

Growth Through Engagement and Teamwork

**Fabiola Colone**

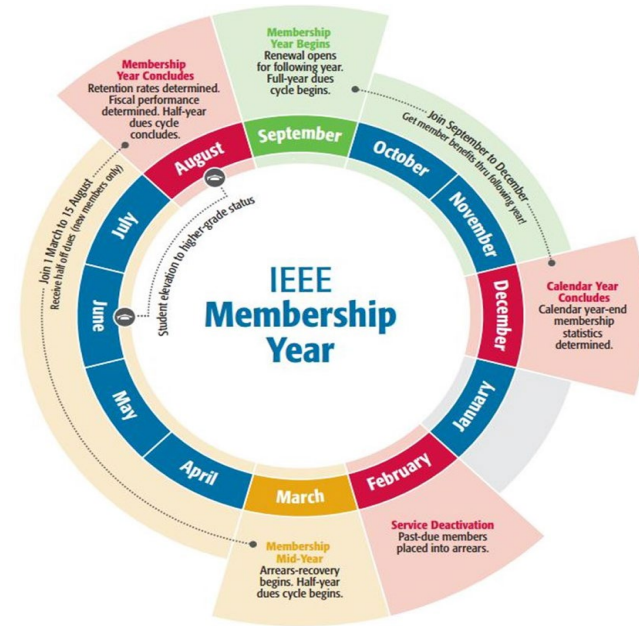
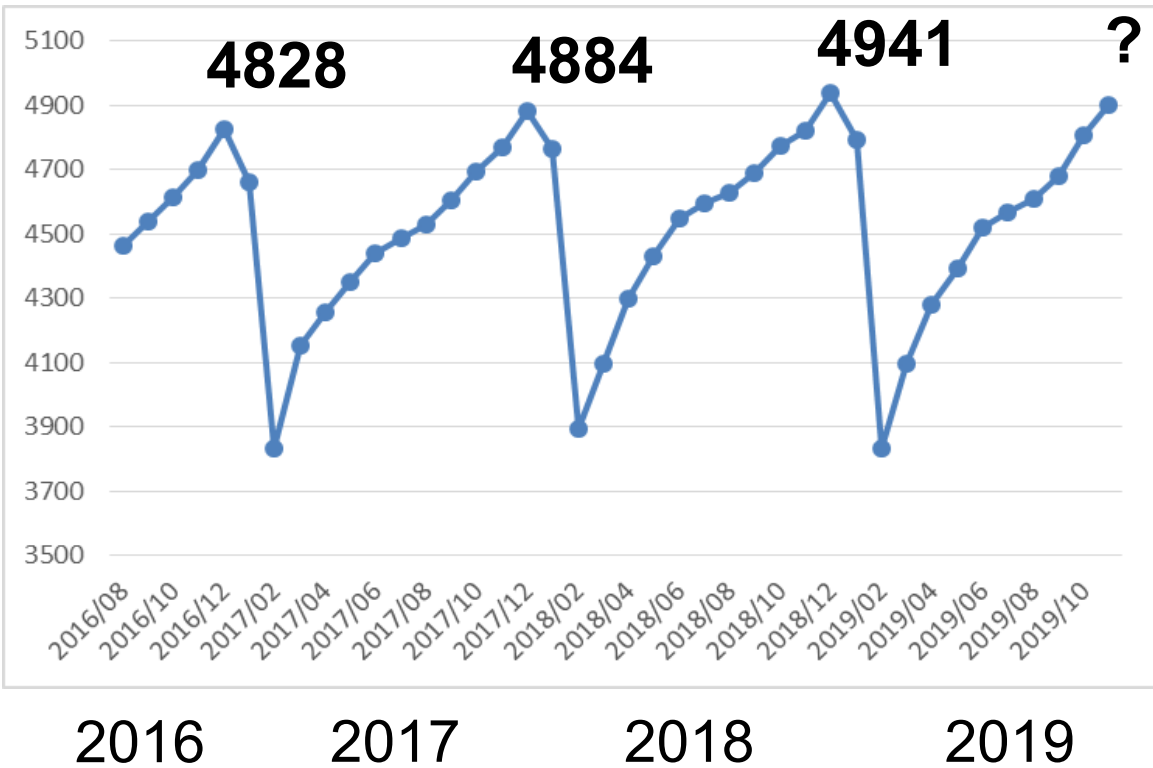
**VP Member Services, AESS**

**January 17&18, 2020**

**Courtyard San Antonio Riverwalk**

# Membership statistics (I)

## AESS Society total



We are heading to **+1.5%**

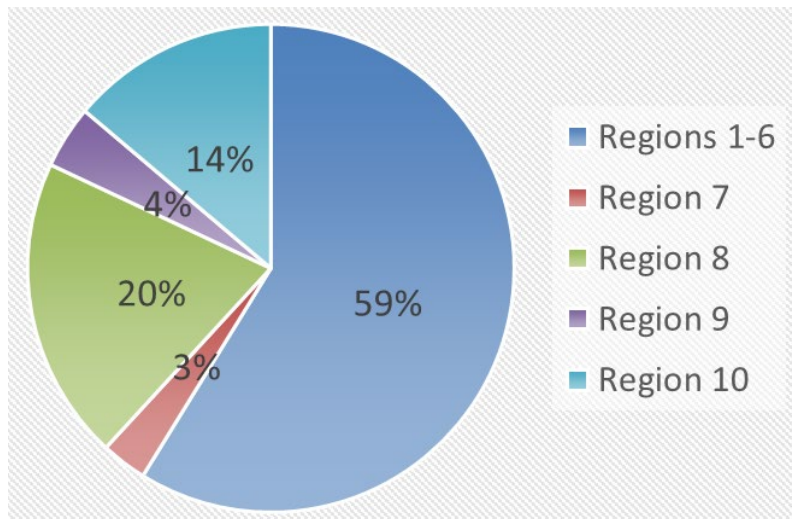
# Membership statistics (II)

However...

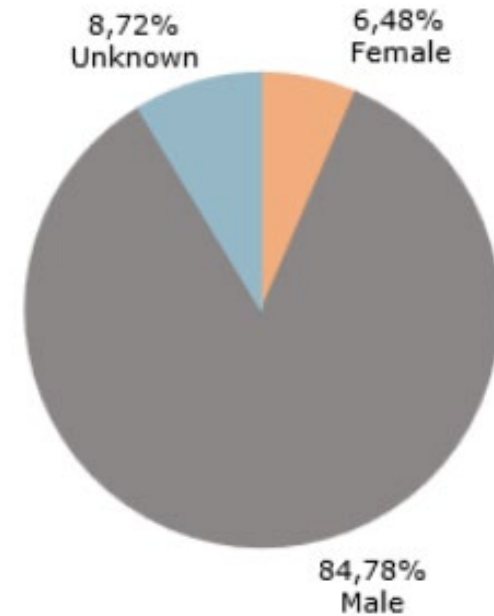
- **IEEE Society** membership is heading to **+2.1%** in **2019** over **2018**.
- **IEEE Society – Division IX** membership is heading to **+7.8%** in **2019** over **2018**.
- **IEEE GRRS** and **IEEE VTS** membership are heading to **+8.0%** and **+8.5%**, respectively.
- **IEEE SPS** membership is heading to **+10.3%**, which corresponds to 1.6k additional members.

# Membership statistics (III)

## Count by Region

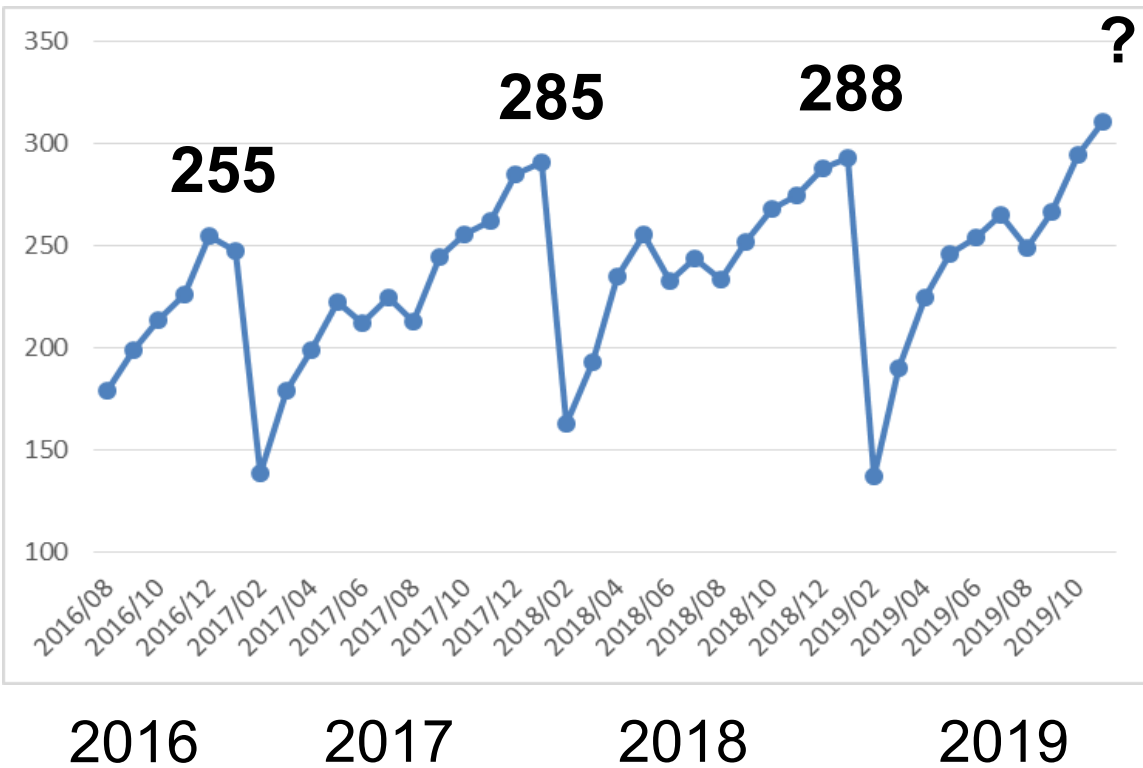


## Count by gender



# Membership statistics (IV)

## AESS Student Members

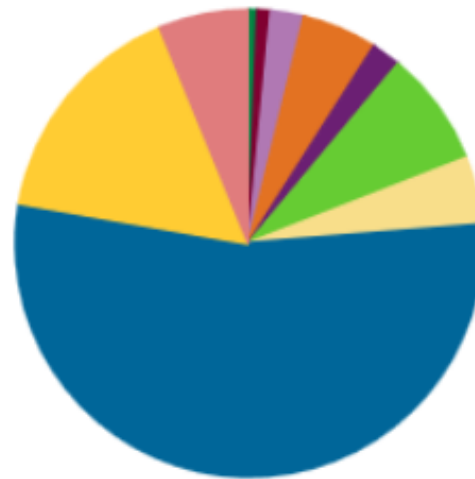


Highest number of StM in the last 4 years!  
We are heading to **+13%**

# Membership statistics (V)

However...

Count by Grade



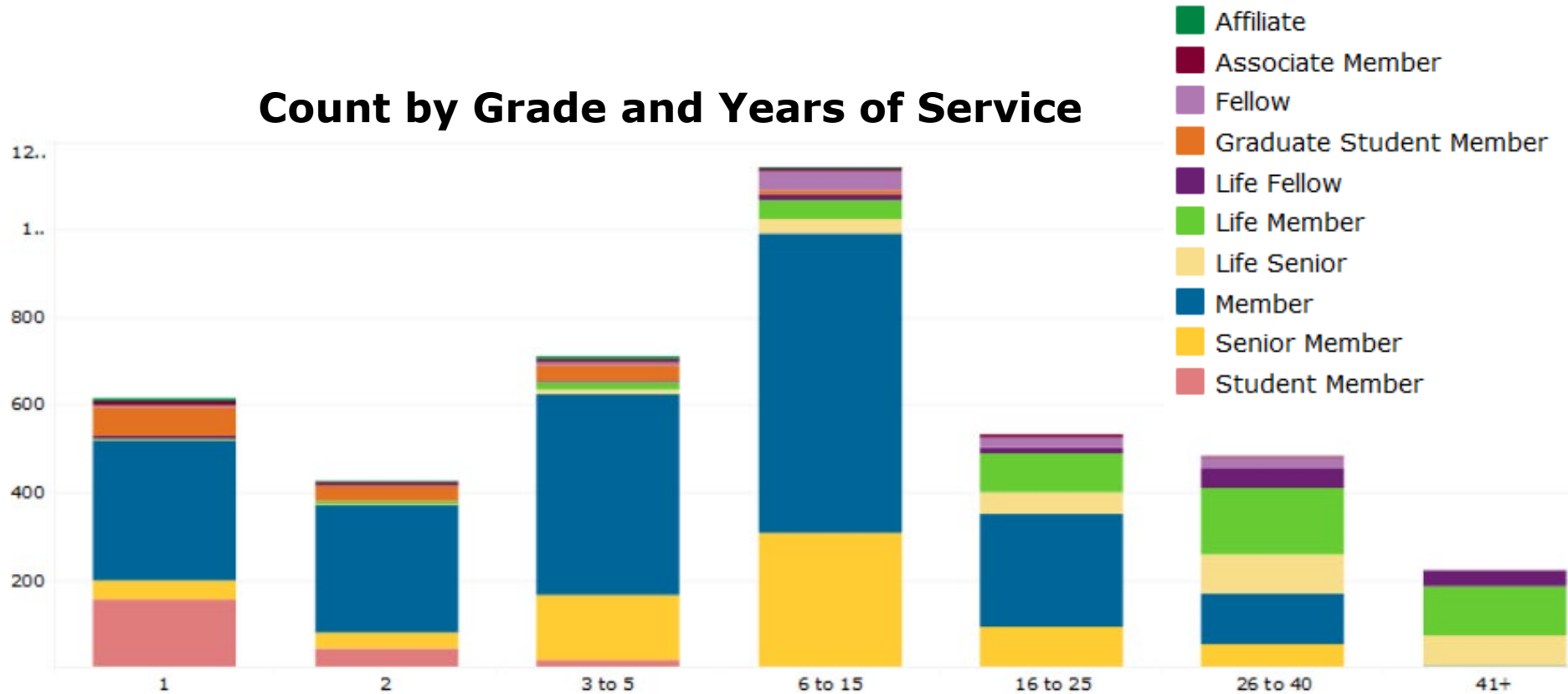
- Affiliate
- Associate Member
- Fellow
- Graduate Student Member
- Life Fellow
- Life Member
- Life Senior
- Member
- Senior Member
- Student Member

**StM (of all grades) represent about 6% of the total membership.**

**This percentage is higher in other Societies.**

# Membership statistics (VI)

## Count by Grade and Years of Service



# List of Goals

## Member Services

1. Grow AESS membership by 2% per year.
2. Increase membership diversity (geographical, affiliation, gender, and age).
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.



# Committee Members

VP Member  
Services



Fabiola  
Colone

Chapter  
Coordinator



Kathleen  
Kramer

VP  
Pubs



Sabrina  
Greco

VP Industry  
Relations

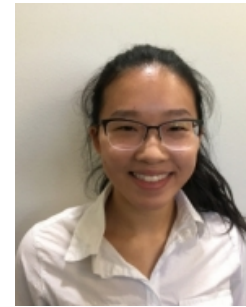


Michael  
Noble

Grad STM Rep &  
Mentoring Undergrad  
Program Chair STM Rep



Francesca  
Filippini



Sarana  
Tse

YP Rep

?



Roy  
Streit



Dale  
Blair



Xiaopeng  
Yang

...and cooperations  
with other Committees  
within the BoG

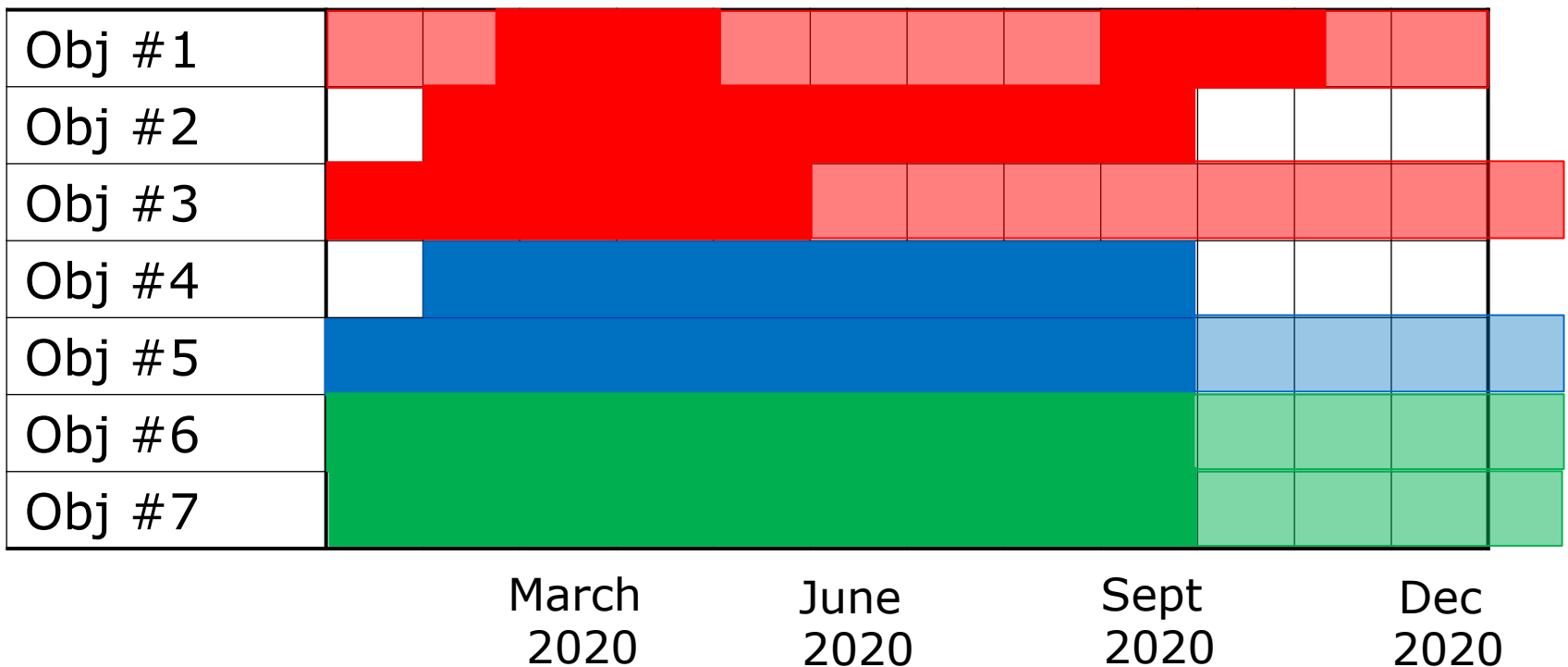
# List of Objectives

## 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

# Objectives

## Timeline



# 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: Kramer (Lead), Colone, Yang, Blair, Streit.

**R** – Relevant to most Goals.

**T** – 1 year, depending on the locations.

# Objective #1

## Regional Chapter Summit

- RADAR 2020 Washington DC (USA), April 27-May 1 + BoG Spring Meeting → **Region 2 +1&3** (20 Chapters + 1 Student Branch)
- IEEE Sections Congress, Ottawa (Canada), 21-23 August 2020 → **Region 7** (7 Chapters + 1 Student Branch)
- IET Int. Radar Conference 2020, Chongqing (China), 4-6 November → **Region 10** (9 Chapters + 2 Student Branches)
- No specific event → **Region 9** (5 Chapters + 12 Student Branches)

# Objective #2

## Funding opportunities for Chapters

**S** – Review the funding opportunities and the processes we adopt to provide support to Chapters and local entities.

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

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

**R** – Relevant to most Goals.

**T** – BoG Fall Meeting for first proposal.

# Objective #2

## Funding opportunities for Chapters

- Delete the 50\$ support to Chapters events (time-consuming, not very useful).
- **Create funding opportunities for local events driven by local entities**, including Chapters, Student Branches, groups of members.
- Establish an appropriate process for assigning small amounts for special initiatives.
- Under-represented regions and member categories could be supported at the selection stage.

# 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, YP Rep, Yang.

**R** – Relevant to Goals 3, 4.

**T** – 5 months for startup and then continual.



# Objective #3

## Communication with Chapters

- Renovate Chapter webpages on the AESS website and posted material.
- Stimulate applications to the Best Chapter of the Year Award.
- Populate the AESS Chapters Collabratec Group and invite Chairs (<https://iee-collabratec.ieee.org/app/workspaces/6499/IEEE-AESS-Chapter-Chairs/activities>)
- Make a survey and use other interactive tools.
- Create illustrative videos about «reporting using Vtool» or «how to use OU Analytics» to be posted.

# 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, Streit + Rassa/Cardinale

**R** – Relevant to Goals 1, 2, 5, 6.

**T** – BoG Spring Meeting for first report, proposal for modifications at the Fall Meeting.

# Objective #4

## Membership fees and benefits

- Review of the current fees and benefits compared to other IEEE Societies, especially for StM.
- Investigate opportunities for:
  - membership blocks offers for companies;
  - dedicated (gradually increasing) fee for YPs.
- Consider additional benefits:
  - conference registration discounts (always!);
  - travel grants for students;
  - discounts on publications;
  - etc.

# Objective #5

## Strategies to spread information

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

**M** – New layouts made available and new strategies operating.

**A** – Assigned to: Yang (Lead), Greco, Filippini, Streit.

**R** – Relevant to Goals 2, 5, 6.

**T** – 6 Months for startup, then continual.

# Objective #5

## Strategies to spread information

- Translate the QEB in mandarin and include additional useful content for members.
- Increase the impact of AESS on social media.
- Review the publicity material and messaging strategy, to be tailored for young members.
- YPs should be identified and separately addressed: we can follow on using the contacts we created during their StM status (e.g. asking them to subscribe a mailing list).

# 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: YP Rep (Lead), Filippini, Tse, Greco, Colone, Noble + Braasch & Lo Monte

**R** – Relevant to Goals 2, 5, 6.

**T** – BoG Fall Meeting for update, then continual.

# Objective #6

## YP and StM events

- YP events should be held at any AESS sponsored conference, with a common plan and schedule.
- Also other possibilities should be considered within local events, there including Short Courses.
- Explore opportunities to give additional value to the events:
  - Job fair
  - Use mobile apps and social media to share pics/ comments or to make survey
  - Etc.

# 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, YP Rep, Blair + Lo Monte.

**R** – Relevant to Goals 1, 2, 5, 6.

**T** – BoG Fall Meeting for update, then continual