Support Request Form

Major Chapter Initiatives
Chapters are invited to submit proposals for major initiatives to increase the local impact of AESS, recruit new members, and provide additional benefits to existing members, especially young members. More details on how to apply for funding coming soon.

ADDITIONAL SUPPORT

> Annual recognition to the Best Chapter of the Year
> Travel support for Distinguished Lecturers to attend chapter activities
> Support through the AESS Short Course Initiative
> Travel support for Chapter Chairs to attend Regional Chapter Summits

GOVERNANCE INFORMATION

Download the latest version of the AESS Chapter Handbook here.
Objective #3
Tasks completed and activities in progress

- Stimulating applications to the 2020 Best Chapter of the Year Award (deadline December 1).
- Advertizing the new funding process across the Chapters.
- Updating the Handbook to reflect the BCotY award and funding opportunities.
Objective #4
Membership fees and benefits

**S** – Critical review of the membership fees and members benefits.

**M** – Report on current status and proposal for modifications made available, approved, and operating.

**A** – Assigned to: Colone (Lead), Greco, Noble, Tse, Wojaczeck + Rassa/Cardinale & Braasch

**R** – Relevant to Goals 1, 2, 5, 6.

**T** – BoG Spring Meeting for first report, proposal for modifications at the Fall Meeting.
Objective #4
Tasks completed and activities in progress

- Student Member fees reduced at the Spring BoG Meeting from $13.00 down to $5.00.
- Changes submitted to IEEE, to be effective in 2021.
- Started advertising the change among our students networks.
- The effects will be monitored carefully.
Objective #5
Strategies to spread information

S – Improve the strategies we adopt to inform members about AESS initiatives. This includes QEB, social media, and AESS Website.

M – New layouts made available and new strategies operating.

A – Assigned to: Tse & Filippini (co-Lead), Wojaczeek, Yang, Greco, Streit.

R – Relevant to Goals 2, 5, 6.

T – 6 Months for startup, then continual.
Objective #5
Tasks completed and Activities in progress

New AESS Instagram profile
Content of relevance to younger members (AESS new initiatives, Award deadlines, YP events, Testimonials etc.)

The story behind a success

Robert Hill Award testimonial

Reduced Membership fee for students

New Initiatives: The Virtual DL

Conferences

Mentoring testimonials
Objective #5
Tasks completed and Activities in progress

- Discussion on an official LinkedIn account.
- Designing an appropriate process to create a YP mailing list.
- IEEE App → new mobile strategy and platform, as one of the priorities for persistent engagement with our members and our content users.
Objective #6
YP and StM events

S – Hold AESS events for YP and StM at major conferences and explore other opportunities within local meetings; design and implement strategies to give them additional value.

M – Number of events held each year.

A – Assigned to: Wojaczek (Lead), Filippini, Tse, Noble + Braasch & Lo Monte

R – Relevant to Goals 2, 5, 6.

T – BoG Fall Meeting for update, then continual.
Objective #6
Tasks completed and Activities in progress

- The event initially planned for the IEEE Int. Radar Conference in Washington DC was cancelled as the conference went virtual.

- The same applies to other events scheduled for 2020 (e.g. YP event at IRS/MIKON, YP Congress in Sweden, etc.)

- Started planning the YP event at the 2021 IEEE Radar Conference (Atlanta).
Objective #7
Mentoring Program

S – Grow and reinforce the Mentoring Program by recruiting new Mentors and Mentees, and implementing more effective processes for engaging members.

M – Number of new sign-up and active mentor/mentee pairs.

A – Assigned to: Filippini (Lead), Tse, Wojaczek + Lo Monte.

R – Relevant to Goals 1, 2, 5, 6.

T – BoG Fall Meeting for update, then continual.
Objective #7
Tasks completed and activities in progress

- Monitoring the development of the program
  - Short survey sent to all paired Mentors to check the status of their mentorships and to get feedback on the program.
  - **9 mentorships have been successfully completed!**

- Improving the registration process
  - The process of managing applications is running smoothly
  - **For the first time, the number of waiting mentees decreased** (matched/removed).
Objective #7

Tasks completed and activities in progress

- Improving the recruitment strategies

The advertising material has been renewed

- new flyer for the Magazine and the AESS booths
- new banner for the QEB
- advertising distributed also on new social media channels