



IEEE Aerospace Electronic Systems VP Member Service

Laila Fabi Moreira

Officers Meeting

February 14 & 15, 2022

Committee Members

VP Member
Services



Laila Moreira



Fabiola
Colone

Chapter
Coordinator



Kathleen
Kramer



Sabrina
Greco

Mentoring
Program
Chair



Sarana Tse

Young
Professionals
Program
Coordinator



Philipp
Markiton



Lorenzo Lo
Monte

Undergrad
StM Rep



Mehak
Jetly

Student
activities
Co-Chairs

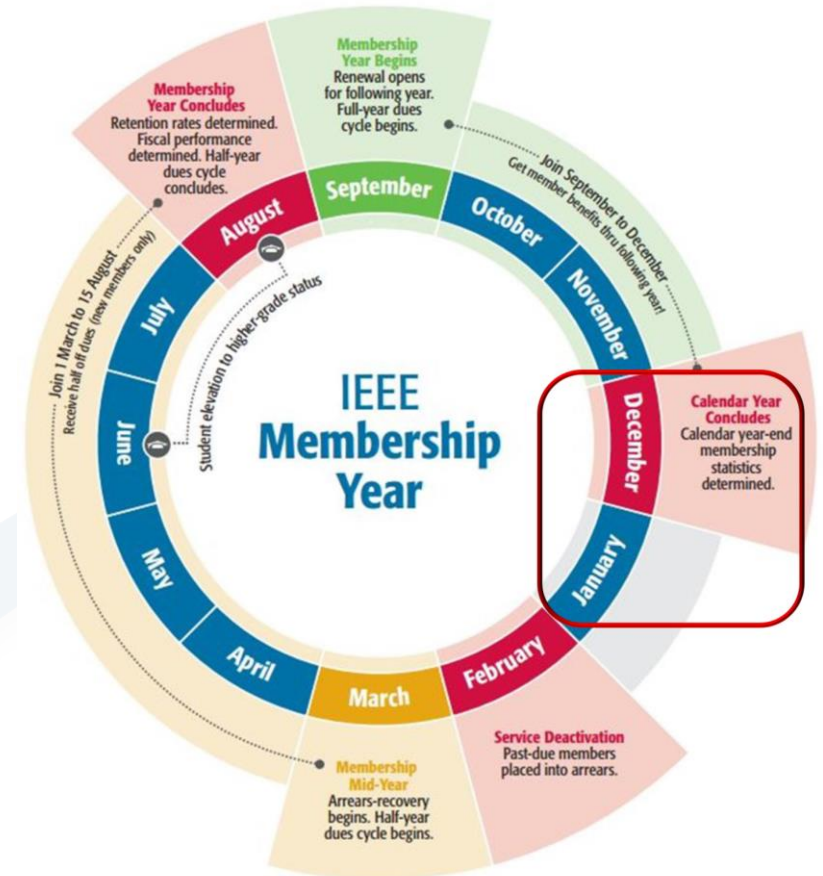


Robert C.
Rassa



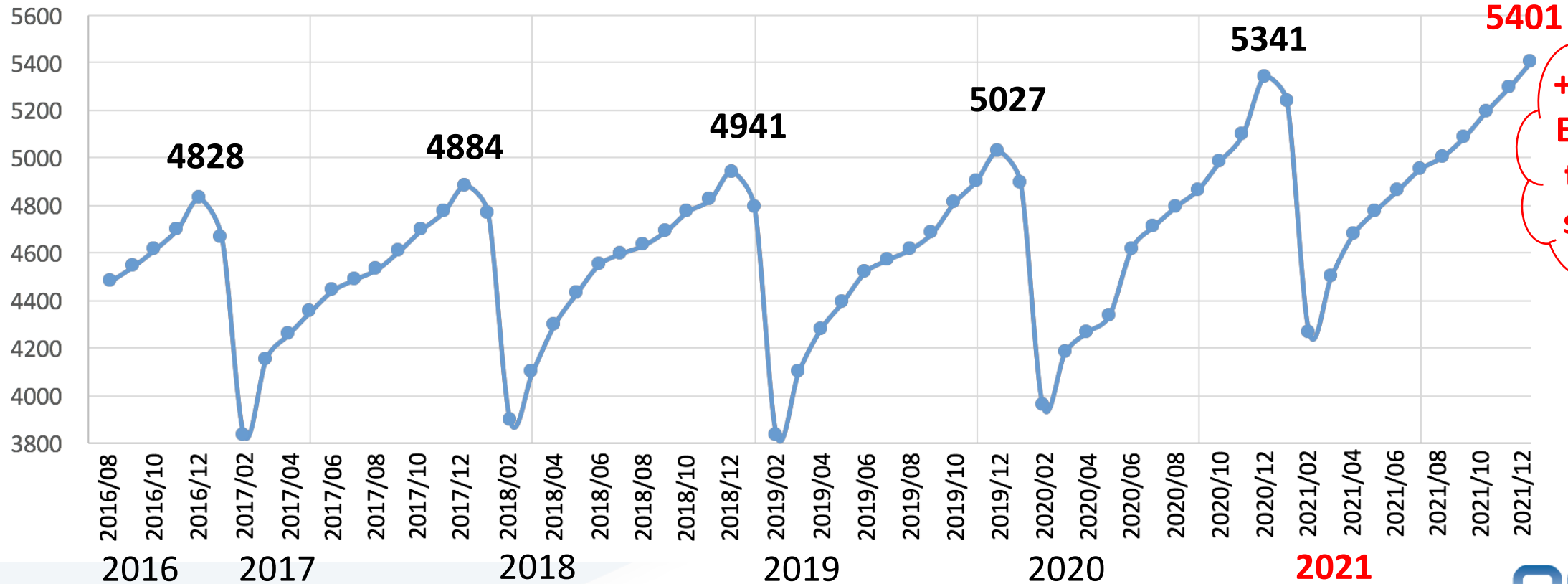
IEEE Membership statistics (I)

- ▶ **Effects of the covid-19 pandemic:** At the end of December 2020 we saw a decrease of 5.5% or 23,000 members compared to December 2019, where 73% of losses were students. The society memberships were down 2238 (-0,7%) in 2020 compared to 2019.
- ▶ At the end of December 2021, IEEE membership is showing a growth of 3,4% or 13,647 more member than last year. This is the first full year of recovery after the losses due to the covid pandemic and with the help of **FUTURE50** (IEEE BoD Approved 50% Discount on Student Membership)



IEEE Membership statistics (II)

▶ AESS Society total



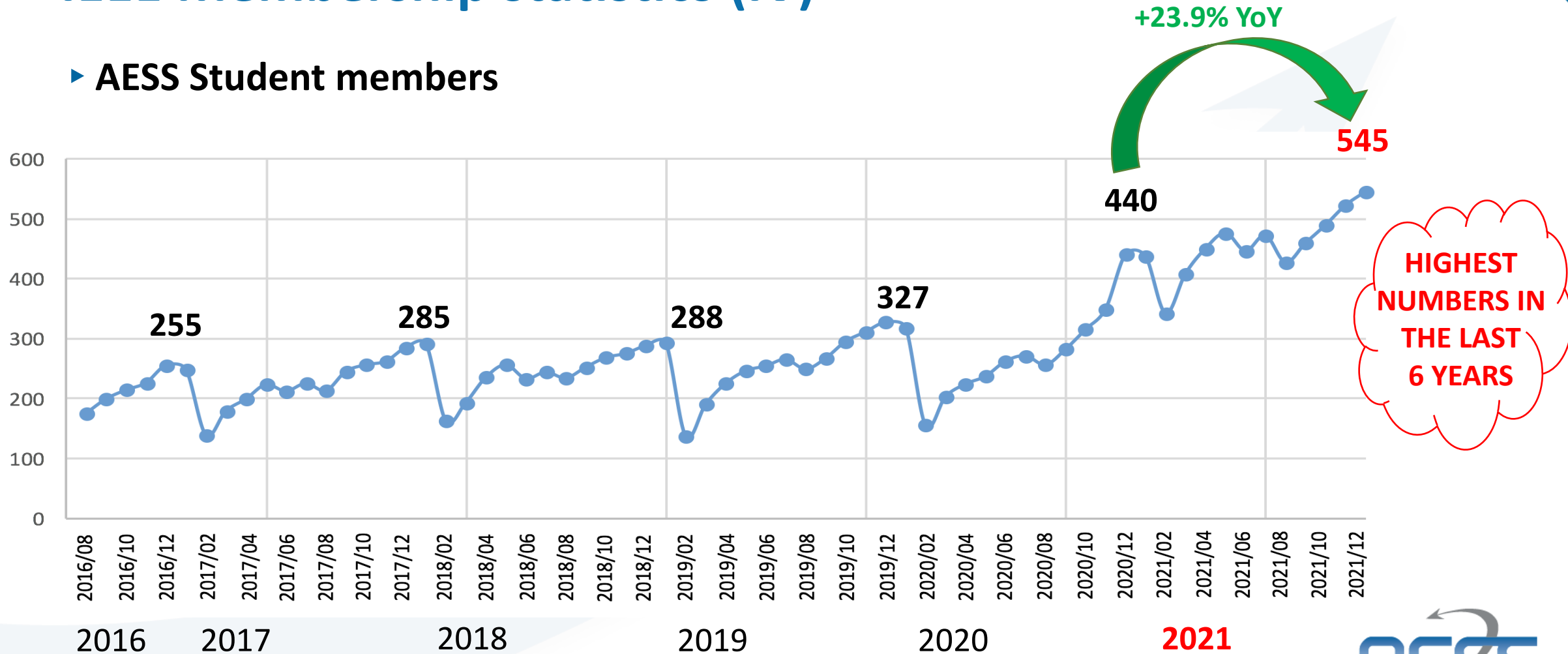
IEEE Membership statistics (III)



| | High Grade Members | Student Members | Totals (with Affiliates) |
|-----------------------------|---------------------|------------------------|--------------------------|
| AES | -0.9% (-43) | +23.9% (+105) | +1.1% (+60) |
| GRS | +30.8% (+1256) | +124.9 (+221) | +33.3% (+1473) |
| IT | -5.8% (-225) | +137.7% (+201) | -0.6% (-24) |
| ITS | +17.9% (+364) | +87.0% (+40) | +19.6% (+412) |
| OE | -2.2% (-39) | +18% (+11) | -1.4% (-26) |
| SP | -1.5% (-242) | +27.3% (+429) | +0.3% (+62) |
| VT | +10.4% (+532) | +8.2% (+14) | +10.3% (+546) |
| Div IX | +4.2% (+1603) | +39.1% (+1021) | +6% (+2503) |
| IEEE Societies Total | -0.3% (-801) | +47.9% (+16308) | +4.4% (+14783) |

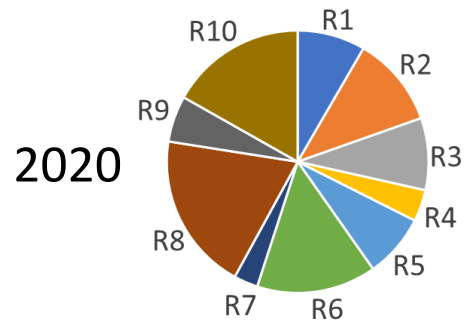
IEEE Membership statistics (IV)

▶ AESS Student members

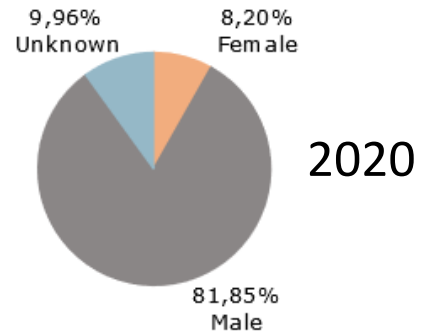
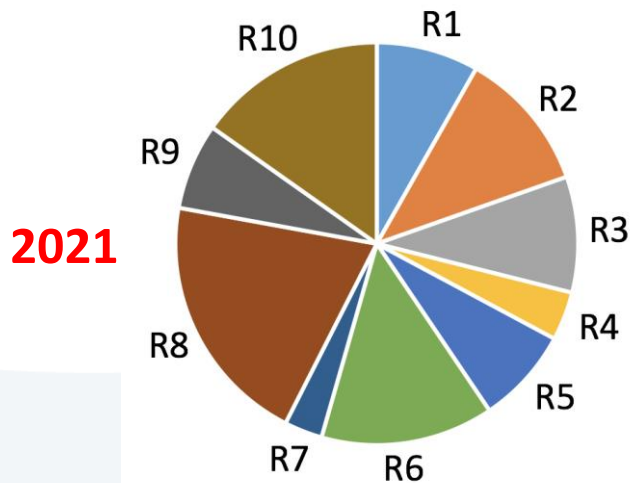


IEEE Membership statistics (V)

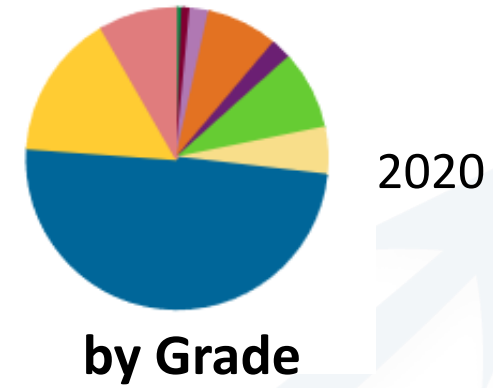
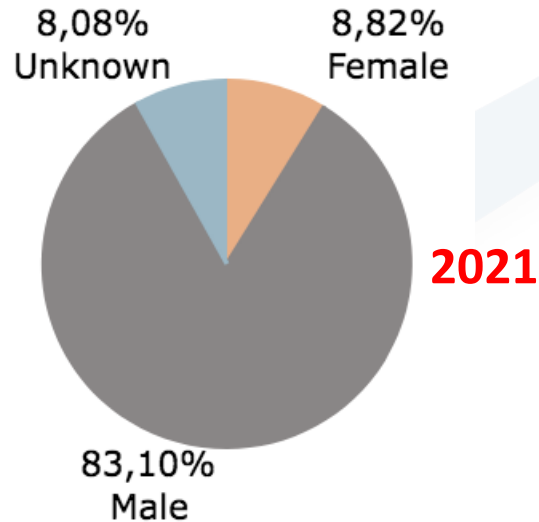
▶ AESS membership count



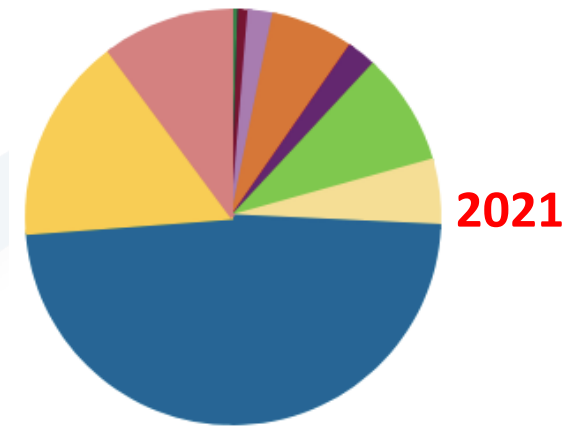
by Region



by Gender



by Grade



- Affiliate
- Member
- Associate Mem...
- Senior Member
- Fellow
- Student Memb...
- Graduate Stud...
- Life Fellow
- Life Member
- Life Senior

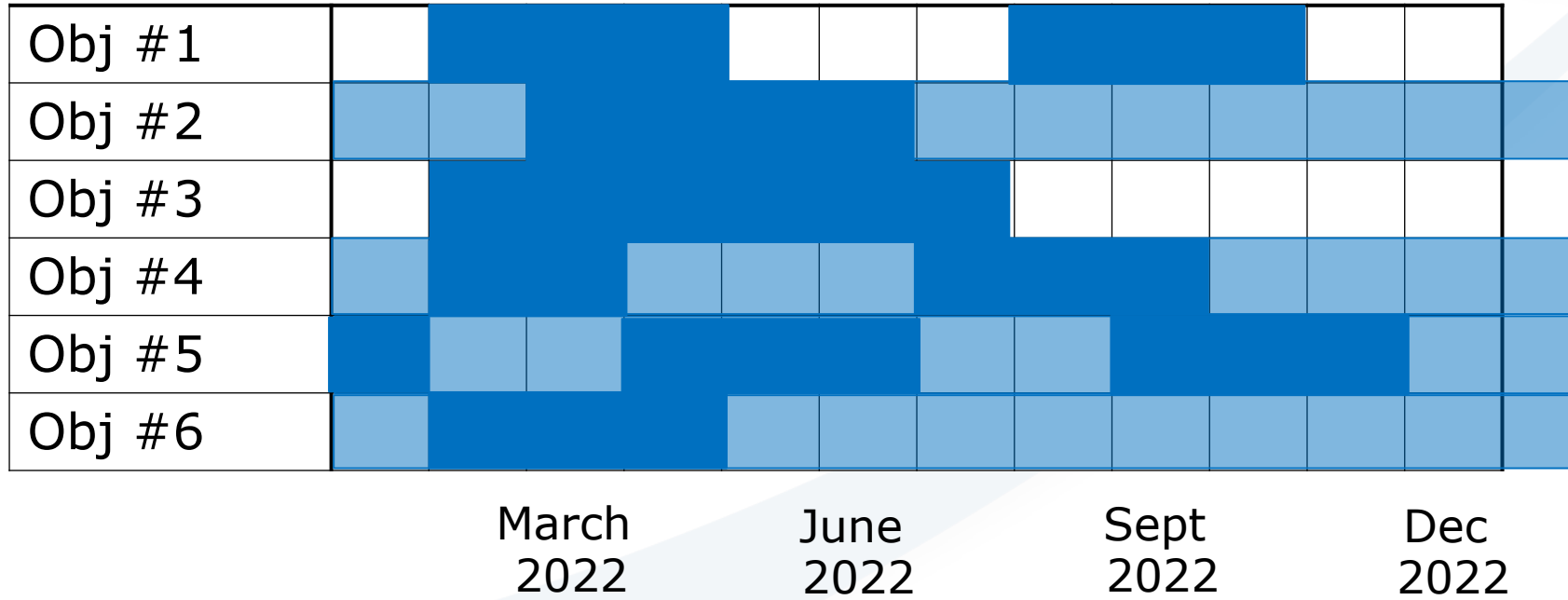
List of Goals – Member Service

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.

List of Objectives – Member Service

- ▶ Obj #1: Regional Chapter Summits
- ▶ Obj #2: Strategies to spread information
- ▶ Obj #3: Customized membership bundles
- ▶ Obj #4: 50th AESS anniversary initiatives
- ▶ Obj #5: YP and StM events
- ▶ Obj #6: Mentoring Program

Objectives – Timeline



Overview of AES offerings



| | Undergrad. student | Grad. student | YP, Early Career | Industry | Academia | Researcher | Entrepreneur, Small Business | Late Career | Retired |
|--------------------------------------|------------------------------------------------------|------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|--------------------------------------------|----------------------------------------------------|----------------------------------------|---------------------------------|
| Publications | Digital library | Digital library | Magazine, Digital library | Digital library | Magazine, Digital Library | Magazine, Digital Library | Magazine, Digital Library | Magazine | Magazine |
| Awards/ Grants | Travel grants | Travel grants, Dissertation award | Panel award, early career award, publication award | Industrial Innovation Award | AES awards, Panel award, publication award | PLANS, Panel Awards, publication award | Panel award, early career award, publication award | Panel award, publication award | organizational Leadership award |
| Professional Networking | IEEE YP event | IEEE YP event | Mentoring Program, Radar Summer School, rising stars, YP in space, IEEE YP event | Rising stars | Radar Summer School | Radar Summer School | Radar Summer School, rising stars, IEEE YP event | Radar Summer School | |
| Continuing Education/ Schools | Resource center, Scholarships, IEEE Learning Network | Resource center, Scholarships, IEEE Learning Network | Radar Summer School, Resource Center | Resource center, IEEE Learning Network, Short course, DL | Resource center, DL, IEEE Learning Network, Short course | Resource center, IEEE Learning Network, DL | IEEE Learning Network | Resource center, IEEE Learning Network | |
| Conferences | Radar challenge | Radar challenge | IEEE YP Events, Rising Stars | Industry panels, exhibitions, Rising stars | Radar Summer School | Radar Summer School | Radar Summer School | Radar Summer School | |

Objectives #1 – Regional Chapter summit

- ▶ S – in 2021 and 2019 we had 2 Regional Chapter summits:
 - **Region 8:** Held in October 17, 2019 – Cologne, in person;
 - **Region 1-7:** Held in May 8, 2021 – Virtual meeting.
- ▶ W – Due to the covid-19 planned summit meetings in 2020 were cancelled. Need to have more engagement with R10.
- ▶ O – We plan to have several Regional Chapter Summits during the next 3 years:
 - **Region 10:** In person and in November 2023 in Australia together with the radar conference;
 - **Region 9:** In person, in the second semester of 2022 or in early 2023 together with the Officers meeting;
 - **Region 1-6:** In person and in early 2023 together with the radar conference in San Antonio/ USA.
- ▶ T – Need to verify the best place to set up the meeting in region 9 and 10 so that the most people can attend due to financial issues.

Objectives #1 – Regional Chapter summit in detail

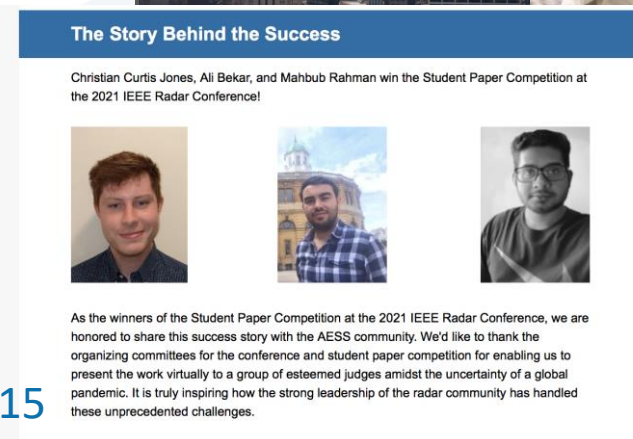
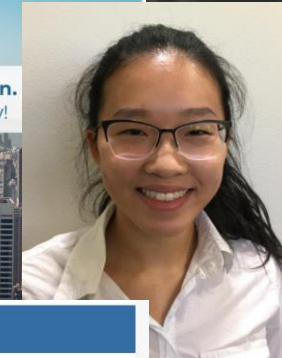
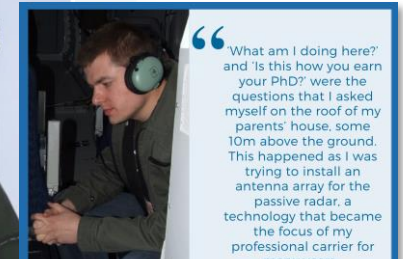
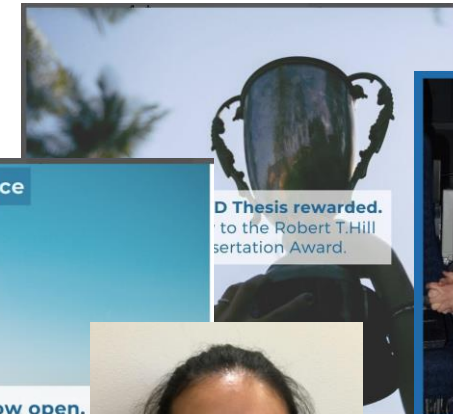
- ▶ possible places to host in 2022 the R9 summit
 - Colombia: They are very active, with several activities and events in their country. Giovana, the chapter chair, suggest the CAN-SAT 2022 held in October 2022.
 - Panama: Waiting for response. Got in contact with the chapter chair Enrique A. Tejera.
 - Brazil: There is no chapter chair. I reached out to Izabel Oliveira, IEEE Northeast Brazil section and student activities chair. She arranged in 2020 the XXIII R9 Student Branches Regional Meeting. Waiting for response.
- ▶ Postpone R9 summit to 2023 and arrange a R8 summit in 2022
 - International radar conference will be in the United Kingdom. Couple BoG + R8 summit

Objective #2 – Strategies to spread information

- ▶ S – AESS website modernized, QEB has new columns and new profiles in social media were added
- ▶ W – Virtual events is not the same as in person to captivate new member attention. Set up more events during the year to spread information.
- ▶ O – In person events getting back to normal, explore more spreading AES information in conferences (presentations, folders, events during the conference). Opportunity to goals 2, 3, 4, 6.
- ▶ T – Hybrid situation.

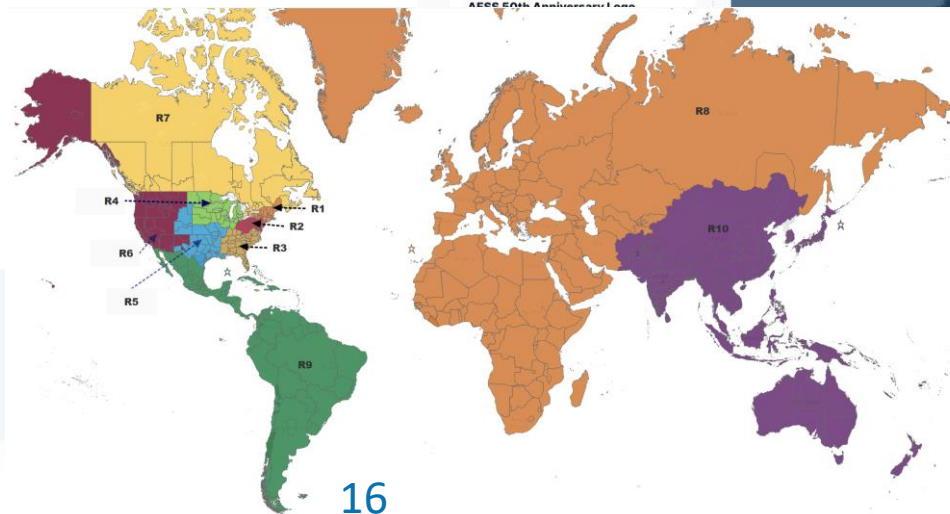
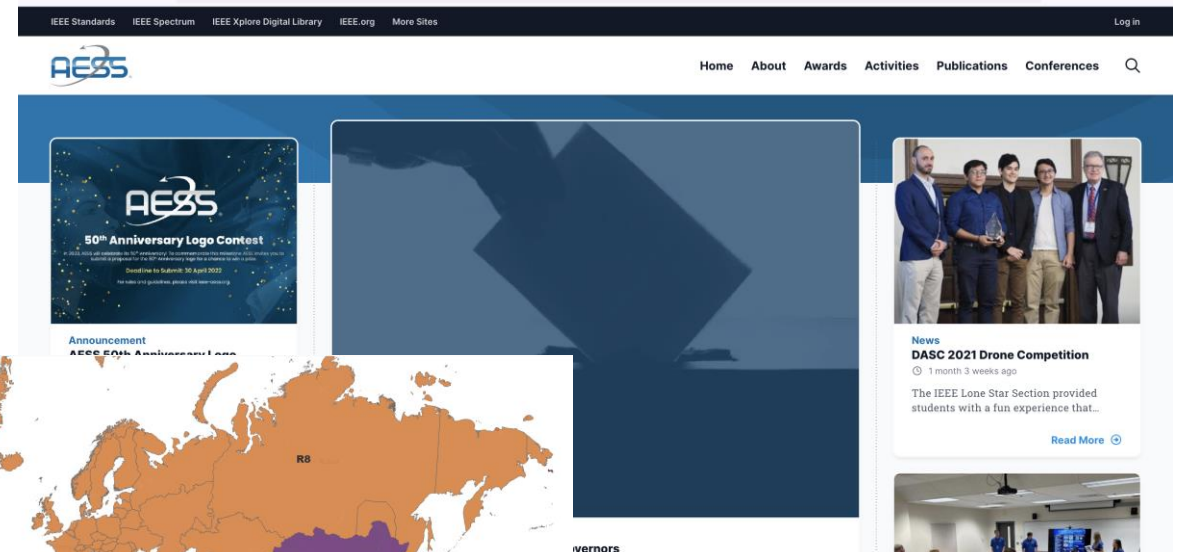
What has been accomplished and is planned Created new contents focused on YP young members

- ▶ Columns in QEB:
 - New columns:
 - The story behind the Success;
 - Mentoring program testimonials.
 - Change format: verifying feasibility
 - Only Heading and the link to the website;
 - Electronic pages;
 - Tree type of format.
- ▶ New profiles in social media
 - Instagram;
 - LinkedIn.



What has been accomplished and is planned

- ▶ AES website is updated and ready;
- ▶ Contact with chapters.



Objective #3 – Customized membership bundles

- ▶ S – Reduction on the student member fee down to \$5. IEEE is implementing a reduction of 5% discount on two or more Society membership (applicable on both joining and renewing).
- ▶ W – Should add other reduction fees for retention of members beside the students. Spread more the student reduction fee.
- ▶ O – Retention of members. Better fee for multiyear members, YP fee and bundle strategy. Find key people to debate and implement more attractive fees. Opportunity to goals 1, 2, 3, 5.
- ▶ T – Need acceptance of IEEE? Verify best implementation and analyze feasibility in numbers.

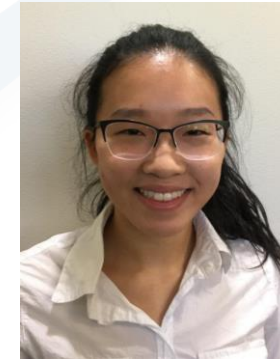
What has been accomplished and is planned

Revised the membership fees

- ▶ Student member fees reduced down to \$5
 - Became effective in 2021 and will continue in 2022.
- ▶ IEEE is implementing:
 - 5% discount on two or more Society membership.
- ▶ Action: Advertise it more
 - Implementation on the QEB, website and magazine.

What has been accomplished and is planned Revised the membership fees

- ▶ 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.



THANK
YOU

Objective #4 – 50th AESS anniversary initiatives

- ▶ S – Debates, possible initiatives and set up people in charge.
- ▶ W – Set up regular meetings to be able to implement initiatives.
- ▶ O – Most feasible Initiatives to be implemented are magazine special issue, dedicated event at a major conference, gadgets, promotional video, AES logo contest, corporate sponsorship/partnership and “quizz” challenge. to Goals 5 + 1, 3, 6. Divided in three categories:
 1. Commemorative events
 2. Promotional activities
 3. Members engagement
- ▶ T – Industry relation, member services, finance and conferences support needed.

Objective #5 – YP and StM events

- ▶ S – Participation in several events to motivate students and YP such as student branch, rising star conferences and IEEE radar conference.
- ▶ W – Due to the covid-19 several were hybrid or virtual, being more difficult to captivate new members.
- ▶ O – Participation in person in conferences and events to present AES offerings and motivate students and YP's. Working on a YP's travel grant proposal to acquire more engagement. Opportunity to Goals 1, 2, 3, 6.
- ▶ T – Less people from far away attending in person or due to virtual option.

What has been accomplished

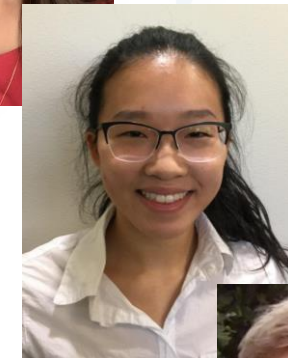
- ▶ Recent events:
 - XXIII R9 Student Branches Regional Meeting (Nov. 2020);
 - IEEE Rising Stars conf. RS2021 (Jan. 2021);
 - 2 YP events and relevant activities at the 2021 IEEE Radar Conf;
 - IEEE Rising stars conference RS2022 (January 2022).



What has been planned

- ▶ Currently planning on upcoming conferences and events

| Name | Date & Place |
|-------------------------------------------------------------------------------------|------------------------------------|
| Aerospace Conference 2022 | March 5-8,2022 – Montana, USA |
| 2022 IEEE Radar Conference | March 21-25, 2022 - NYC, USA |
| IEEE International Workshop on Metrology for AeroSpace (MetroAeroSpace 2022) | June 27-29,2022 – Pisa, Italy |
| 2022 AUTOTESTCON | August 28-31, 2022 - Maryland, USA |
| 2022 European Radar Conference | September, 2022 – Milan (Italy) |
| 2022 International Radar Symposium | May 9-11, 2022- Vilnius, Lithuania |



YP travel grant proposal

IDEA – Offer travel funding's for YP's to engage more with AES.

PLAN – to increase the engagement between society and YP's and retention of members. Implement it in a pilot conference and verify if it works. The travel grant should be linked to a conference and 10 YP travel grants would be offered along the year. The YP's that applied the form should

- ▶ have expertise in the field of the conference chosen
- ▶ write an article of his experience during the conference which can be added to the AES magazine or similar
- ▶ Write bio and statement "why should be participating in the conference"

Winner is defined after bio and statement.

TIME – TBD

PEOPLE – Industry committee, Member service committee, Finance + BoG to determine which person should receive the grant

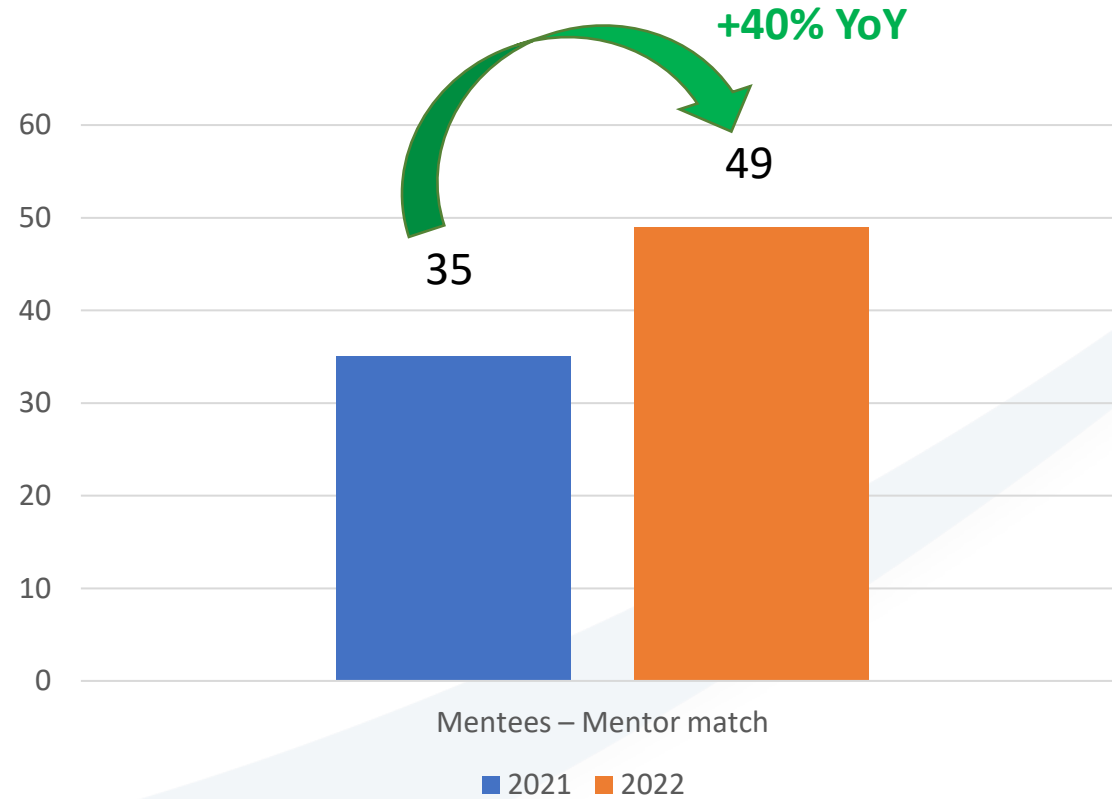
COST – TBD

IN CHARGE – TBD

Objective #6 – Mentoring Program

- ▶ S – **92** international expert members from industry, academia, and government are currently registered in the program as **Mentors. 49 active Mentees – Mentor match.** Mentoring program testimonials at the QEB.
- ▶ W – Advertise more to recruit new mentor and mentees and more events.
- ▶ O – Spread the information during conferences, online events, send to chapters and advertisement in social media. Opportunity to Goals 1, 2, 3, 6.
- ▶ T – Good communication between Mentor and Mentee. Support group should periodically be in touch.

Objective #6 – Mentoring Program in detail



What Has Been Accomplished and is planned Links between YPs/Students and senior AESS members

- ▶ Mentoring Program:
 - Monitoring Mentor-Mentee pairs and always giving the support;
 - Choosing the best Mentors for the respective Mentees;
 - Increase the advertisement.
- ▶ Direct links with YP and student within the BoG
- ▶ "Mentor meet mentee" event:
 - Radar conference NY
 - Advertise.

