



# IEEE Aerospace Electronic Systems VP Member Service

*Laila Fabi Moreira*

*Board of Governors Meeting*

*March 25 & 26, 2022*

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

# Overview of AES offerings



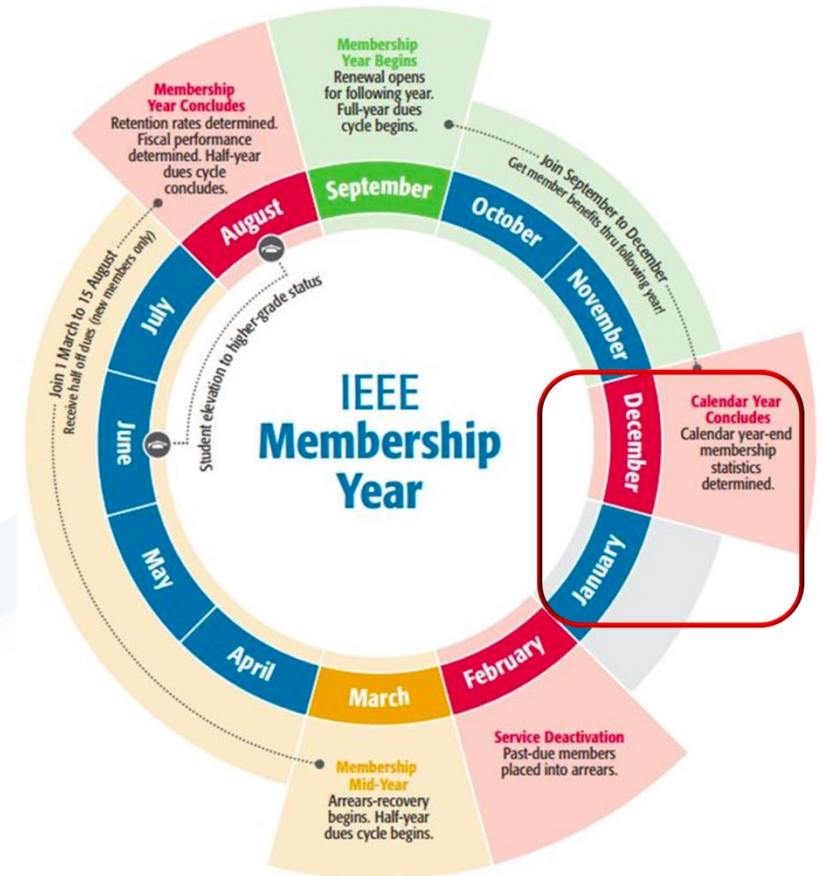
	Undergrad. student	Grad. student	YP, Early Career	Industry	Academia	Researcher	Entrepreneur, Small Business	Late Career	Retired
<b>Publications</b>	Digital library	Digital library	Magazine, Digital library	Digital library	Magazine, Digital Library	Magazine, Digital Library	Magazine, Digital Library	Magazine	Magazine
<b>Awards/ Grants</b>	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
<b>Professional Networking</b>	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	
<b>Continuing Education/ Schools</b>	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	
<b>Conferences</b>	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	

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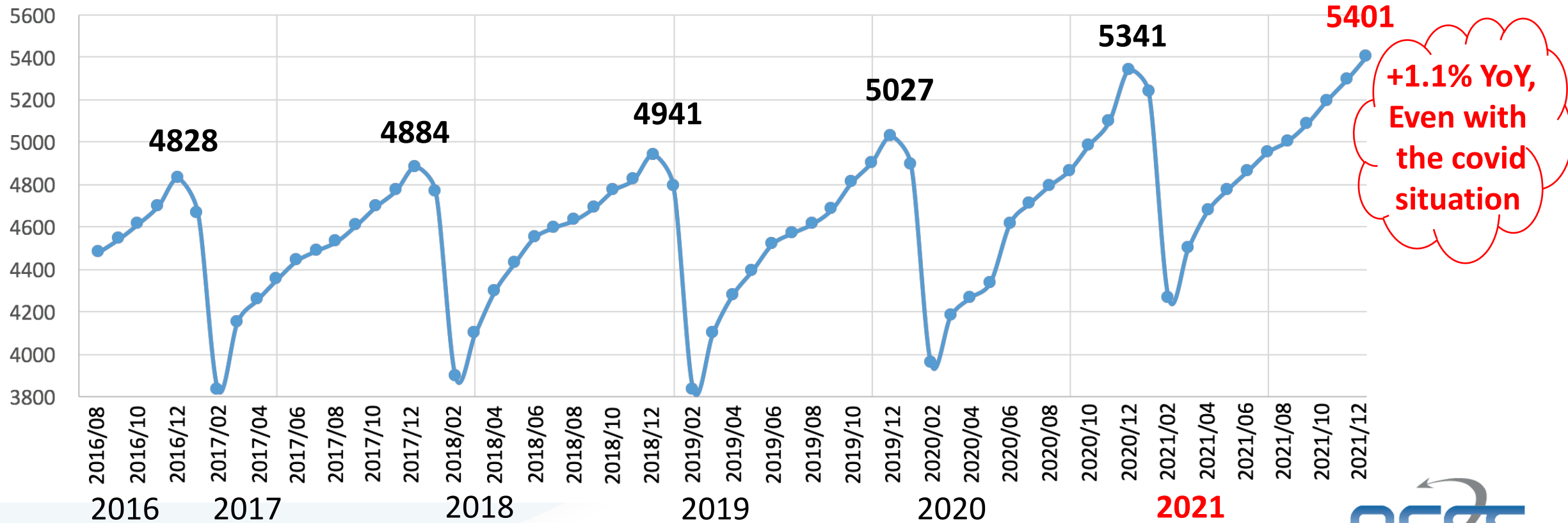
# IEEE Membership statistics (I)

- ▶ **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 members 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



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## Objective #1 – 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 due to the virtual option.

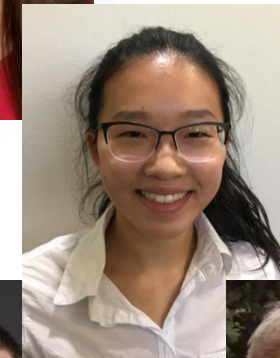
## What has been accomplished and in progress

### ▶ 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).
- 2022 IEEE Radar Conference: YP event.

### ▶ Planning:

- 2022 European Radar Conference



## YP travel grant proposal

**IDEA** – *Offer travel funding's for YP's to engage more with AES, more participation in conferences, diversity and interaction with members*

**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 3 YP travel grants would be offered in one specific conference for starters. The qualification process will be judged after two rounds , which are:

- ▶ Round 1: YP writes a motivational statement about why the support is needed and showing the benefits the the grant will bring by attending the conference. It will be judged with YES/NO.
- ▶ Round 2: The YP's with round 1 approved, we rate the travel difficulty considering the distance to travel, GDP per capita purchasing power parity as judged by the Mike Wicks award.

**TIME** – *TBD*

**PEOPLE** – Member service committee, Education Committee/Alexander Charlish, Finance + BoG to determine which person should receive the grant

**COST** – \$2000 each grant

*Would cover flight, hotel and registration or conference events*

**IN CHARGE** – *TBD*

## Objective #2 – Mentoring Program

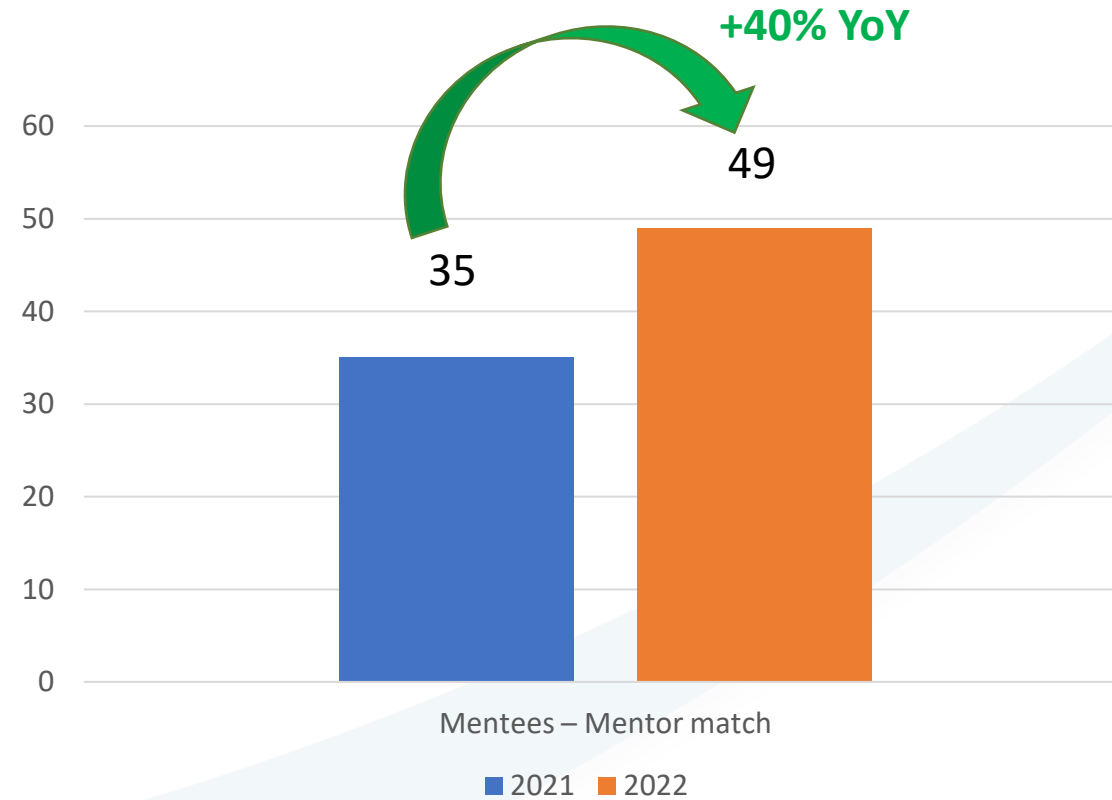
- ▶ S – **92** international expert members from industry, academia, and government are currently registered in the program as **Mentors. 49 active Mentees – Mentor match.** Mentoring program testimonials at the QEB.
- ▶ W – Advertise more to recruit new mentor and mentees and more events.
- ▶ O – Spread 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.

## What has been accomplished and in progress 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
  - Advertised.



## Mentoring Program in detail

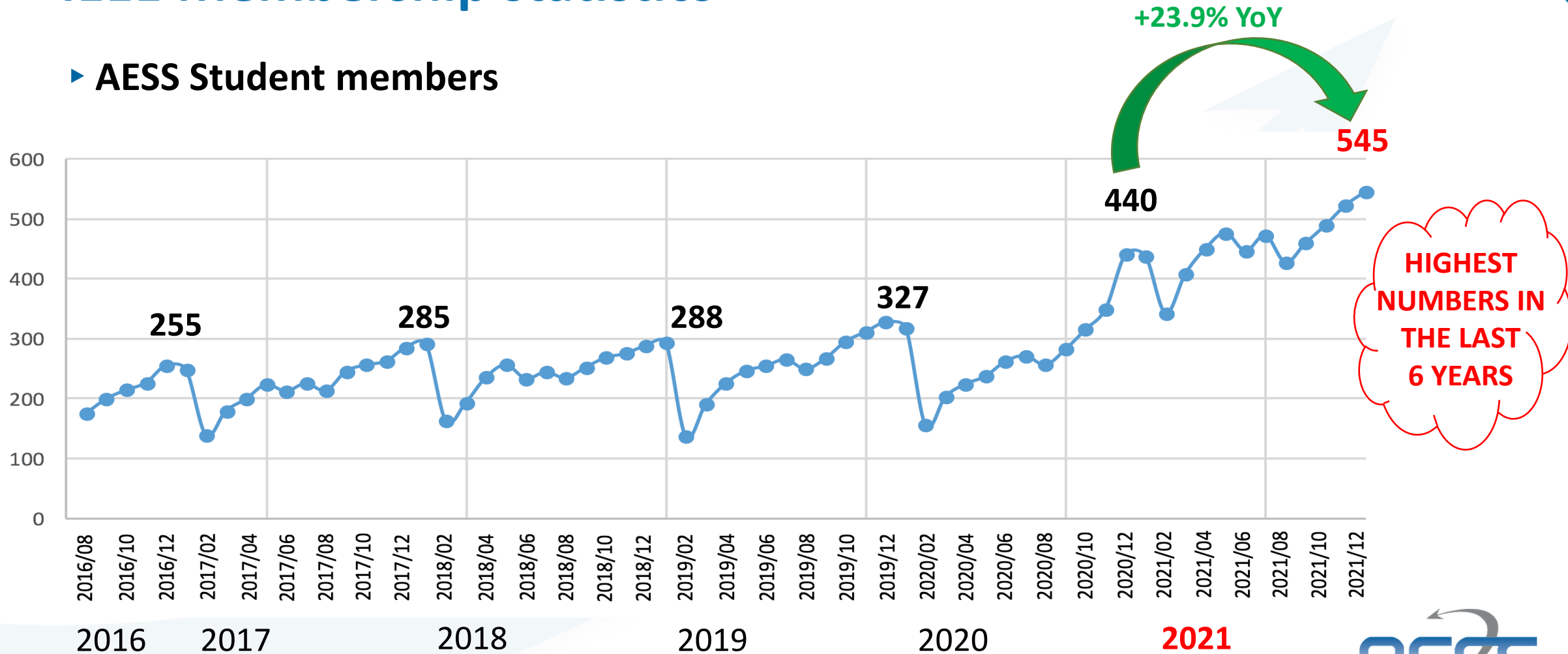


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# IEEE Membership statistics

## ▶ AESS Student members



**HIGHEST  
NUMBERS IN  
THE LAST  
6 YEARS**



## Objective #3 – 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 in progress 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.
- ▶ Profiles in social media
  - Instagram;
  - LinkedIn.



**2022 IEEE Radar Conference**  
21-25 March 2022  
New York City, USA

**Registration is now open.**  
See you in New York City!

**D Thesis rewarded.**  
to the Robert T.Hill  
sertation Award.

“What am I doing here?  
and 'Is this how you earn  
your PhD?' were the  
questions that I asked  
myself on the roof of my  
parents' house, some  
10m above the ground.  
This happened as I was  
trying to install an  
antenna array for the  
passive radar, a  
technology that became  
the focus of my  
professional carrier for  
many years.”

**The Story Behind the Success**

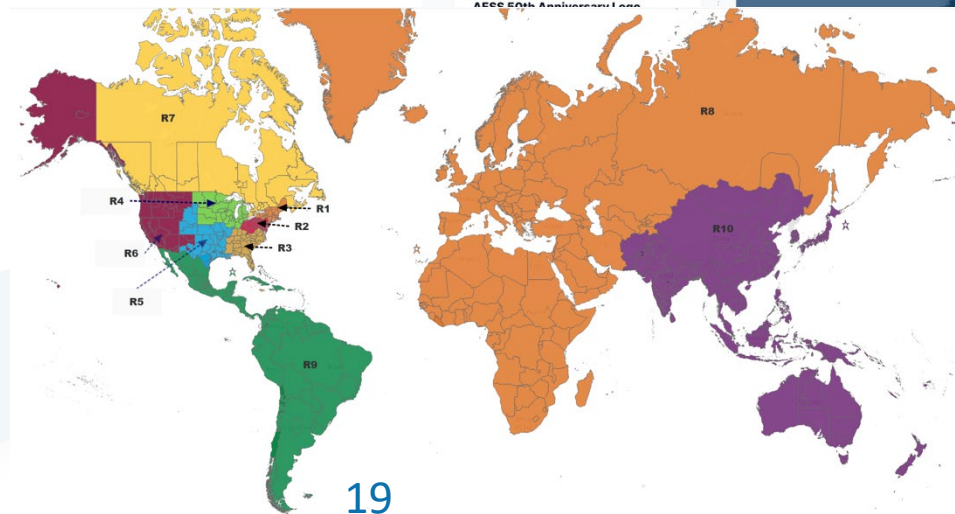
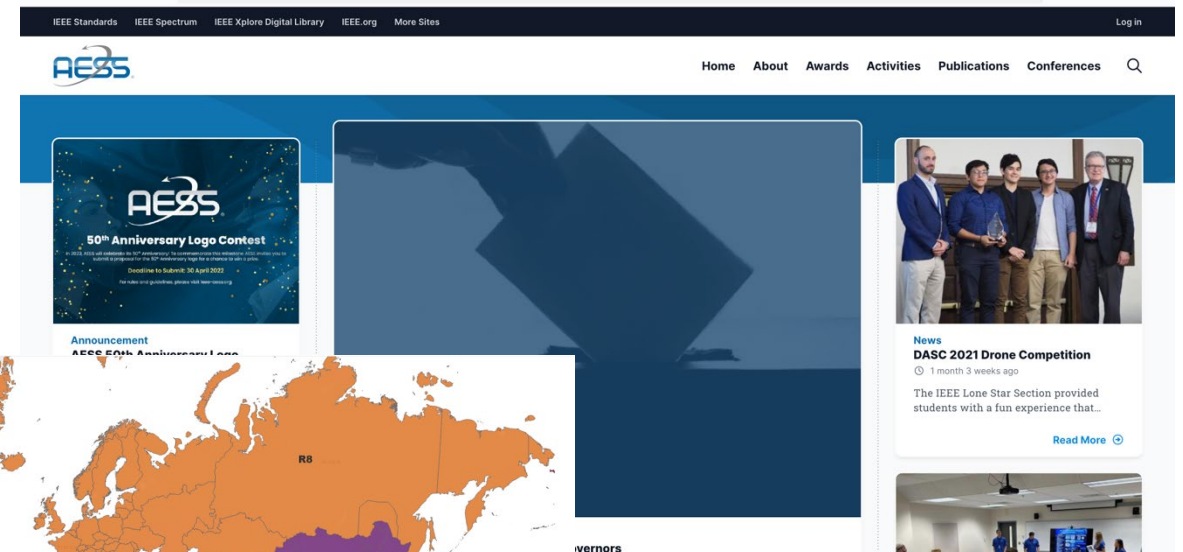
Christian Curtis Jones, Ali Bekar, and Mahbub Rahman win the Student Paper Competition at the 2021 IEEE Radar Conference!

As the winners of the Student Paper Competition at the 2021 IEEE Radar Conference, we are honored to share this success story with the AESS community. We'd like to thank the organizing committees for the conference and student paper competition for enabling us to present the work virtually to a group of esteemed judges amidst the uncertainty of a global pandemic. It is truly inspiring how the strong leadership of the radar community has handled these unprecedented challenges.



## What has been accomplished and is planned

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



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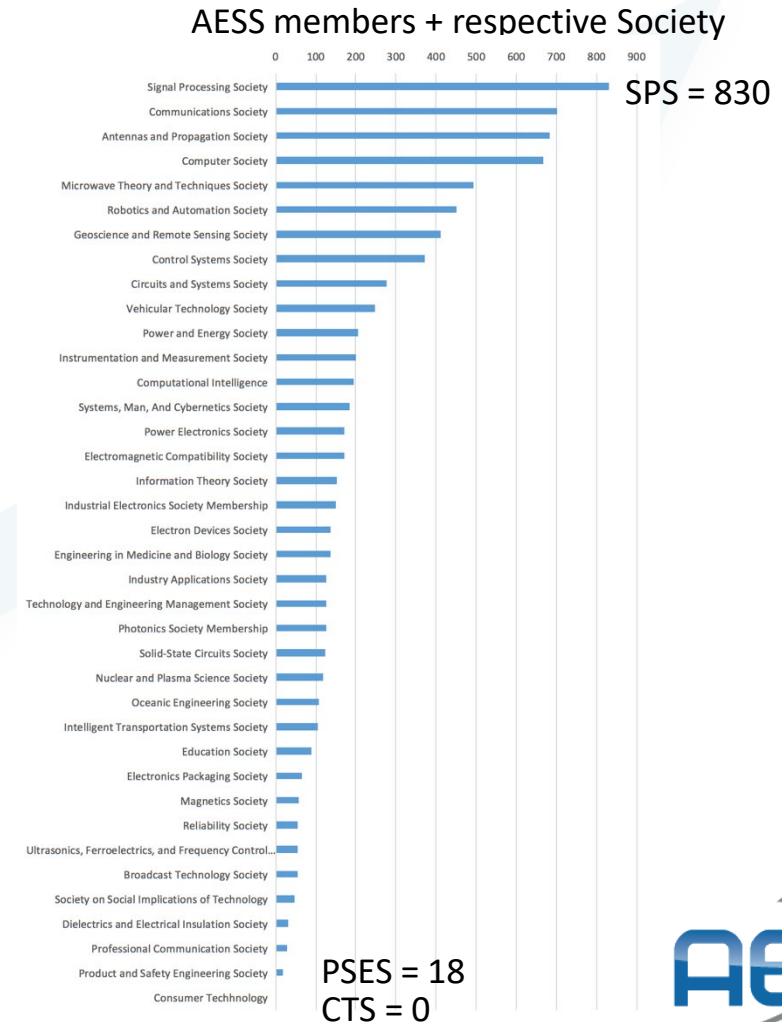
## Objective #4 – Customized membership bundles

- ▶ 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 in progress

### 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 in progress

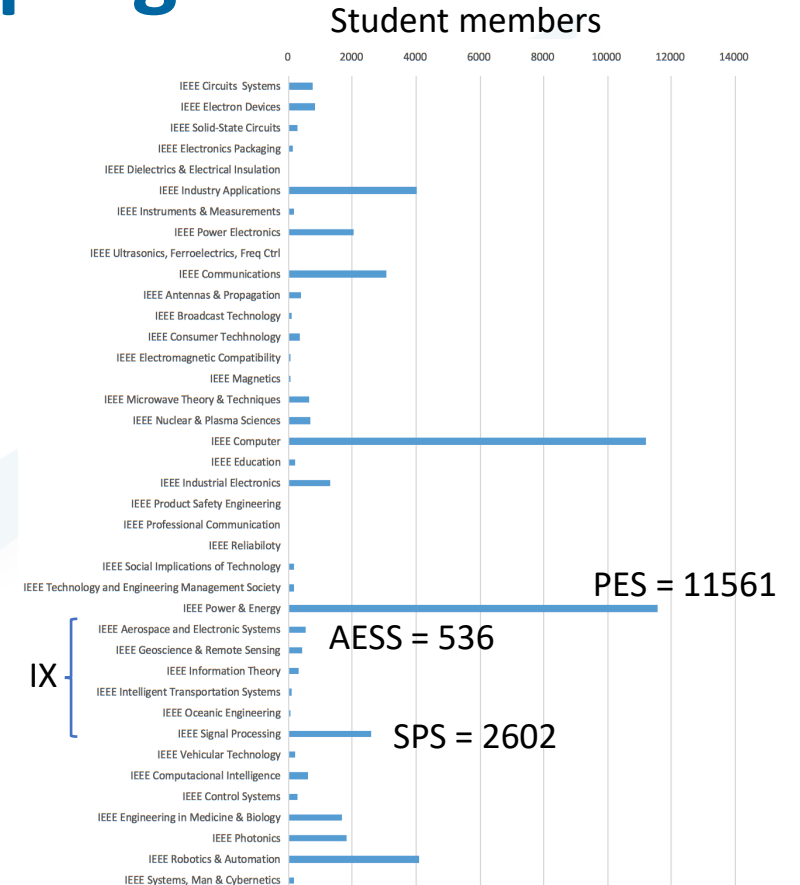
### Revised the membership fees

- ▶ 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.



Overall price considering the highest numbers and our division			
Division	Society	Number of student members	Price (\$)
VII	PES	11561	18**
IX	SPS	2602	20**
IX	OES	73	10
IX	AESS	536	5
IX	GRSS	424	4

\*\*Reduced dues option available to members in eligible countries/regions.



## What is planned

### Revised the membership fees

**IDEA** – *YP intermediate membership fee link, grow member motivation and retention*

**PLAN** – When the member has more than 3 years of student membership and becomes a regular member, the member receives a reduced fee via a link. It could be added next year as one of the 50th anniversary initiatives and see the repercussions throughout the year. If it's worth it, we can try to implement it permanently.

**TIME** – Until January 2023.

**PEOPLE** – Member Service, BoG, IEEE?

**COST** – TBD

**PERSON IN CHARGE** – TBD

**TIRAR**



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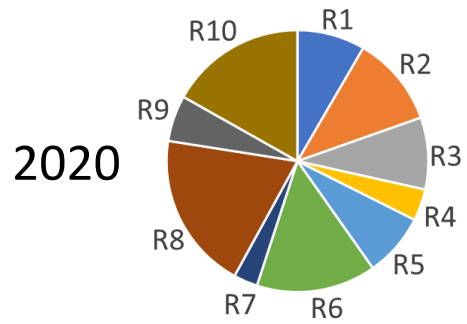
## Increase membership diversity

- ▶ S – Membership statistics and committee have shown diversity in terms of geographic, affiliation, gender, age and technical. Several events to emphasize WIE and our numbers are growing.
- ▶ W – Emphasize more in developing countries.
- ▶ O – Plan more events in developing countries and advertise the events.
- ▶ T – Verify the best place to host the events for retention, increase in member numbers and participation of members.

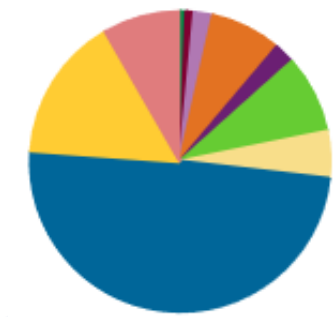
## IEEE Membership statistics

### ► AESS membership count

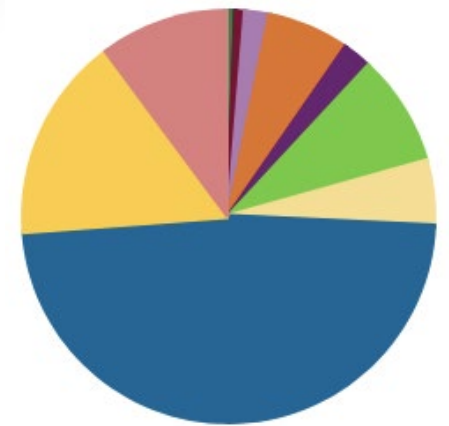
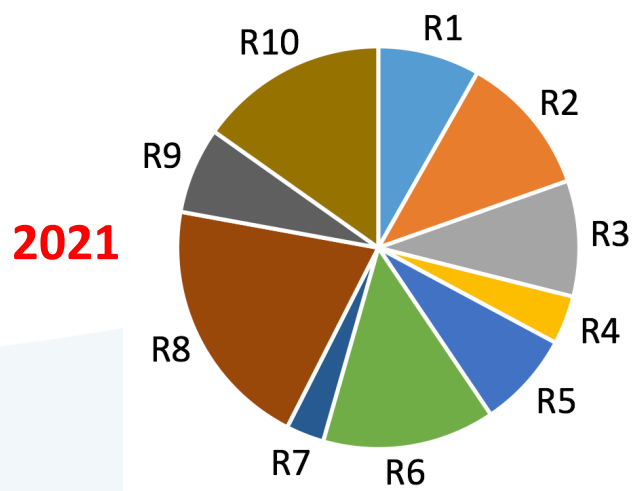
- Affiliate
- Associate Mem...
- Fellow
- Graduate Stud...
- Life Fellow
- Life Member
- Life Senior
- Member
- Senior Member
- Student Memb...



by Region

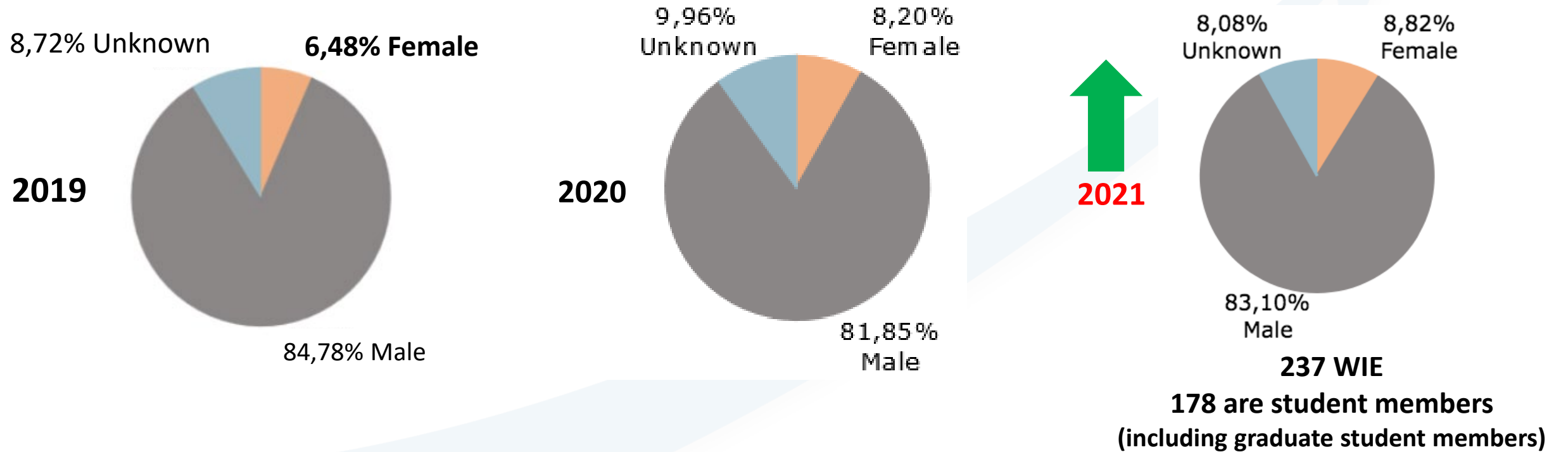


by Grade



## IEEE Membership statistics

### ▶ AESS membership count by gender



# 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



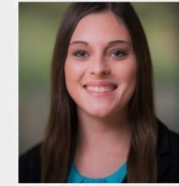
Robert C.  
Rassa





## Tasks accomplished and in progress

- ▶ Hosted several events in major conference supporting women
- ▶ Celebration of the 25<sup>th</sup> anniversary WIE at the 2022 RadarConf



Rachel Norris Brody  
WIE Chair  
[wie@radarconf2022.org](mailto:wie@radarconf2022.org)

### Panelists



Maha Achour  
Metawave, Rayspan  
\*\*\*\*  
CEO, CTO, Founder



Elena Grifoni-Winters  
European Space Agency  
\*\*\*\*\*  
Head of the Cabinet of the Director-General



Dr. Line Van Nieuwstadt  
SRI International  
\*\*\*\*\*  
Senior RF Research Engineer



Dr. Jacquelyn Vitaz  
Raytheon Missiles and Defense  
\*\*\*\*\*  
Engineering Fellow



Dr. Yonina Eldar  
Weizmann Institute of Science  
\*\*\*\*\*  
Professor



Kathleen Kramer  
Advancing technology for humanity on many fronts.  
1w · 🌐

IEEE Women in Engineering is celebrating international Woman's Day with a global marathon all day @IEEETV livestream celebration, starting at 7 UTC, or 2 AM ET Tuesday March 8. This globe-spanning virtual event is celebrating 25 years of Women in Engineering Around the World. Honored to contribute to a small leg of this marathon at 12 PM Pacific (3 PM ET).

**IEEE WIE Global Marathon:**  
25 Years of Women in Engineering Around the World  
8 March 2022 - Beginning at 7:00 AM UTC  
12 Hour Livestreaming Event only on IEEE.tv



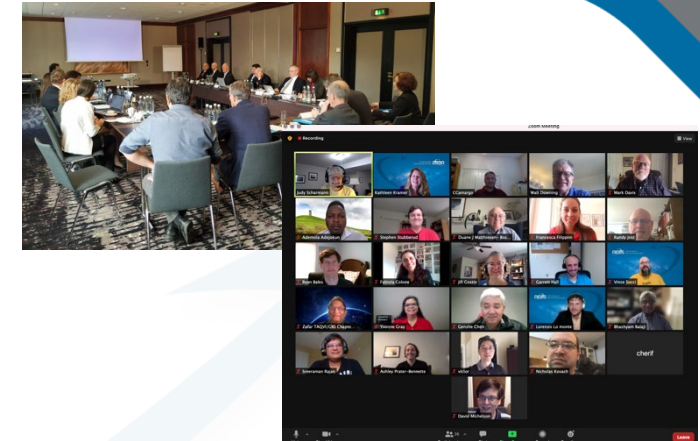
Accelerating Innovative Women  
Who Change The World!  
June 6 - 7, 2022  
San Diego Convention Center  
San Diego, CA USA



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## Objectives #5 – 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 8:** In person, in the second semester of 2022 in the International Conference on Radar Systems in Edinburgh, Scotland;
  - **Region 9:** In person, 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 and the BoG meeting;
  - **Region 10:** In person and in November 2023 in Australia together with the radar conference.
- ▶ T –Need to verify the best place to set up the meeting in region 9 so that the most people can attend due to financial issues.



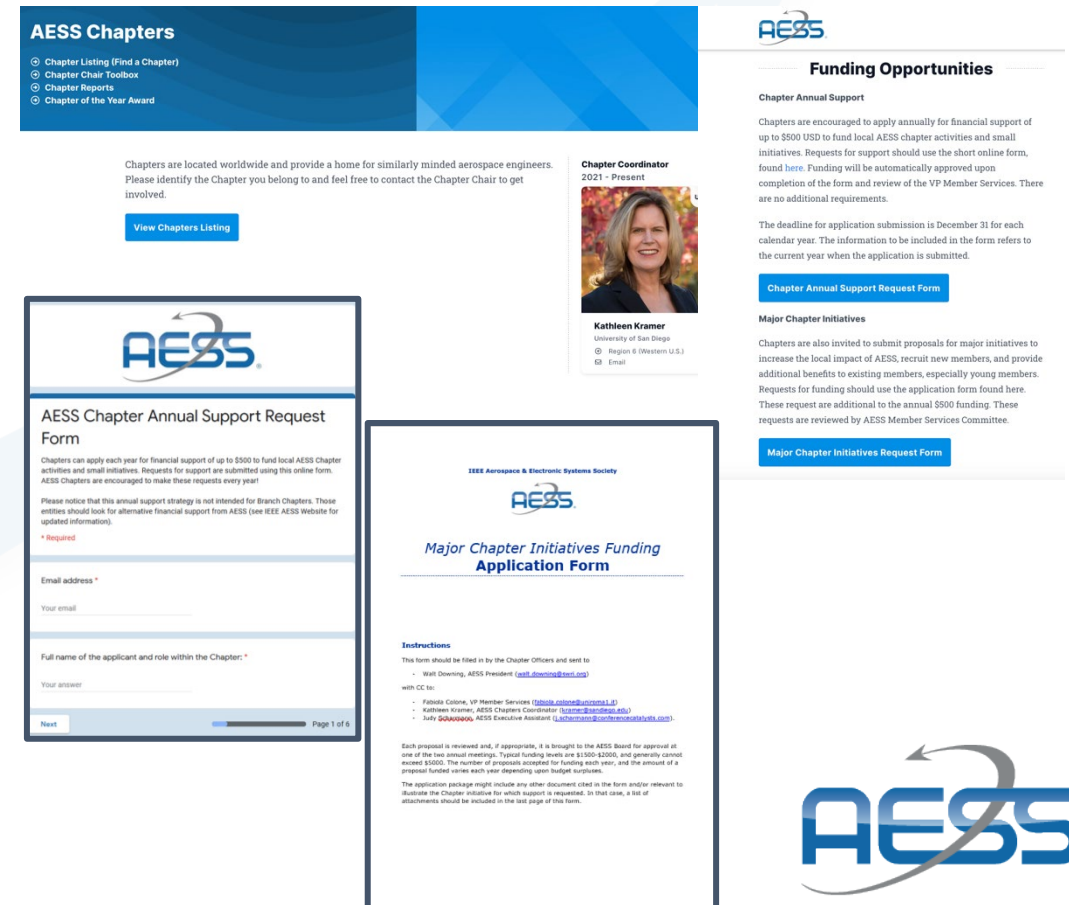
## Regional Chapter summit in detail

- ▶ possible places to host in 2023 the R9 summit + Officers meeting
  - Colombia: They are very active, with several activities and events in their country. Giovana, the chapter chair.
    - Suggestion to host in 2023: Colombia in April 2023 at the ZAGI AESS RACE.
  - Panama: Chapter chair Enrique A. Tejera and IEEE Region 9 Director.
    - They have call for venues open and it will be close by the end of July, determining where the regional meeting will be hosted.



## What has been accomplished and in progress

- ▶ Easier way to find the chapter information and forms in the website such as:
  - Annual Funding Request Form access
  - Funding infos
  - Helpful Resources List
  - <https://ieee-aess.org/activities/chapters/aess-chapters>
- ▶ Direct links to resources:
  - <https://ieee-aess.org/files/ieeaaess/2021-10/Chapter%20Resources%20List-Feb%202021.pdf>
- ▶ Introduced a higher level of support
  - Budget for 2021 is \$35,000;
  - Requires a detailed form to be submitted.
- ▶ Follow AESS on Facebook, LinkedIn, or Twitter
- ▶ Outstanding Chapter Self-Nomination Due December 1

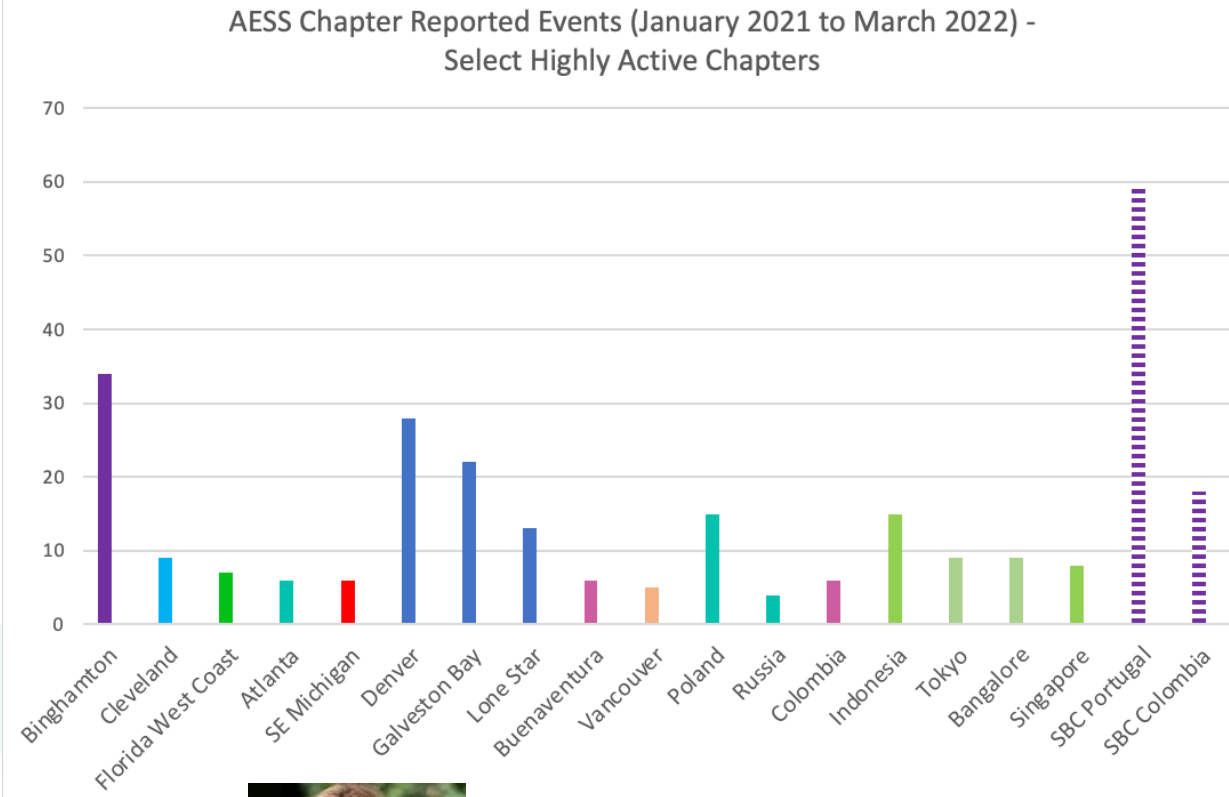


The screenshot displays the AESS website interface. At the top left, the 'AESS Chapters' menu includes links for 'Chapter Listing (Find a Chapter)', 'Chapter Chair Toolbox', 'Chapter Reports', and 'Chapter of the Year Award'. Below this, a text block states: 'Chapters are located worldwide and provide a home for similarly minded aerospace engineers. Please identify the Chapter you belong to and feel free to contact the Chapter Chair to get involved.' A 'View Chapters Listing' button is present. To the right, the 'Chapter Coordinator 2021 - Present' section features a photo of Kathleen Kramer, University of San Diego, Region 6 (Western U.S.), with an email icon. The 'Funding Opportunities' section is divided into 'Chapter Annual Support' and 'Major Chapter Initiatives'. The 'Chapter Annual Support' section includes a 'Chapter Annual Support Request Form' button and text stating: 'Chapters are encouraged to apply annually for financial support of up to \$500 USD to fund local AESS chapter activities and small initiatives. Requests for support should use the short online form, found here. Funding will be automatically approved upon completion of the form and review of the VP Member Services. There are no additional requirements. The deadline for application submission is December 31 for each calendar year. The information to be included in the form refers to the current year when the application is submitted.' The 'Major Chapter Initiatives' section includes a 'Major Chapter Initiatives Request Form' button and text stating: 'Chapters are also invited to submit proposals for major initiatives to increase the local impact of AESS, recruit new members, and provide additional benefits to existing members, especially young members. Requests for funding should use the application form found here. These requests are additional to the annual \$500 funding. These requests are reviewed by AESS Member Services Committee.'

The bottom portion of the screenshot shows two application forms. The first is the 'AESS Chapter Annual Support Request Form', which includes instructions: 'Chapters can apply each year for financial support of up to \$500 to fund local AESS Chapter activities and small initiatives. Requests for support are submitted using this online form. AESS Chapters are encouraged to make these requests every year! Please notice that this annual support strategy is not intended for Branch Chapters. Those entities should look for alternative financial support from AESS (see IEEE AESS Website for updated information).' It features a 'Required' field for 'Email address \*' and a 'Full name of the applicant and role within the Chapter: \*' field. The second form is the 'Major Chapter Initiatives Funding Application Form', which includes 'Instructions' and a list of contacts: 'Walt Downing, AESS President (walt\_downing@aess.org)', 'Fabrizio Colone, VP Member Services (fabrizio\_colone@ieee.org)', 'Kathleen Kramer, AESS Chapters Coordinator (kramer@ucsd.edu)', and 'Julie Schwaninger, AESS Executive Assistant (julie.schwaninger@ieee.org)'. It also contains a note about the review process and a requirement to include attachments on the last page.

## What has been accomplished and in progress

- ▶ 437 events reported by the chapters
- ▶ Each of 10 regions with strong chapters
- ▶ R5 has notable strength in 3 different chapters.
- ▶ Two positive outlier Student Branch Chapters (SBCs).



+ committee members!

## What has been accomplished and in progress

- ▶ Several chapters have already submitted for the annual chapter fund:
  - Turkey (Region 10)
  - Bombay Section (Region 8)
  - IEEE Cleveland Section (Region 2)
  - Poland (Region 8)
  - Utah (Region 6)
- ▶ Chapters submitted for higher funds:
  - Bombay Section
    - Teachers Conclave
    - AES Start-up Event & AESS Inauguration
- ▶ Outstanding chapter award:
  - Binghamton Section
    - Jt Chapter: AES10/VT06
    - Chair: Vince Socci
- ▶ **Unofficial** Honorable Mention:
  - Lone Star Section
    - Jt Chapter: SMC28/AES10/SYSC45
    - Chair: Garrett Hall

### AESS Binghamton Chapter Builds "IEEE Astroways" Disc Golf Course

🕒 2 weeks 4 days ago

Share on:    

### CHAPTER NEWS



AESS Binghamton Chapter Builds "IEEE Astroways" Disc Golf Course  
Vince Socci, Binghamton AESS Chapter Chair  
7 February 2022



+ committee members!



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## Objective #6 – 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.

## What has been accomplished and in progress

- ▶ January 16<sup>th</sup> 2023 marks the 50<sup>th</sup> anniversary of AESS
- ▶ Member Service has already been working on the timeline
- ▶ Will be discussed in a separate presentation

