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

<table>
<thead>
<tr>
<th>Snapshot</th>
<th>December '09 vs. '08</th>
<th>% Change</th>
<th>Dec '09</th>
<th>Dec '08</th>
<th>Nov '09</th>
<th>% Change Nov '09 - Dec '09</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IEEE Membership</strong></td>
<td>+ 14,601</td>
<td>3.8%</td>
<td>397,001</td>
<td>382,400</td>
<td>388,213</td>
<td>2.3%</td>
</tr>
<tr>
<td>Honorary</td>
<td>+ 2</td>
<td>7.4%</td>
<td>29</td>
<td>27</td>
<td>28</td>
<td>3.6%</td>
</tr>
<tr>
<td>Fellow</td>
<td>+ 161</td>
<td>2.6%</td>
<td>6,383</td>
<td>6,222</td>
<td>6,385</td>
<td>-</td>
</tr>
<tr>
<td>Senior Member</td>
<td>+ 839</td>
<td>2.7%</td>
<td>31,880</td>
<td>31,041</td>
<td>31,777</td>
<td>0.3%</td>
</tr>
<tr>
<td>Member</td>
<td>+ 4,483</td>
<td>1.9%</td>
<td>245,064</td>
<td>240,581</td>
<td>244,137</td>
<td>0.3%</td>
</tr>
<tr>
<td>Associate Member</td>
<td>- (2,824)</td>
<td>(14.6%)</td>
<td>16,470</td>
<td>19,294</td>
<td>16,378</td>
<td>0.6%</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>+ 7,114</td>
<td>22.8%</td>
<td>38,261</td>
<td>21,147</td>
<td>35,092</td>
<td>9.0%</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>+ 4,826</td>
<td>8.9%</td>
<td>58,914</td>
<td>54,088</td>
<td>54,416</td>
<td>8.3%</td>
</tr>
<tr>
<td><strong>Society Memberships</strong></td>
<td>- (2,074)</td>
<td>(0.6%)</td>
<td>334,804</td>
<td>336,878</td>
<td>325,471</td>
<td>2.9%</td>
</tr>
<tr>
<td>19 Societies up &gt; 1%</td>
<td>+ 5,590</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Societies +/- 1%</td>
<td>(152)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Societies down &gt; 1%</td>
<td>(7,512)</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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%).
<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>32,497</td>
<td>33,283</td>
<td>(786)</td>
<td>-2.3%</td>
<td>2,157</td>
<td>1,745</td>
<td>412</td>
<td>23.6%</td>
<td>2,357</td>
<td>2,042</td>
<td>315</td>
<td>15.4%</td>
</tr>
<tr>
<td>2</td>
<td>28,434</td>
<td>26,467</td>
<td>(53)</td>
<td>-0.2%</td>
<td>2,051</td>
<td>1,519</td>
<td>432</td>
<td>26.7%</td>
<td>2,416</td>
<td>2,031</td>
<td>385</td>
<td>19.0%</td>
</tr>
<tr>
<td>3</td>
<td>25,594</td>
<td>25,729</td>
<td>(135)</td>
<td>-0.5%</td>
<td>2,564</td>
<td>2,040</td>
<td>524</td>
<td>25.7%</td>
<td>3,048</td>
<td>2,788</td>
<td>260</td>
<td>9.3%</td>
</tr>
<tr>
<td>4</td>
<td>19,271</td>
<td>19,460</td>
<td>(189)</td>
<td>-1.0%</td>
<td>2,036</td>
<td>1,599</td>
<td>437</td>
<td>27.3%</td>
<td>2,448</td>
<td>2,145</td>
<td>303</td>
<td>14.1%</td>
</tr>
<tr>
<td>5</td>
<td>24,967</td>
<td>25,136</td>
<td>(169)</td>
<td>-0.7%</td>
<td>1,956</td>
<td>1,485</td>
<td>471</td>
<td>31.7%</td>
<td>2,553</td>
<td>2,144</td>
<td>409</td>
<td>19.1%</td>
</tr>
<tr>
<td>6</td>
<td>50,859</td>
<td>52,208</td>
<td>(1,349)</td>
<td>-2.6%</td>
<td>3,417</td>
<td>2,769</td>
<td>648</td>
<td>23.4%</td>
<td>3,884</td>
<td>3,167</td>
<td>717</td>
<td>22.6%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>181,622</td>
<td>184,283</td>
<td>(2,661)</td>
<td>-1.4%</td>
<td>14,181</td>
<td>11,257</td>
<td>2,924</td>
<td>26.0%</td>
<td>16,706</td>
<td>14,317</td>
<td>2,389</td>
<td>16.7%</td>
</tr>
<tr>
<td>7</td>
<td>13,304</td>
<td>13,023</td>
<td>281</td>
<td>2.2%</td>
<td>1,901</td>
<td>1,644</td>
<td>257</td>
<td>15.6%</td>
<td>1,728</td>
<td>1,592</td>
<td>136</td>
<td>8.5%</td>
</tr>
<tr>
<td>8</td>
<td>50,804</td>
<td>48,857</td>
<td>1,947</td>
<td>4.0%</td>
<td>10,028</td>
<td>8,651</td>
<td>1,377</td>
<td>15.9%</td>
<td>9,539</td>
<td>9,713</td>
<td>(174)</td>
<td>-1.8%</td>
</tr>
<tr>
<td>9</td>
<td>7,639</td>
<td>7,347</td>
<td>292</td>
<td>4.0%</td>
<td>1,332</td>
<td>1,249</td>
<td>83</td>
<td>6.6%</td>
<td>5,856</td>
<td>6,805</td>
<td>(949)</td>
<td>-13.9%</td>
</tr>
<tr>
<td>10</td>
<td>46,457</td>
<td>43,655</td>
<td>2,802</td>
<td>6.4%</td>
<td>10,819</td>
<td>8,346</td>
<td>2,473</td>
<td>29.6%</td>
<td>25,085</td>
<td>21,661</td>
<td>3,424</td>
<td>15.8%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>118,204</td>
<td>112,882</td>
<td>5,322</td>
<td>4.7%</td>
<td>24,080</td>
<td>19,890</td>
<td>4,190</td>
<td>21.1%</td>
<td>42,208</td>
<td>39,771</td>
<td>2,437</td>
<td>6.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>299,826</td>
<td>297,165</td>
<td>2,661</td>
<td>0.9%</td>
<td>33,261</td>
<td>31,147</td>
<td>7,114</td>
<td>22.8%</td>
<td>58,914</td>
<td>40,088</td>
<td>4,826</td>
<td>8.9%</td>
</tr>
<tr>
<td>% R1-6</td>
<td>51%</td>
<td>62%</td>
<td></td>
<td></td>
<td>37%</td>
<td>36%</td>
<td>28%</td>
<td>25%</td>
<td>54%</td>
<td>55%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% R7-10</td>
<td>39%</td>
<td>38%</td>
<td></td>
<td></td>
<td>63%</td>
<td>64%</td>
<td>72%</td>
<td>74%</td>
<td>46%</td>
<td>43%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

Conference Member Recruitment Program

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 (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.
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 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 Nanotechnology Magazine Print Subscription

Add IEEE AESS to your IEEE membership
(Login using your IEEE Web Account)

Join IEEE and IEEE AESS as a professional member
(Select Create an Account)

Join IEEE and AESS as a student or graduate student
(Select Create an Account)

Join IEEE AESS as an Affiliate
(Select Create an Account)

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

What do you want to do?
- Join IEEE
- Contact Member Services
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
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/web/membership/societies/AES010.html

Conference Recruiting Web Page
• http://www.ieee.org/web/volunteers/membership/p_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?
Dear IEEE Member:

Facing today's stormy economy, your membership in the leading global community of communications professional becomes ever more valuable.

**ComSoc Benefits include:**

- IEEE Communications Magazine subscription
- Online access to the CommOntology
- Eligibility for awards, recognition by peers
- ComSoc E-News
- ComSoc Community Directory
- Member discounts on conferences, publications, and member-only products
- A Brief History of Communications book (upon request)
- Online access to industry resources and technical papers
- Online Tutorials, Webinars and other Educational programs
- Opportunities to network with technical experts around the world

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