

IEEE AESS Member Services Strategic Planning

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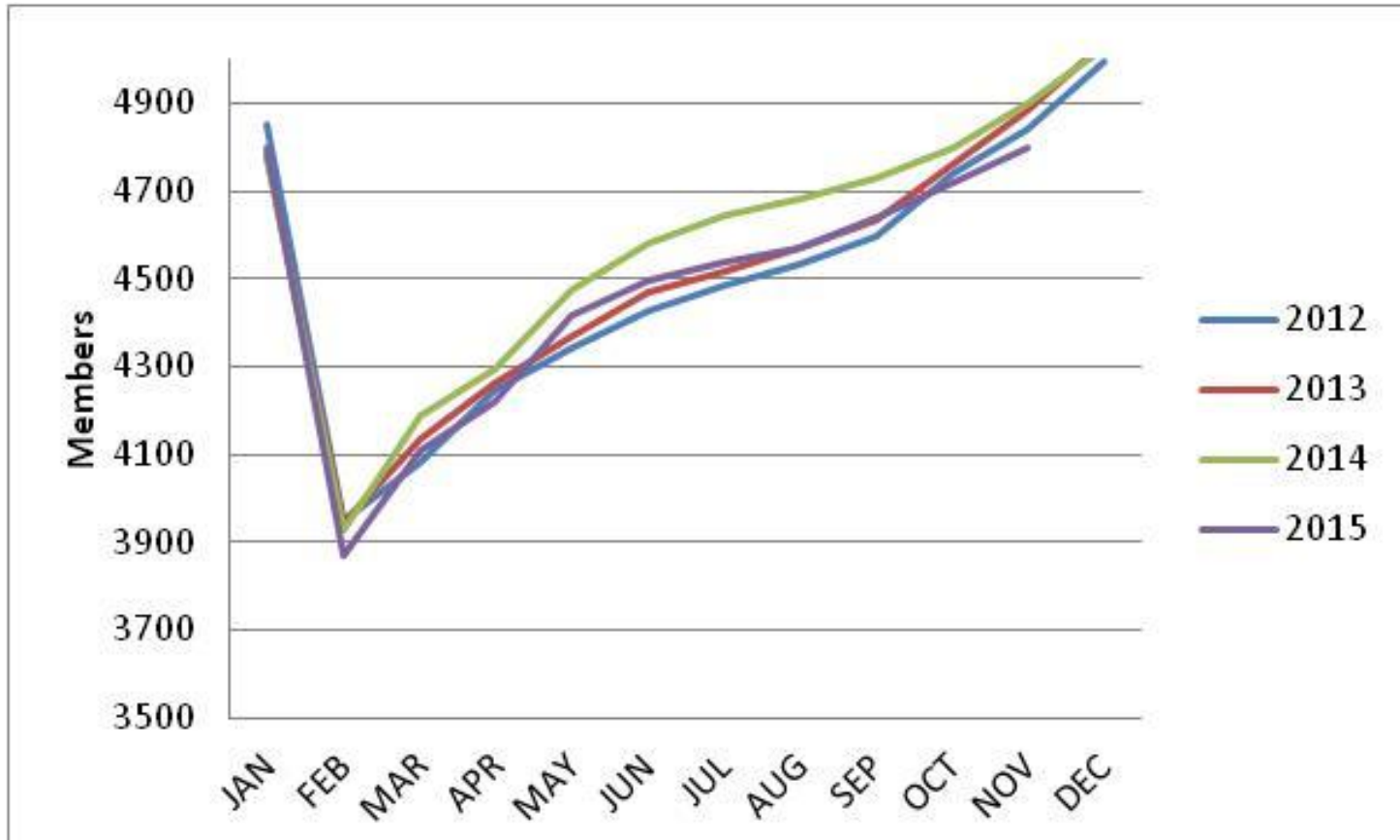
Member Services Mission and Vision

- **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 Analysis

- What is our current status?
 - Strengths
 - We currently provide services comparable to other IEEE societies.
 - AESS membership has been relatively stable during recent years.
 - We benefit from a very strong core-base of long-term members and an active, dedicated volunteer management.
 - From the 2015 TAB Review, AESS retention rate is 77%:
Regions 1-6 78%, R7 69%, R8 74%, R9 58%, R10 77%
while the IEEE overall rate is 70%.
 - AESS Senior Member and above retention rate exceeds 96%.
 - Weaknesses
 - Retention and contribution of new/junior contributors needs improvement; AESS Young Professionals inactive.
 - Chapter performance is uneven (new chapters internationally while US chapters have not developed as many new initiatives)

AESS Membership (2012- 2015)



Member Services Strategic Objectives

What are our 3-year (long term) strategic objectives?

- (1) Continue to improve member services and benefits to attract and retain members
 - a) be at least comparable to other IEEE societies and
 - b) encourage and assist in yearly elevations to SM of 3% of qualified Members
- (2) Increase AESS membership by at least 1% each year
- (3) Create new Chapters (>1 per year); suggest the reorganization of inactive Chapters; and improve Chapter performance, reporting and publicity of their activities.

Member Services (1-2 year) Initiatives

- Assess upcoming results from TAB ad hoc Committee Analysis of Society/Council Technical Member Benefits as related to the future of AESS. (Results of survey responses from 15,713 society members in 39 societies. Average 383 responses per society. AESS 261 responses.)
- Follow recruitment and publicity calendar previously established; 2016 Brochure complete and ready to be distributed “world-wide”; AESS Pre-Terminator email sent; Spring “world-wide” recruitment letter ready; and new and renewed member emails are being sent monthly.
- Use the QEB to encourage SM elevation applications. Offer Member Services help. Highlight a contributing member in the magazine and list new elevations monthly (SM) and yearly (F).
- Attract new IEEE/AESS members by expanding DL presentation locations using non-IEEE funding opportunities.
- Communicate AESS opportunities to new Chapters via a Chapter Invitation letter. Give publicity for Chapter activities in QEB. Establish Chapter Member Service Award. Establish Student Chapter recognition award.

AESS Membership Distribution (9/11/15)

AESS Membership Grade	Number
Fellow	105
Life Fellow	133
Senior Member	623
Life Senior Member	236
Member	2602
Life Member	439
Affiliate	23
Associate Member	72
Graduate Student	167
Student Member	207
Grand Total	4607

↑ 90

Note: IEEE goal is to annually convert 1% of qualified Members to Senior Members. The AESS already converts about 2%. We will try to increase that to 3% using the QEB to offer assistance in the elevation process and publicity in AESM.

AESS Membership Opportunities (1/1/15)

Region	# Non- AESS Members with AESS TIP Codes	# Current AESS Members	%	Potential Number
R1-6 (US)	25,831	3020	12	22,811
R7 (Canada)	2,156	172	08	1,984
R8 (Europe, Africa, Middle E,)	10,741	934	09	9,807
R9 (Latin A.)	1,604	238	15	1,366
R10 (Asia, Pacific)	9,775	663	07	9,112

Notes:

TARGET!

- 1) TIP Code equals technical interest code in IEEE member's profile
- 2) In April, "Try -Us" emails will be sent to about 60,000 IEEE non-AESS members with AESS TIP Codes, and those with codes assigned to the Technology Focus Areas in Aerospace and Transportation TFA . :

Countries with Largest AESS Membership

USA	2565
Canada	135
Australia	111
Japan	97
India	88
Germany	New Chapter Featured in AESM 86
China	86
United Kingdom	83
Italy	79
France	53
Brazil	53

NOTES:

1. Data as of 3/24/15. 4098 AESS members. 83 countries.
2. "Small" membership numbers have Chapter formation, and other implications such as sponsoring DL visits.

Metrics/Scorecard

- What measures of success do we use to tell how well our initiatives are helping us to achieve our objectives?
 - Year-to-year 1% AESS membership increase.
 - >3% of Members elevated to SM each year.
 - At least 1 Chapter formed per year. Others reorganized and Chapter publicity enhanced.
 - Best Chapter and Chapter individuals recognized by awards