

Deltas to Current AESS Member Services Strategic Plan

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Strategic Goals:

- 1) Improve member services/benefits to be at least comparable to other societies/organizations. Review yearly and as necessary.
 - 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 member services/benefits**
 - Develop a lower cost Xplore option for members
 - Include SPECTRUM and IEEE filtered job lists on AESS website (or provide links)
 - Ongoing
 - **Increase membership by at least 1% per year**
 - Half year campaigns (March – May)
 - “Miss you” letters (recovery/reinstatement of previous members). \$25 dues
 - “Try Us” letters (sent to members never in AESS but either have AESS TIP codes in their profile or interest in 12 technology focus areas that relate to AESS. Preliminary estimate is 6000+).
\$12.50 for members, \$6.50for students.
 - Conference Member Recruitment Plan (CMRP) If someone is recruited at an IEEE Conference to join the IEEE, they receive a society membership of their choice for free (paid for by MGA).

- Free ads can be used to promote membership in AESS, publications, and conferences. Only publications ads can be in Xplore, but other types can be in the IEEE catalog, the membership application, and the IEEE catalog. Systems and TAES can also be used for membership ads.
- IEEE can e-mail upcoming conference notifications to AESS members as well as to past attendees at these conferences.
- **Instigate the formulation of new chapters. Suggest the reorganization of others.**
 - Determine geographic areas where there are enough AESS members to form a critical mass. Send letters to all spelling out benefits of forming a chapter, and looking for volunteer leaders. (LA?, Germany,....)
 - Review current chapters and their activities or non-activities (example: AESS members concentrated around Paris and Toulouse might be better off in joining separate co-chapters located in their areas).