

# **AESS BOG Meeting**

**February 11, 2010**

**Atlanta, Georgia**

**Jim Howard**

**VP Membership**

Hi – Hope you all had a safe trip to Atlanta. I am here at the OU Series, however, as Treasurer of IEEE-USA I am attending an IEEE Finance Committee meeting today.

As I stated in my last report, IEEE overall membership is up, as is our Society membership.

We need to continue the work being done at Chapters, Conferences and by the MGA in order to keep this trend moving in the correct direction.

If you have any questions that come up, please just email me or give me a call on my cell phone at 813-924-1337 and I will get back to you with an answer. Thanks and have a great meeting.

*Jim*



# Key Membership Points

December 2009 vs. December 2008 Data

- IEEE Membership is up 14,601 (3.8%) –  
– An All Time Record = 397,001 members
- Higher Grade Membership is up 2,661 (0.9%)
- Student Membership is up 11,940 (14%)
- Society Membership is down 2,074 (-0.6%)













# Key Membership Points

December 2009 vs. December 2008 Data

- 8 of the 10 Regions are up in Higher Grade membership\*
- 19 Societies have increases in membership
- 12 Societies have decreases in membership
- 7 Societies are within +/- 1%

\*Now recognizing August student elevations in August statistics reporting (rather than December). Short-term anomaly in year-over-year reporting of higher-grade and student membership August through November

# IEEE Membership Statistics for December 31, 2009

Snapshot	December '09 vs. '08	% Change	Dec '09	Dec '08	Nov '09	% Change Nov '09 - Dec '09
<b>IEEE Membership</b>	 14,601	3.8%	397,001	382,400	388,213	2.3%
• Honorary	 2	7.1%	29	27	28	3.6%
• Fellow	 161	2.6%	6,383	6,222	6,385	-
• Senior Member	 839	2.7%	31,880	31,041	31,777	0.3%
• Member	 4,483	1.9%	245,064	240,581	244,137	0.3%
• Associate Member	 (2,824)	(14.6%)	16,470	19,294	16,378	0.6%
• Graduate Student	 7,114	22.8%	38,261	21,147	35,092	9.0%
• Undergraduate Student	 4,826	8.9%	58,914	54,088	54,416	8.3%
<b>Society Memberships</b>	 (2,074)	(0.6%)	334,804	336,878	325,471	2.9%
• 19 Societies up > 1%	 5,590		Sum of respective Societies' gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are down year-over-year by 554, or (-0.2%).			
• 7 Societies +/- 1%	 (152)					
• 12 Societies down > 1%	 (7,512)					

## Geographic IEEE Membership Summary - December 2009

REGION	PROFESSIONALS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2009	2008	Change		2009	2008	Change		2009	2008	Change		2009	2008	Change	
1	32,497	33,263	(766)	-2.3%	2,157	1,745	412	23.6%	2,357	2,042	315	15.4%	37,011	37,050	(39)	-0.1%
2	28,434	28,487	(53)	-0.2%	2,051	1,619	432	26.7%	2,416	2,031	385	19.0%	32,901	32,137	764	2.4%
3	25,594	25,729	(135)	-0.5%	2,564	2,040	524	25.7%	3,048	2,788	260	9.3%	31,206	30,557	649	2.1%
4	19,271	19,460	(189)	-1.0%	2,036	1,599	437	27.3%	2,448	2,145	303	14.1%	23,755	23,204	551	2.4%
5	24,967	25,136	(169)	-0.7%	1,956	1,485	471	31.7%	2,553	2,144	409	19.1%	29,476	28,765	711	2.5%
6	50,859	52,208	(1,349)	-2.6%	3,417	2,769	648	23.4%	3,884	3,167	717	22.6%	58,160	58,144	16	0.0%
<b>R 1-6</b>	<b>181,622</b>	<b>184,283</b>	<b>(2,661)</b>	<b>-1.4%</b>	<b>14,181</b>	<b>11,257</b>	<b>2,924</b>	<b>26.0%</b>	<b>16,706</b>	<b>14,317</b>	<b>2,389</b>	<b>16.7%</b>	<b>212,509</b>	<b>209,857</b>	<b>2,652</b>	<b>1.3%</b>
7	13,304	13,023	281	2.2%	1,901	1,644	257	15.6%	1,728	1,592	136	8.5%	16,933	16,259	674	4.1%
8	50,804	48,857	1,947	4.0%	10,028	8,651	1,377	15.9%	9,539	9,713	(174)	-1.8%	70,371	67,221	3,150	4.7%
9	7,639	7,347	292	4.0%	1,332	1,249	83	6.6%	5,856	6,805	(949)	-13.9%	14,827	15,401	(574)	-3.7%
10	46,457	43,655	2,802	6.4%	10,819	8,346	2,473	29.6%	25,085	21,661	3,424	15.8%	82,361	73,662	8,699	11.8%
<b>R 7-10</b>	<b>118,204</b>	<b>112,882</b>	<b>5,322</b>	<b>4.7%</b>	<b>24,080</b>	<b>19,890</b>	<b>4,190</b>	<b>21.1%</b>	<b>42,208</b>	<b>39,771</b>	<b>2,437</b>	<b>6.1%</b>	<b>184,492</b>	<b>172,543</b>	<b>11,949</b>	<b>6.9%</b>
<b>TOTAL</b>	<b>299,826</b>	<b>297,165</b>	<b>2,661</b>	<b>0.9%</b>	<b>38,261</b>	<b>31,147</b>	<b>7,114</b>	<b>22.8%</b>	<b>58,914</b>	<b>54,088</b>	<b>4,826</b>	<b>8.9%</b>	<b>397,001</b>	<b>382,400</b>	<b>14,601</b>	<b>3.8%</b>
% R1-6	61%	62%			37%	36%			28%	26%			54%	55%		
% R7-10	39%	38%			63%	64%			72%	74%			46%	45%		

**AESS Membership**

**Information**

# Key AESS Membership Points

- AESS Membership Brochure being utilized
- Letters are being sent to all new AESS members.
- Letter are being sent to all new AESS Senior Member.
- Welcome back letters being sent to all AESS members who are returning to the AESS.

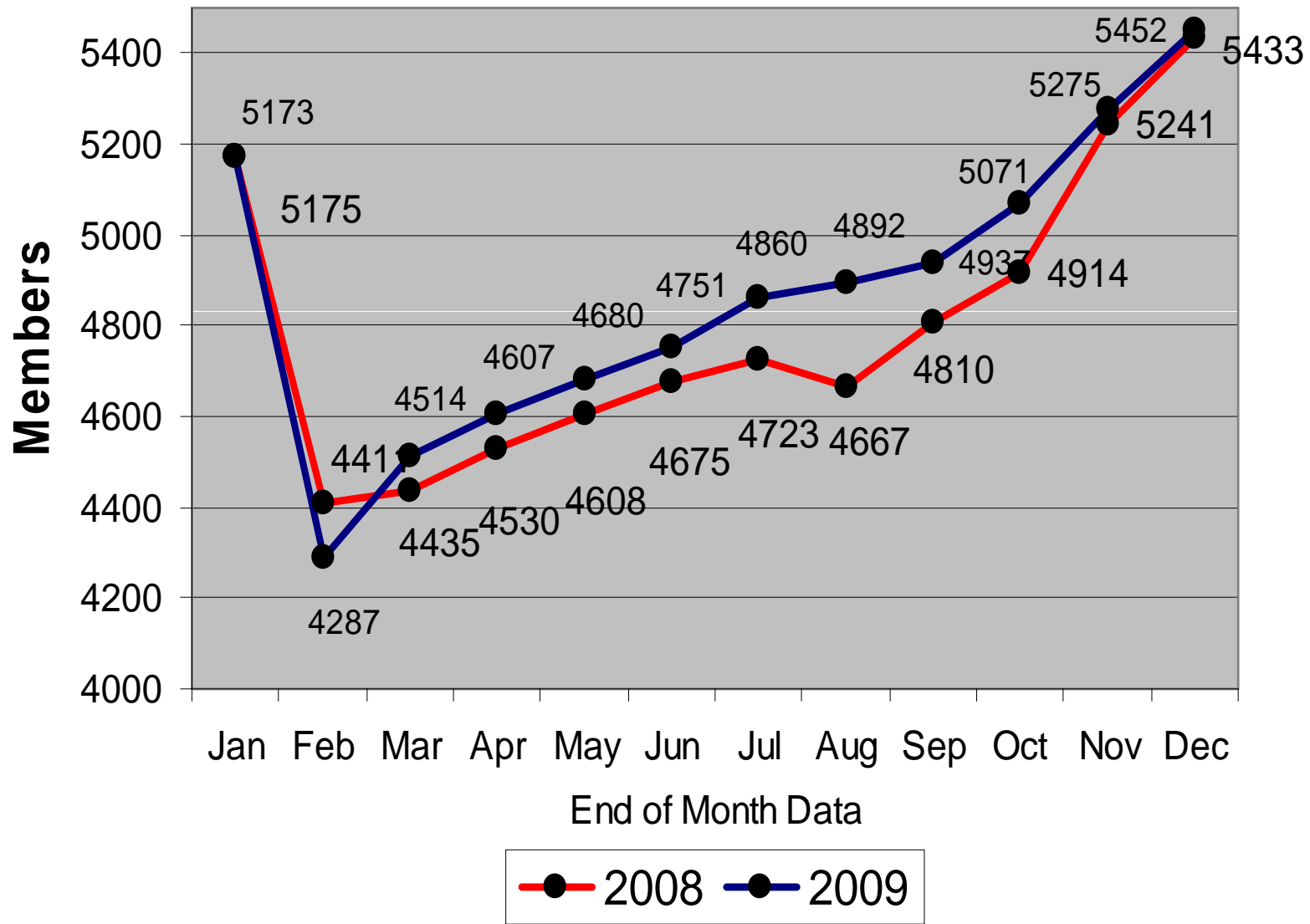


# Key AESS Membership Points

December 2009 vs. December 2008 Data

- We are presently ahead of December 2008 membership numbers by 19 members (0.3%).
- AESS has increased its membership since February 2009 (after the terminator ran) versus 2008.
- The Terminator runs in February – following normal patterns AESS membership will drop.

# 2008-2009 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 (more on this later in the report).
- Need to utilize the new AESS Membership Brochure more.
- Continue discussions and consider 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/web/volunteers/membership\\_dev/cmr.html](http://www.ieee.org/web/volunteers/membership_dev/cmr.html)



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## Conference Member Recruitment Program

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**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 (1 September - 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 tracking/campaign code will be assigned and sent to you. This code must be on the back of each membership application form that is submitted to the IEEE in order to be processed correctly.

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](#).

**[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.

### LOG-IN (web account required)

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- [Regional and Sectional Membership Statistics](#)
- [Membership Development Online Community](#)
- [SAMIEEE Online](#)

### GUIDES

- [Guide to reading the IEEE Membership Statistics Reports](#)
- [IEEE Membership Development Manual \(PDF, 850KB\)](#)
- [Member Benefits at a Glance \(PDF, 52 KB\)](#)

### Benefit Development Toolkit Regions 7-10

- [Toolkit Presentation\(PDF, 235KB\)](#)

### RETENTION PROGRAMS & TOOLS

- [Member Grade Elevation](#)
- [Retention Best Practices](#)

### RECRUITMENT PROGRAMS & TOOLS

- [Place an order - Brochures, Posters, Flyers, etc.](#)
- [Powerpoint Presentation - IEEE Membership \(PPT, 3665KB\)](#)
- [Powerpoint Presentation - IEEE Student Membership \(PPT,](#)

# Other Membership Items - IEEE AESS Page



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

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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 AES 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)
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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

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## 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

## DID YOU KNOW ?

All IEEE members shall be eligible for membership in the Society, upon payment of the annual dues.

February 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						

# *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**

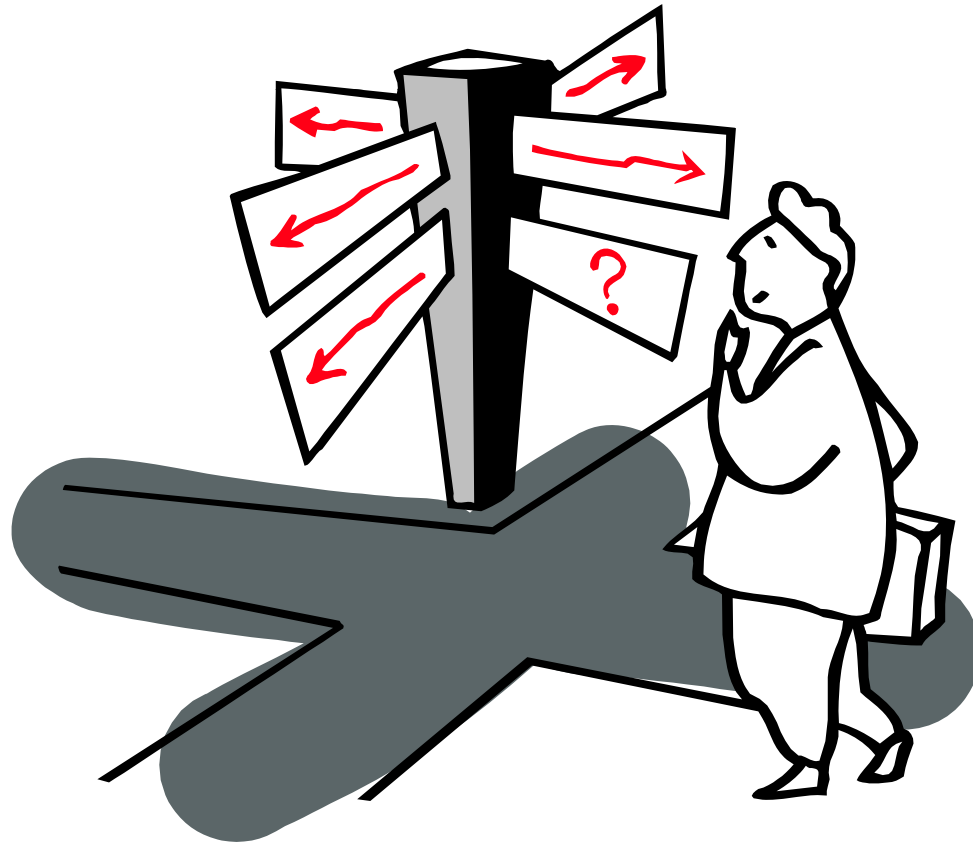
- **<http://www.ieee.org/web/membership/societies/AES010.html>**

## **Conference Recruiting Web Page**

- **[http://www.ieee.org/web/volunteers/membership\\_dev/cmr.html](http://www.ieee.org/web/volunteers/membership_dev/cmr.html)**



# Questions, Comments, Suggestions?



# 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 \$170).
- These memberships are FULL memberships, not "affiliate".
- Send the names to Judy Scharmann and Jim Howard for tracking.

# Free AESS Membership?

- Communications Society has offered this in the past
- Results have been mixed over the long run
- Something to consider on a Pilot basis?

*Join IEEE Communications Society Today!  
Free offer ends 15 August 2008*



Dear IEEE Member:

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To join the IEEE Communications Society for free, login with your IEEE Web Account here: <http://www.ieee.org/go/COM08>

Best wishes,

**IEEE Communications Society**

The Global Community of Communications Professionals!

[www.comsoc.org](http://www.comsoc.org)

# Free AESS Membership?

- According to the Communications Society they estimate a 14% retention rate for this program.
- Estimated AESS Society Costs for a similar program (per edition):
  - Cost to print a copy of the AESS magazine - \$1.00
  - Cost to mail a copy of the AESS magazine - \$1.00 (US)
  - Cost to mail a copy of the AESS magazine - \$4.00 (International)
  - Total cost for FREE AESS Membership would be:
    - \$2 (US Members)
    - \$5 (International Members)
- 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

- We have a DRAFT AESS Membership Brochure to share with the Board. - Special thanks to Judy for her work on this.
- We have had requests for such a document for AESS conferences and seminars.
- Estimated costs would be \$400 per 1,000 copies on glossy paper tri-folded.

# AESS Membership Brochure

- We need a AESS Mission Statement for the brochure.
- The brochure will be available for download and emailing as an electronic document.
- This will be a “starting point” AESS brochure and we will be investigating other membership documents and flyers.