

Member Services
AESS Board Meeting
Saint Louis, MO

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VP Member Services

September 2014

Three Year Strategic Goals:

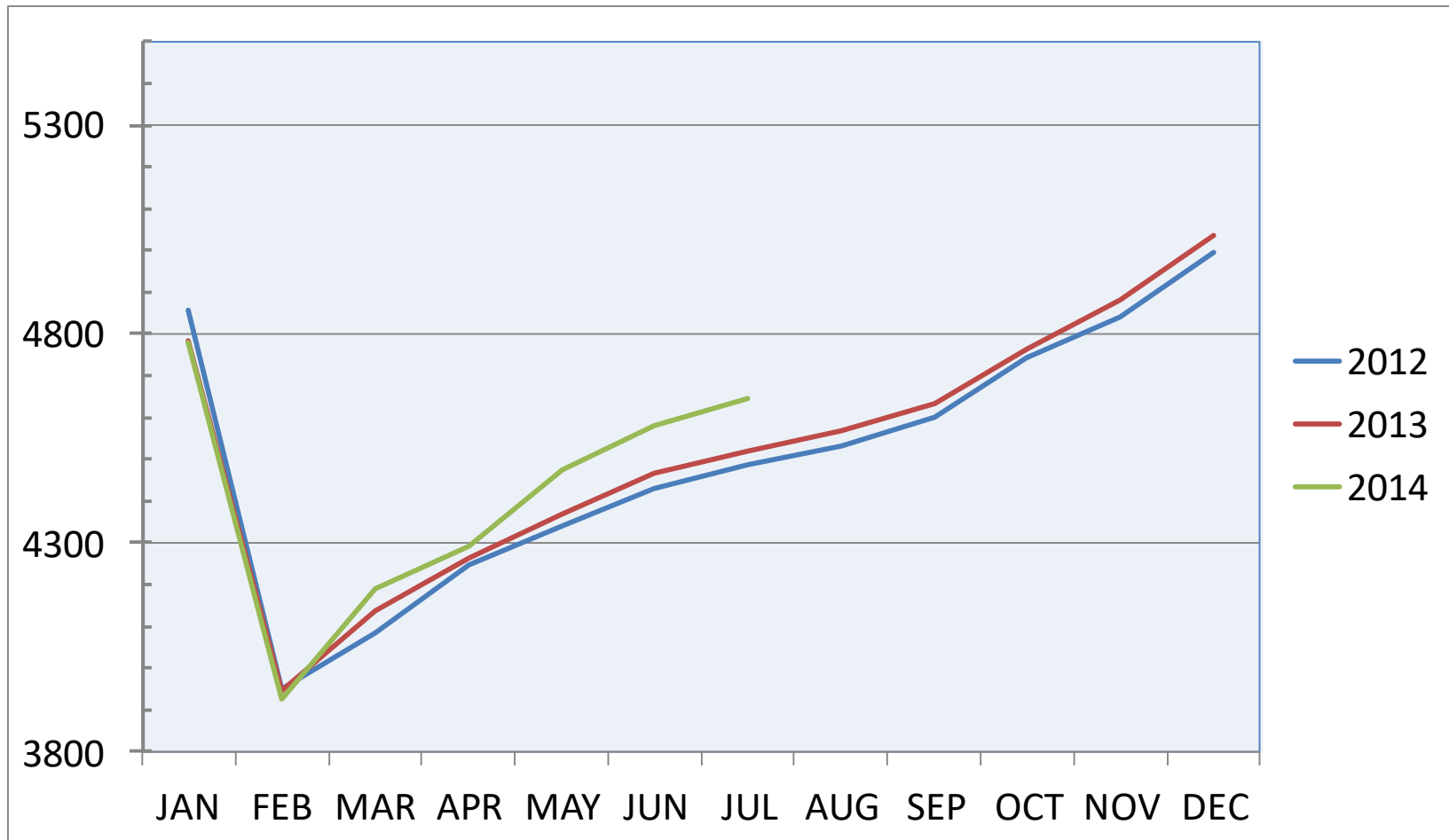
- 1) Improve member services/benefits to (a) be at least comparable to other societies/organizations and (b) attract and retain members. Review yearly.
- 2) Increase the membership by at least 1% per year.
- 3) Instigate the formation of new chapters (≥ 1 per year). Suggest the reorganization of others. Improve chapter reporting and publicity of activities.

(1) Review/improve member services/benefits
(Actions completed since May 2014)

- Developed a lower cost Xplore option for members. AESS Conference Digital Library is being offered in 2015 AESS Memberships. Announced in QEB.
Yearly fees are:
\$20 AESS member, \$10 student member
\$60 other IEEE members, \$30 other IEEE students
- Reinstated Chapter Awards
- Ongoing review of communications to members

- (2) Increase membership by at least 1% per year (Actions completed)
- Half year campaigns (March – May)
 - “Miss you” letters (recovery/reinstatement of previous members). \$25 dues. Emails were sent in the beginning of March.
 - In the beginning of March, “Try Us” half-year emails were sent to members never in the AESS but had any of the 7 AESS TIP codes in their profile. Dues is \$12.50 for members, \$6.50 for students.
 - In the beginning of May, “Try Us” emails were sent to members in the expanded list of TIP codes. Two different emails were used to see which worked more effectively as measured by use of the direct link to the member’s cart.
 - Results as of July are in the next chart.

2012 – 2014 AESS Membership



IEEE Membership July 2014 Results

Society Memberships	July 2014	July 2013	% Change
ALL	320212	325562	-1.6
AESS - ALL	4646	4518	2.8

IEEE	July 2014	July2013	% Change
Honorary Fellow	30	30	0
Fellow	7103	6963	2.0
Senior Member	36322	35159	3.3
Member	234574	234033	0.2
Assoc Member	8651	9463	-8.6
Grad Student	42626	43227	-1.3
Undergrad	53482	58575	-8.7
Total	382808	387450	-1.2

IEEE First Year Retention – July14

	Opportunity	Renewal	%
Higher Grade w/o GSM	33470	7448	33.5
Grad Student (GSM)	18227	7724	42.4
Undergrad	45767	8886	19.4
ALL	97464	28335	29.1

IEEE Overall Member Retention – July14/13

	Opportunity	Renewal	%	YoY
Higher Grade w/o GSM	298220	239519	80.3	79.7
Grad Student (GSM)	38707	23109	59.7	66.3
Undergrad	56392	14327	25.4	25.1
ALL	393319	276955	70.4	71.1

(3) Instigate the formulation of new chapters. Suggest the reorganization of others. (See Erik's upcoming report)

- Determine geographic areas where there are enough AESS members to form a critical mass. (Germany Chapter in process. See Wolfgang's presentation.)
- Review current chapters and their activities or non-activities
- Updated chapter listings
- Chapter activities reports appearing in QEB.
- Reinstated chapter awards.