Growth Through Engagement and Teamwork

Fabiola Colone
VP Member Services, AESS

October 7-8, 2021

Hybrid Board of Governors Meeting

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.
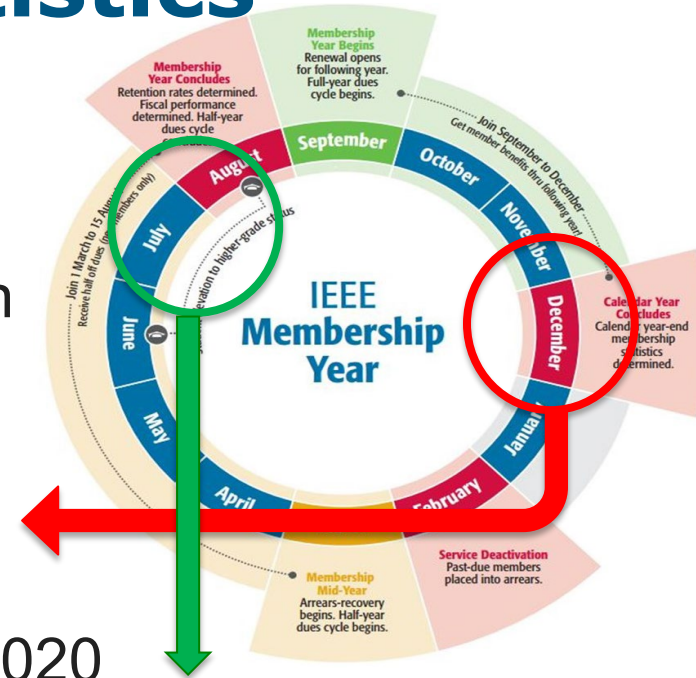
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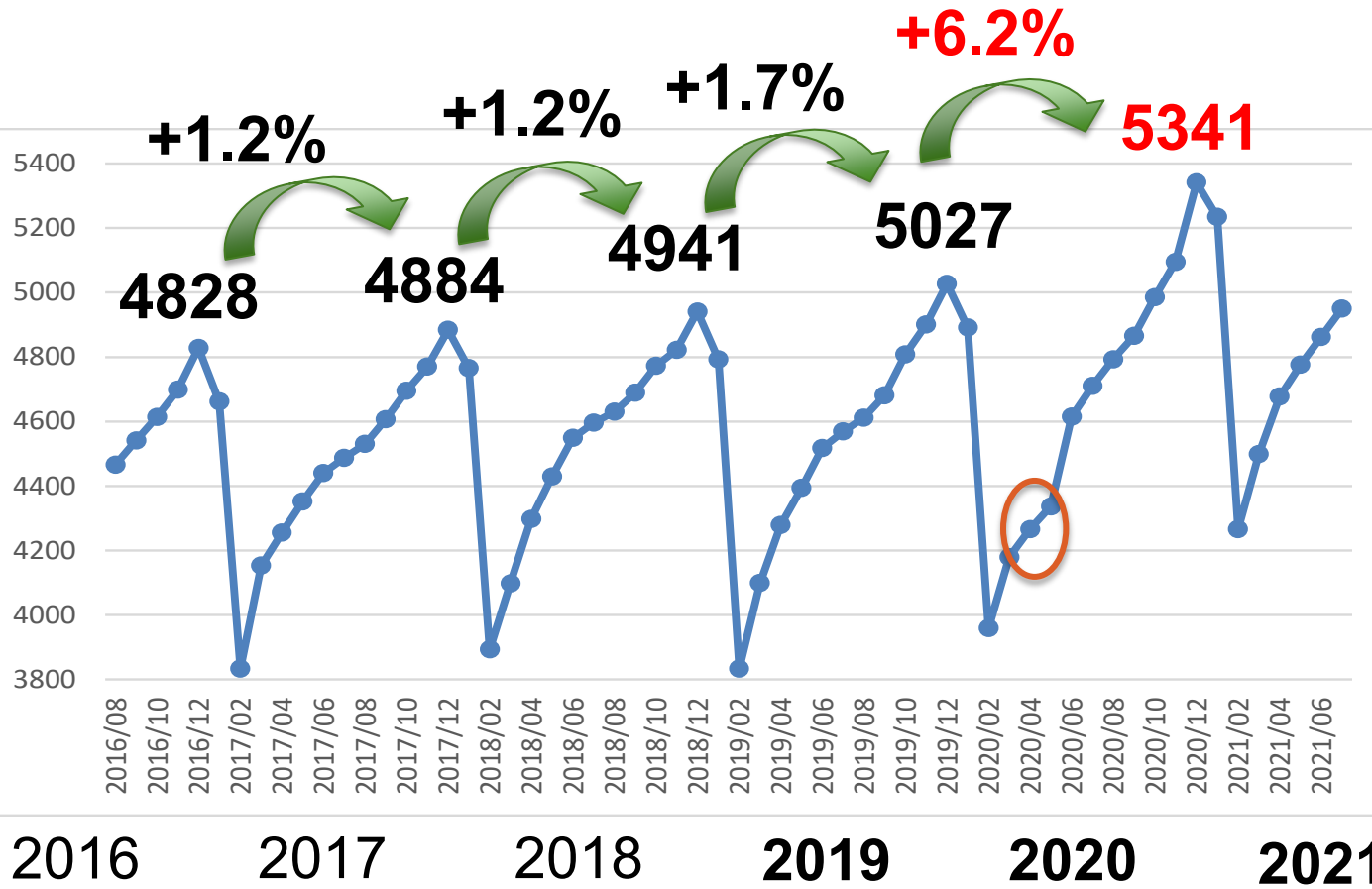
IEEE Membership statistics

- By the end of 2020, overall IEEE membership was **down 5.5%** or 23,000 members year-over-year, and more than **73% of these losses were students**.
- Society memberships were down 2238 (-**0.7%**) in 2020 compared to 2019.

- Currently on the path to recovery from 2020 pandemic losses: through July, IEEE membership is showing a **+1.9% growth** over last year.
- Society memberships are **up +5.1%** YoY, compared to 2020 month-end July, GSMs and Student members being major contributors via the Future50 Program.

AESS Membership statistics

AESS Society total

+1.2% **+1.2%** **+1.7%** **+6.2%**

5341

4828 **4884** **4941** **5027**

We are
heading
> +5% YoY

2016   2017   2018   **2019**   **2020**   **2021**

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AESS Young Members
Tasks completed and activities in progress

- Stimulated and supported several YP and Student events with new "business model"

✓ **Recent events → all virtual**
- XXIII R9 Student Branches Regional Meeting (Nov. 2020)
- IEEE Rising Stars conf. RS2021 (Jan. 2021)
- YP events and relevant activities at the 2021 IEEE Radar Conf.

Currently planning on upcoming conferences
- 2022 IEEE Rising Stars Conference.
- 2022 IEEE Radar Conference.

AESS Young Members
Tasks completed and activities in progress

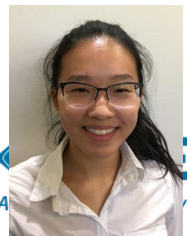■ Created links between YPs/Students and senior AESS members

✓ **Mentoring Program**
  - ■ Continuously monitored and reinforced the development of the program and the engagement of the Mentor-Mentee pairs.
  - ■ Provided guidance to the Mentees in selecting the best suited Mentor
  - ■ Improved the advertising

✓ **Direct links with YP and Students Reps within the BoG**

AESS Professional Networking and Mentoring Program
Join this innovative AESS program that helps connect **students and young professionals** with distinguished international **experts**.
Our vision is a flexible, international program that is carefully implemented, attentively supported, and singularly focused on providing benefits to AESS members.

SIGN UP TODAY

AESS Young Members
Tasks completed and activities in progress

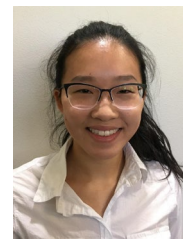☑ Created new contents focused on YP young members.

✔ **New columns in QEB**
- ☑ The Story behind the Success
- ☑ Mentoring program Testimonials

✔ **New profiles in social media**
- ☑ Instagram (to advertize AESS new initiatives, Award deadlines, YP events, Testimonials)
- ☑ LinkedIn

AESS Young Members
## Tasks completed and activities in progress

Revised the Membership fees

✓ **Student member fees reduced down to 5$**
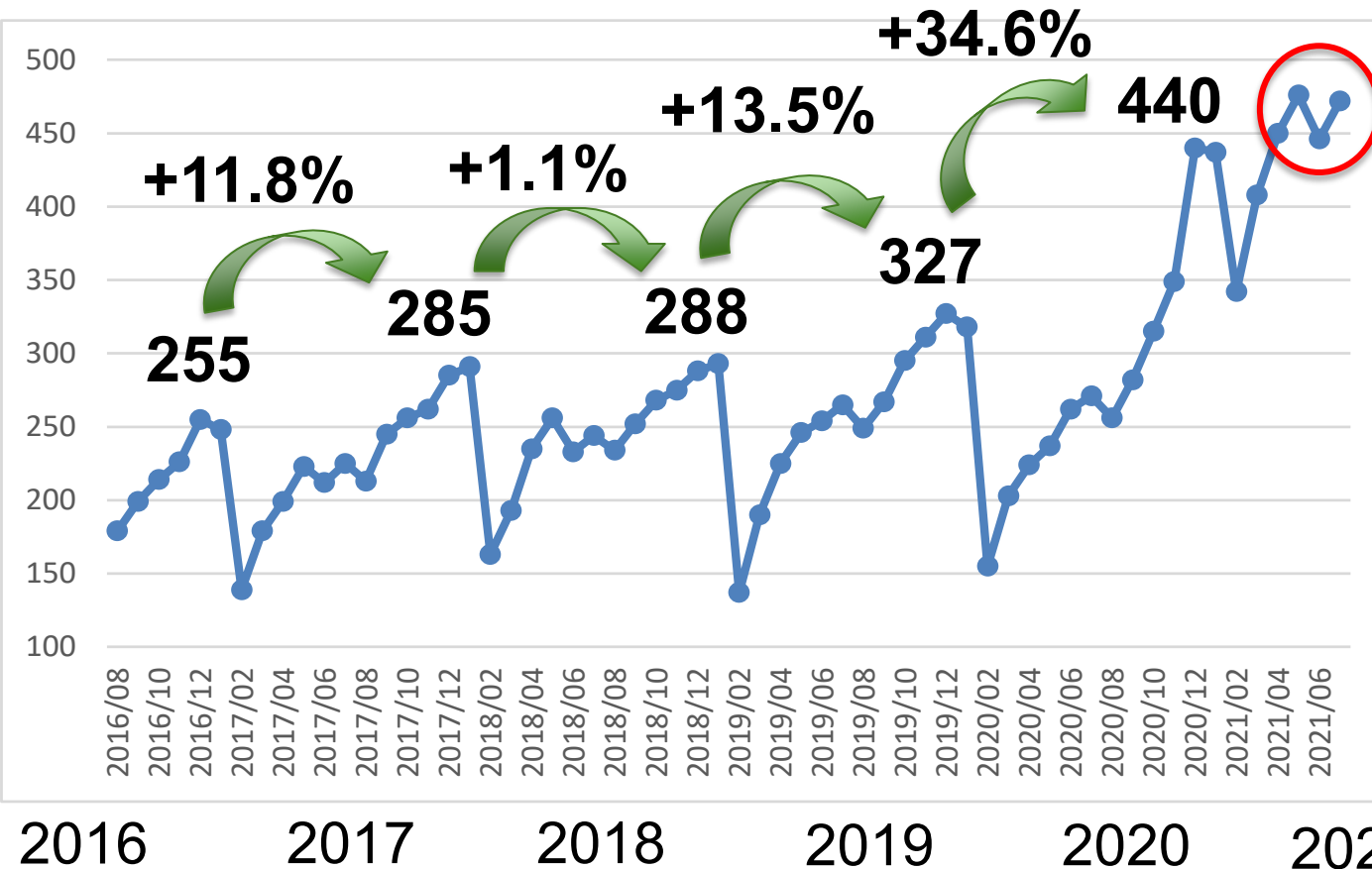- Change become effective in 2021.

Customized membership bundles
- Reviewed other Societies' promotions/bundle strategies
- Discussing opportunities for AESS (multi-year membership, YP Intermediate membership fee, membership bundles for Chapters)
- Focus on retention.

Student

GRSS & VTS

AESS
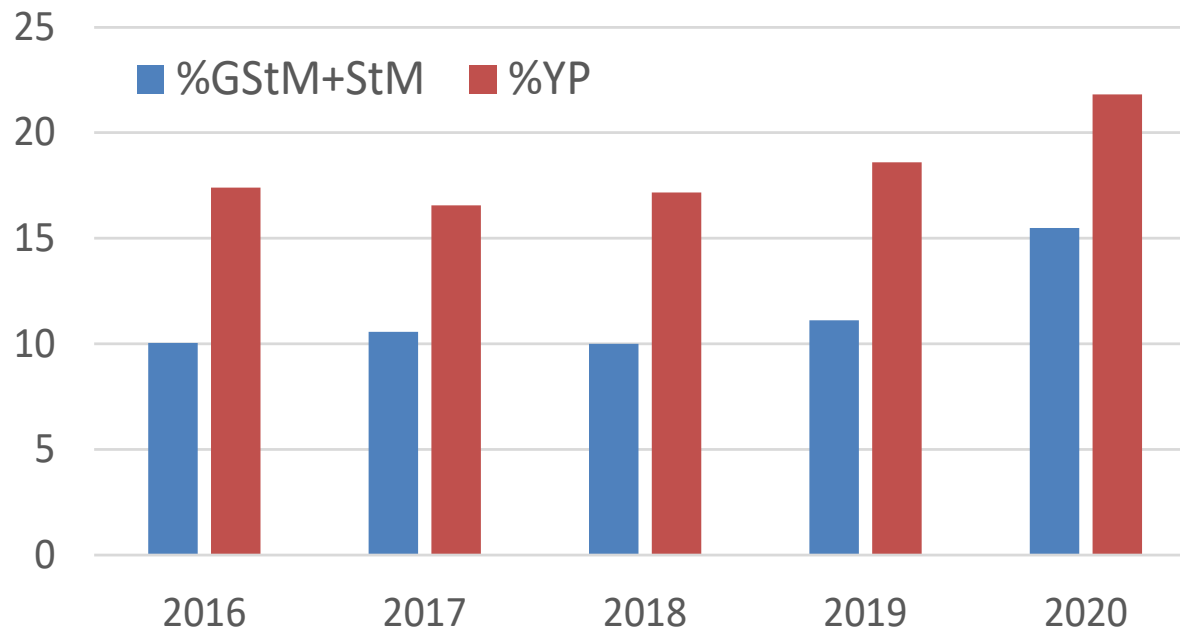
SPS
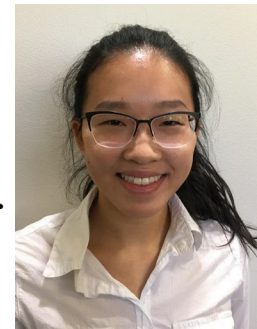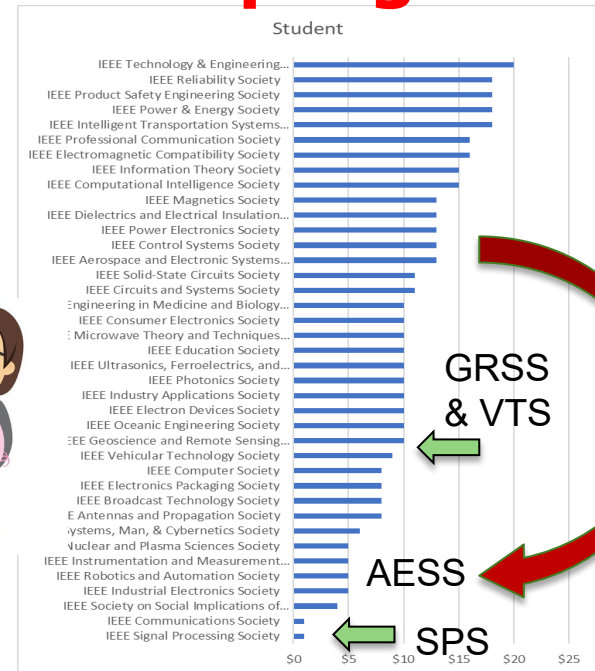
AESS Membership statistics

AESS Student Members

We are heading
+75% YoY

(large growth in R9!)

+34.6%
+13.5%
+11.8%
+1.1%
440
327
285
288
255

2016   2017   2018   2019   2020   2021

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AESS Membership statistics

Percentage of Student Members and YPs

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AESS Gender Diversity
Tasks completed and activities in progress

✓ ▣ Stimulated and supported several events dedicated to women at major conferences.

✓ ▣ Supported nominations of women for various roles and/or awards within AESS.

2020 – Best Chapter Award

2017 – M. Barry Carlton Award

2020 – Judith A. Resnik Space Award

2020 – Bob T. Hill Best Dissertation Award

2019 – Harry Rowe Mimno Award

AESS Membership statistics

Count by Gender

8,72% Unknown   **6,48% Female**

2019

84,78% Male

8,56% Unknown   **8,58% Female**

2021

82,86% Male

4 women in the BoG

10 women in the BoG

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Committee Members

VP Member Services — **Fabiola Colone**

Chapter Coordinator — **Kathleen Kramer**

Sabrina Greco

Secretary & Mentoring Program Chair — **Francesca Filippini**
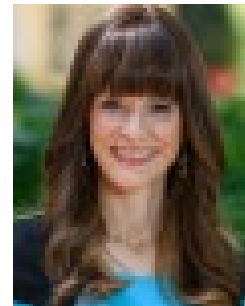
Undergrad StM Rep — **Sarana Tse**

Jill Gostin

+

Marina Ruggieri

**Laila Moreira**

Laura Anitori

Yonina Eldar

GIRL POWER

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5/9/2022

AESS Membership statistics

Membership by Region
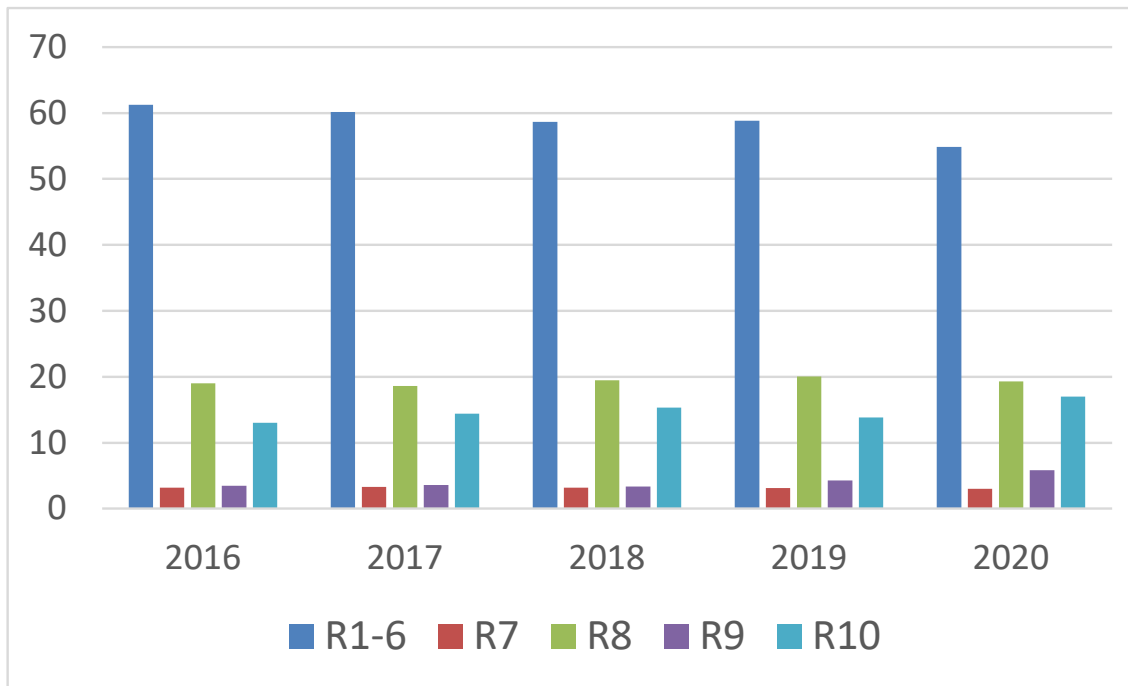
The Member Services committee has put great efforts into Chapters related activities….

& committee members!

AESS Chapters
Tasks completed and activities in progress

- Revised the funding opportunities for AESS Chapters and designed clear processes to request support.

✓ **Changed the mechanism for providing regular annual support to Chapters**
  - Transitioned from a Society "push" to a Chapter "pull" approach.
  - Created an efficient process to collect Chapter requests using a Google form.

✓ **Introduced a higher level of support (Major Initiatives)**
  - Requires a detailed form to be submitted.
  - Budget for 2021 is $35,000.

AESS Chapters
Tasks completed and activities in progress

- Improved the strategies AESS adopt to provide recognition and guidance.

✓ **Revised the Best Chapter of the Year Award**

✓ **Updated the Chapter Handbook**

✓ **Designed and implemented new AESS Chapters webpages**

AESS Chapters
Tasks completed and activities in progress

- Created a Series of Regional Chapter Summit to increase awareness and get feedback on AESS activities.

✓ **Held 2 meetings in R8 and R1-7**

Reg.	Date & Place	Format & type	# Chapter Officers	# BoG Members
8	Oct.17, 2019 – Cologne (DE)	1-day, in person	10	11
1-7	May 8, 2021	half-day, virtual	19	7

Currently planning on the next summit in R9

- Virtual or in conjunction with the R9 Meeting (Mexico City in March).

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AESS 50th anniversary
Tasks completed and activities in progress

- January 16th 2023 marks the 50th anniversary of AESS.

- The Member Services committee has started designing ad hoc initiatives.

- Possible ideas are illustrated in a separate presentation.