

# Member Services

**AESS Officers Strategic Planning Meeting**

**February 9, 2019**

**Miami, FL**

**Fabiola Colone**

**VP Member Services, AESS**



# Member Services

## 3-Year Goals

1. Maintain close liaison with Chapters and engage chapter members in AESS events and activities
2. Promote formation of AES-Joint Society Chapters where no chapter exists
3. If financially feasible, hold a Chapter Summit every three years in conjunction with the Sections Congress meeting
4. Promote AES chapter participation in organizing conferences
5. Grow AESS membership by 1% per year
6. Increase member participation in AESS events
7. Reduce the number of member drops each year
8. Recruit student members to full membership upon graduation
9. Offer assistance to members for elevating to the next grade

# Lines of intervention

CHAPTERS

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  8. Recruit student members to full membership upon graduation
- JR MEMBERS      SR MEMBERS
- ence to members for elevating to the next grade

# Premises and Motivations (1/3)

## CHAPTERS

- No communication channel exists with Chapter Chairs on a regular basis.
- There has been an activity dedicated to the definition and distribution of a best practice guidance for Chapters but still not finalized.
- The Chapter of the Year Award is not regularly assigned each year, the process is not made explicit, few nominations are received.

# Premises and Motivations (2/3)

## SR MEMBERS

- Stimulated by IEEE staff, we are in the process of renovating publicity material and messaging strategy.
- This process might include the QEB, which improved but could do more and better.
- AESS Website is attractive and functional, but still some information is missing.
- We should identify feasible ways to recognize the value or the voluntary work of many members.

# Premises and Motivations (3/3)

## JR MEMBERS

- We need to attract new members and reinforce the engagement of existing ones in the Society.
- This might require to explore innovative forms of communication and networking.
- They should feel that AESS provides support to their carrier development.
- The Mentoring Program is an effective “one-to-one approach” to engage JR Members.
- SMs/YPs focused group events are essential.

# Committee Members

VP  
Finance

Short  
Courses  
Chair

Chapter  
Coordinator

Grad  
Students  
Rep

YP  
Rep



Fabiola  
Colone



Josè  
Bolanos



Stefano  
Coraluppi



Alfonso  
Farina



Francesca  
Filippini



Kameron  
Lacalli



Michael  
Noble



Roy  
Streit



Jason  
Williams

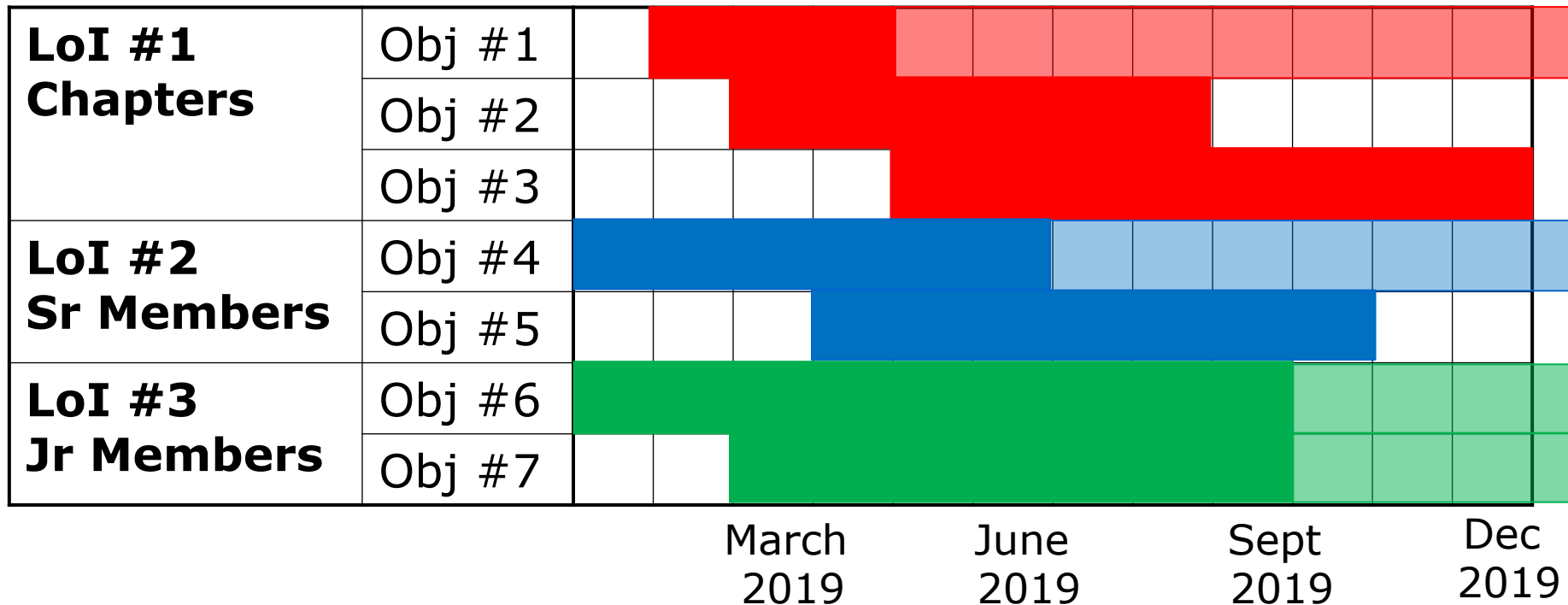


Jane  
Buckingham

...and cooperations  
with other Committees  
within the BoG

# Member Services – Objectives

## Overview & Timeline





# Member Services – Objective #1

## Periodic Communications with Chapters

**S** – Establish a pattern of periodic communications with Chapter Chairs to increase awareness in AESS events and activities.

**M** – Number of messages drafted and sent and stimulated interactions.

**A** – Assigned to: Williams (Lead), Colone, Farina, Lacalli, Noble.

**R** – Relevant to Goals 1, 3, 4, 6.

**T** – 3 Months for startup, then annual.

# Member Services – Objective #2

## Best practice guidance to chapters

**S** – Review the Chapters Handbook and include guidance for best practices.

**M** – Documentation made available on the AESS website.

**A** – Assigned to: Noble (Lead), Bolanos, Colone, Farina, Williams.

**R** – Relevant to most Goals.

**T** – BoG Fall Meeting for a first draft.

# Member Services – Objective #3

## Review of the Chapter of the Year Award

**S** – Review the process and requirements for assigning the Chapter of the Year Award and stimulate chapters nominations.

**M** – Documentation made available and number of nominations.

**A** – Assigned to: Colone (Lead), Coraluppi, Streit, Williams + Willett/Gini.

**R** – Relevant to most Goals.

**T** – End of year.

# Member Services – Objective #4

## Renovate publicity material and messaging

**S** – Update the publicity material and the messaging strategy we adopt to engage members in AESS initiatives. This includes QEB and AESS Website.

**M** – New layouts made available and new messaging strategy operating.

**A** – Assigned to: Colone (Lead), Coraluppi, Filippini + Greco.

**R** – Relevant to Goals 5, 6, 7, 9.

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

# Member Services – Objective #5

## Establish Recognition for Reviewers

**S** – Identify a feasible process to recognize the Best Reviewers of the Year.

**M** – Detailed plan on the whole procedure to be adopted.

**A** – Assigned to: Colone (Lead), Coraluppi, Bolanos + Greco + Gini.

**R** – Relevant to Goals 5, 6, 8.

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

# Member Services – Objective #6

## Engage Student Members and YPs

**S** – Identify and implement effective strategies to actively engage SMs and YPs, possibly exploiting innovative/collaborative approaches.

**M** – Number of SMs and YPs in networks to be created.

**A** – Assigned to: Lacalli & Filippini (Lead), Colone, Noble.

**R** – Relevant to Goals 5, 6, 7, 8.

**T** – BoG Fall Meeting for first report, then continual.

# Member Services – Objective #7

## Reinforce initiatives for SMs and YPs

**S** – Identify feasible strategy to give additional value to initiative dedicated to SM and YP (e.g. the Mentoring Program).

**M** – Number of sign-up in programs already established.

**A** – Assigned to: Colone (Lead), Filippini, Lacalli, Noble + Lo Monte.

**R** – Relevant to Goals 5, 6, 7, 8.

**T** – BoG Fall Meeting for first report, then continual.