

IEEE AESS

Member Services Strategic Planning

George Schmidt
VP Member Services

Orlando, FL
Grand Cypress Hotel

January 30, 2014

Member Services Strategic Plan

- **Mission Statement** – AESS Member Services will provide activities and opportunities that directly or indirectly benefit the AESS Society Membership. Member Services will achieve this by refining and promoting best practices in planning, collaboration, and communication among the various IEEE organizational elements.
- **Vision Statement** – AESS Member Services will be recognized for its leadership and outstanding contributions in promoting AESS activities.

Member Services Strategic Objectives

- What is our current status?
 - Strengths
 - Currently provide services comparable with other IEEE elements and AESS membership has been relatively stable over the recent years. We benefit from a very strong core-base of long-term (mature) members.
 - Weaknesses
 - Retention and contribution of new/junior contributors
- What are our long term strategic objectives?
 - (1) Continue to improve member services and benefits to
 - a) Be at least comparable to other societies
 - b) Attract and retain members
 - (2) Increase the membership by at least 1% per year
 - (3) Create new Chapters (>1 per year), suggest the efficient reorganization of others, and improve Chapter reporting and publicity of activities.

Member Services Initiatives

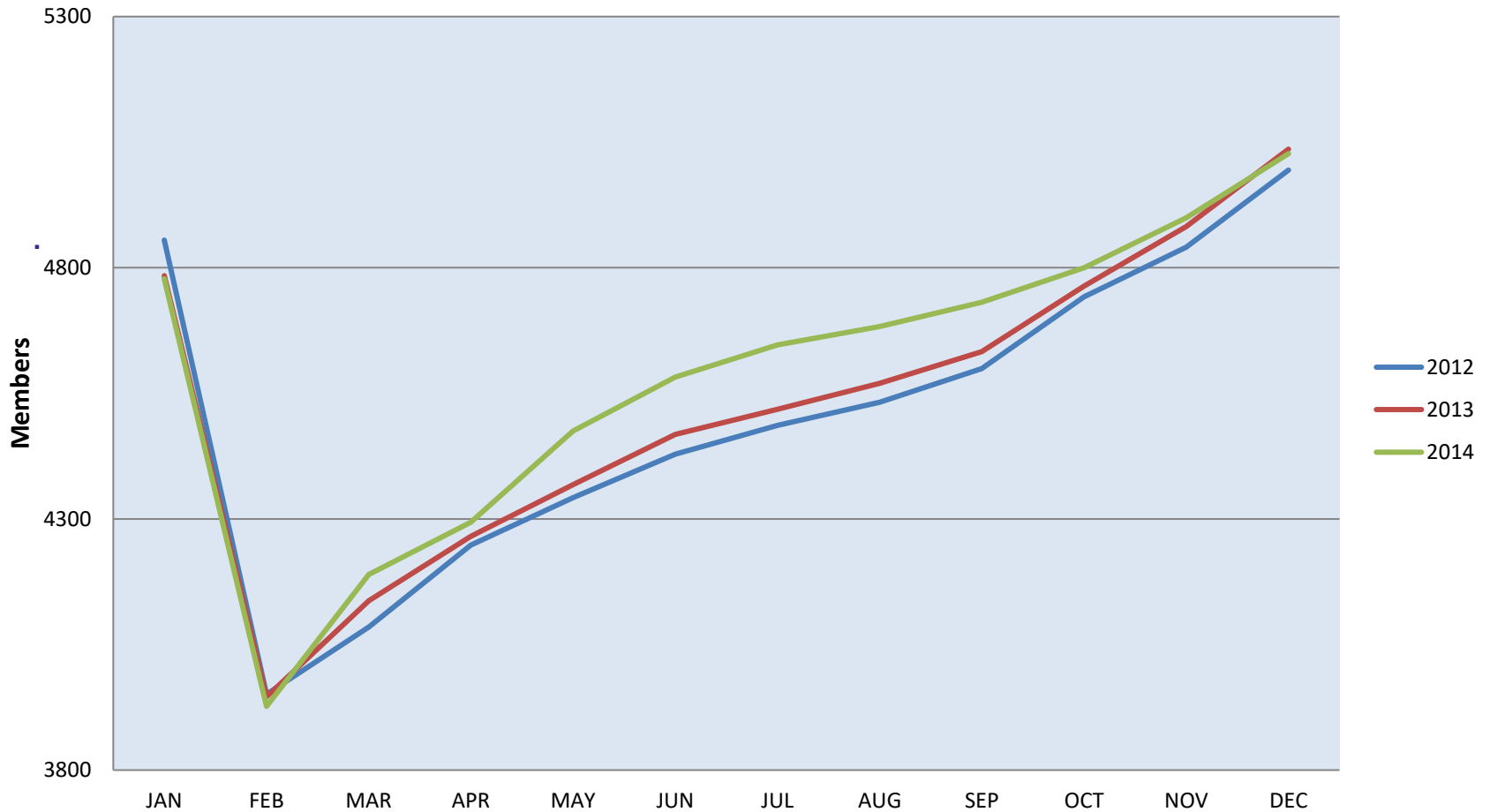
(1) To improve services and benefits that attract and retain members

- Improved communication
 - Revised and corrected IEEE web site, AESS web site, and membership applications
 - Advertised AESS Conference Digital Library in emails, QEB, and Systems Magazine
 - Created new 2015 Membership Brochure
 - Suggested IEEE revise Member renewal billing to identify options for members
 - Suggest VPs review and update their AESS website sections asap
- Provided the new Conference Digital Library benefit to members
 - About 50 % of other IEEE societies offer the benefit for free
 - Four other societies charge a fee. Our \$20 fee is the second lowest fee.
 - This is especially attractive for members without Xplore access (all regions)
 - IEEE estimates 5 to 8 % of members will opt -in for steady-state in 3 years
- Continue to assess benefits offered in other societies and organizations

(2) To increase membership by 1% per year

- Extensive use made of IEEE in Miss You and Try Me email campaigns (60,000+)
 - Planned use again in 2015 with improved message content
 - Consider offering student AESS rate for one year after graduation (retention rate<40%)
 - Consider extending Try Me period beyond 6 months
 - Consider an all -electronic membership (see slide after figure)

AESS Membership 2012- 2014 (Paper applications in process?)



Member Services Initiatives (cont)

- Consider an all-electronic membership
 - Requires improved Xplore Systems Magazine representation
 - Electronic membership fee less than current fee
 - Just offered for Regions 8-10?

Region	All Society Memberships	AESS	%
R1-6 (US)	157,495	3020	1.9%
R7 (Canada)	14,315	172	1.2%
R8 (Europe, Africa, Middle E,)	78,947	934	1.2%
R9 (Latin A.)	17,186	238	1.4%
R10 (Asia,Pacific)	78,346	663	0.8%

- 3) Create new Chapters, improve Chapter reporting and publicity
- New Chapters in Switzerland and Bangalore. Germany “close”. Two student chapters.
 - Chapter activities and awards written up in QEB