Growth Through Engagement and Teamwork

Fabiola Colone
VP Member Services, AESS
January 28 & 29, 2021
Virtual Officers Meeting
Committee Members

VP Member Services  Chapter Coordinator  VP Pubs  Secretary & Mentoring  Undergrad Program Chair  StM Rep

Fabiola Colone  Kathleen Kramer  Sabrina Greco  Francesca Filippini  Sarana Tse  Jill Gostin

…and cooperations with other Committees within the BoG
Membership statistics (I)

Effects of Covid-19 Pandemic

Overall IEEE membership is **down 5.5%** or 23,000 members year-over-year, and more than **73% of these losses are students**.

**Student recruitment dropped off → steady year-over-year declines of about 45%** the last few months with a reverse in the declining trends during December 2020 thanks to the **Future50 IEEE BoD Approved 50% Discount on Student Membership**

Society memberships are **down 2238 (-0.7%)** compared to 2019.
Membership statistics (II)

AESS Society total

We are > +6% YoY (despite the Covid effect)

and there is more…
## Membership statistics (III)

<table>
<thead>
<tr>
<th></th>
<th>High Grade Members</th>
<th>Student Members</th>
<th>Totals (with Affiliates)</th>
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</thead>
<tbody>
<tr>
<td><strong>AES</strong></td>
<td>+4.2% (+196)</td>
<td>+34.6% (+113)</td>
<td>+6.2% (+314)</td>
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<tr>
<td><strong>GRS</strong></td>
<td>+0.4% (+15)</td>
<td>-41.0% (-123)</td>
<td>-3.5% (-162)</td>
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<tr>
<td><strong>IT</strong></td>
<td>+21.1% (+673)</td>
<td>+73.8% (+62)</td>
<td>+22.1% (+731)</td>
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<tr>
<td><strong>ITS</strong></td>
<td>-3.3% (-69)</td>
<td>-27.0% (-17)</td>
<td>-4.7% (-104)</td>
</tr>
<tr>
<td><strong>OE</strong></td>
<td>-0.6% (-11)</td>
<td>-47.0% (-54)</td>
<td>-3.7% (-69)</td>
</tr>
<tr>
<td><strong>SP</strong></td>
<td>-1.8% (-303)</td>
<td>+0.8% (+12)</td>
<td>-2.0% (-383)</td>
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<tr>
<td><strong>VT</strong></td>
<td>+1% (+53)</td>
<td>-12.8% (-25)</td>
<td>+0.6% (+32)</td>
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<tr>
<td><strong>Div IX</strong></td>
<td>+1.5% (+554)</td>
<td>-1.2% (-32)</td>
<td>+0.9% (359)</td>
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<tr>
<td><strong>IEEE Societies</strong></td>
<td>0.0% (+10)</td>
<td>-2.7% (-953)</td>
<td>-0.7% (-2238)</td>
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<tr>
<td><strong>Total</strong></td>
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Membership statistics (IV)

AESS Student Members

Highest number of StM in the last 5 years!

We are +34.6% YoY
Membership statistics (V)

AESS Membership count...

by Region

by Gender

by Grade

9.96% Unknown
8.20% Female
81.85% Male
List of Goals

Member Services

1. Grow AESS membership by 2% per year.
2. Recruit the new student members to full membership.
3. Increase membership diversity (geographical, affiliation, gender, age, technical).
4. Stimulate Chapter driven initiatives and promote formation of new Chapters.
5. Celebrate the 50th anniversary of AESS with ad hoc initiatives and new benefits for members.
6. Increase member participation in AESS activities and events, especially students and YPs.
List of Objectives

Member Services

- Obj #1: Regional Chapter Summits
- Obj #2: Strategies to spread information
- Obj #3: Customized membership bundles
- Obj #4: 50th AESS anniversary initiatives
- Obj #5: YP and StM events
- Obj #6: Mentoring Program
## Objectives

### Timeline

<table>
<thead>
<tr>
<th>Obj #1</th>
<th>March 2021</th>
<th>June 2021</th>
<th>Sept 2021</th>
<th>Dec 2021</th>
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<td>Obj #5</td>
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Objective #1
Regional Chapter Summits

S – Restart the series of Regional Chapter Summit: identify suitable format, 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), Gostin + Moreira.

R – Relevant to most Goals.

T – 1 year.
Objective #1
Motivations and details

- Large efforts put into Chapter related activities but Chapters response has been weak.
- Many opportunities are in place → we need to promote them!
- The summit planned for 2020 was cancelled due to the pandemic.
- We plan to have 2 Regional Chapter Summits in 2021:
  - One for **Regions 1-6** (+R7?): Virtual meeting maybe in conjunction with the BoG Spring Meeting.
  - One for **Region 9**: Virtual or in person depending on the situation (to be decided not later than April 2021).
Objective #2
Strategies to spread information

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

M – New webpages made available, number of messages sent/posted.

A – Assigned to: Colone (Lead), Filippini, Tse, Kramer, Gostin.

R – Relevant to Goals 2, 3, 4, 6.

T – 6 months for startup and then continual.
Objective #2
Motivations and details

- AESS Website needs modernization → Chapter webpages have been revised but still difficult to find; membership webpages are unorganized.

- We need to keep continuous communication with Chapter Chairs to track changes in leading roles, provide assistance, and stimulate engagement. The help of all BoG members and AESS Volunteers is needed → e.g. the Atlanta Chapter case

- Emails and Social Media are valuable tools for communicating with members (especially the youngest) but their use should be kept under control.

- Investigate new layouts for QEB.
Objective #3
Customized membership bundles

S – Investigate opportunities and possible implementation of customized membership bundles for Industry and/or large groups.

M – Report on current status and proposals made available, approved, and operating.

A – Assigned to: Colone (Lead), Greco, Tse + Noble, Rassa, Cardinale

R – Relevant to Goals 1, 2, 3, 5.

T – BoG Spring Meeting for first report, proposal for modifications at the Fall Meeting.
Objective #3
Motivations and details

- Some Societies have partnership packages for Industry and customized membership bundles based on carrier stages or affiliation.
- It could be a successful strategy to recruit new members and engage industrial partners.
- We need to investigate appropriate implementations.
Objective #4
50th AESS anniversary initiatives

S – Design ad hoc initiatives to celebrate the 50th anniversary of AESS with improved benefits for members.

M – Proposals made available, approved, and operating.

A – Assigned to: Colone (Lead), Greco, Kramer, Gostin, Filippini, Tse + Noble, Rassa, Cardinale

R – Relevant to Goals 5 + 1, 3, 6.

T – BoG Spring Meeting for first report and proposals with plans at the Fall Meeting.
Objective #4
Motivations and details

- January 16th 2023 marks the 50th anniversary of AESS.
- We should start investigating and planning for initiatives that could be launched in 1-2 years.
- Some ideas:
  - Recognition programs: e.g. IEEE Computer Society case (Distinguished Contributors Recognition Program)
  - Partnerships with Industry
  - Special benefits for students (travel grants, ad hoc scholarships)
**Objective #5**

**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: Filippini & Tse (co-Lead), Greco + Wojaczek, Moreira.

**R** – Relevant to Goals 1, 2, 3, 6.

**T** – BoG Spring Meeting for update, then continual.
Objective #5
Motivations and details

- YP events should be held at any AESS sponsored conference, with a common plan and schedule.
- The participation of AESS YP and StM Reps. should be promoted in other events (even virtual events!).
- Explore opportunities to give additional value to the events. Examples are:
  - Job fair, guidelines for preparing a CV or job interviews
  - Use mobile apps and social media to share pics/comments or to make survey
Objective #6
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, Moreira.

R – Relevant to Goals 1, 2, 3, 6.

T – BoG Spring Meeting for update, then continual.
Objective #6
Motivations and details

- Monitor the development of the program and the engagement of the Mentor-Mentee pairs.
- Provide guidance to the Mentees in selecting the best suited Mentor (improve the information in the webpages).
- Improve the advertising by using the StM Reps communication channels.