

AESS Officers Meeting

January 26, 2013

Washington, DC

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VP Membership

Key IEEE Membership Points

December 2012 vs. December 2011 Data

- IEEE Membership is up 3.1%
 - Over 429,000 – highest ever
 - Major growth is students in region 10 (+7.8%)
- Society Membership is flat overall
 - Over 339,000 (but few students)
 - 16 societies up, 8 societies flat, 14 societies (AESS) down
- Complete IEEE Membership Statistics for 2012
 - Refer to December IEEE MD Report

AESS Membership Information

Key AESS Membership Points

December 2012 vs. December 2011 Data

- AESS ended Dec 2012 with 117 less members than the end of Dec 2011 (4,994 members, -2.4%).
- We are behind our membership numbers for the last 5 years.
- At the end of February, after the Terminator runs, we will see our “normal” dip in membership.

AESS Membership Development

**Plans and Suggestions from
Sept 2011 AESS Strategic Plan**

Strategic Plan - Membership

- Key Element was Tiered Membership
 - Each IEEE membership includes 1 free society
- However, the IEEE executive board dropped this plan at the end of 2011.
- Therefore, we must continue with other plans for the next 2 years

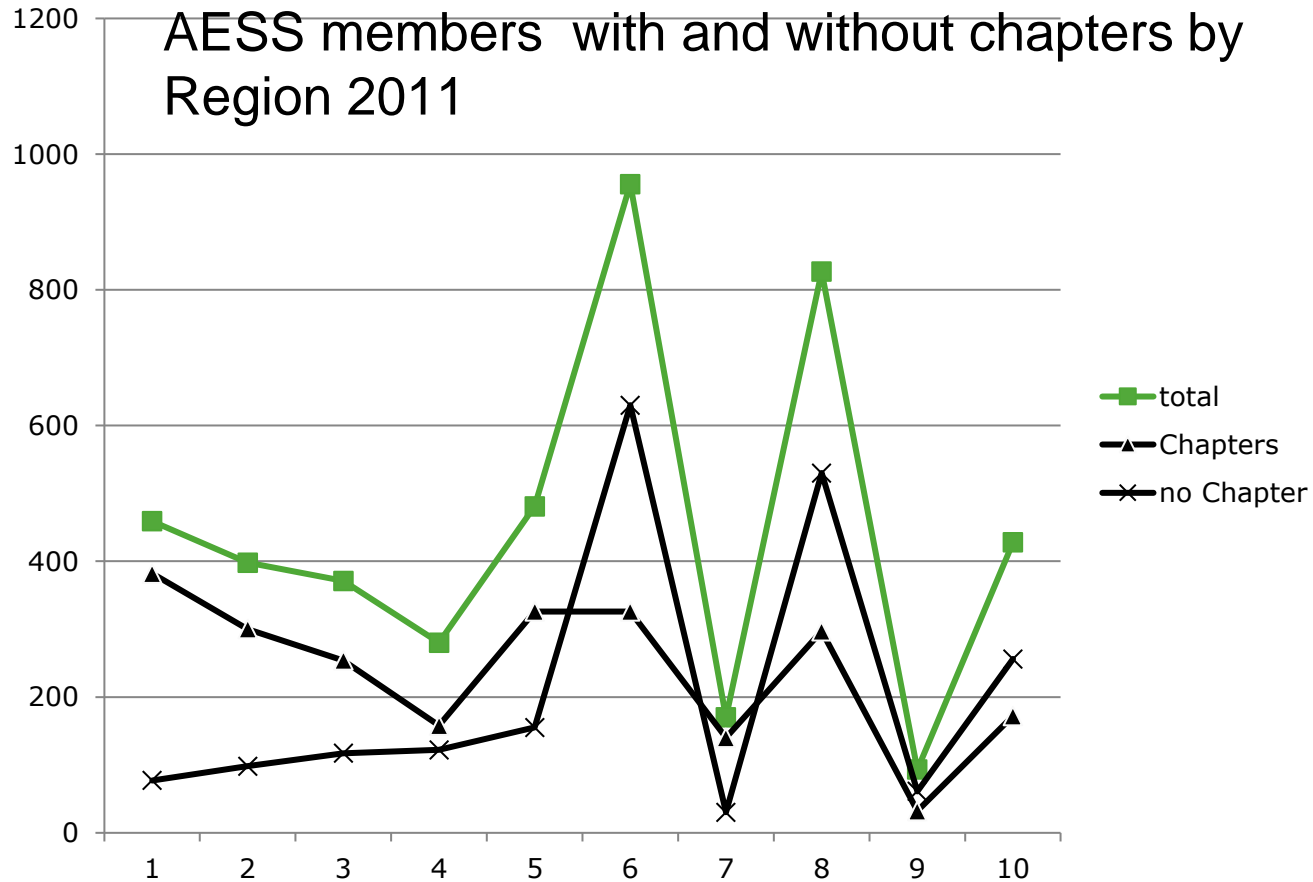
Other AESS Membership Plans

- Letter sent to all AESS Arrears members.
- Letters are being sent to all new AESS members.
- Letter are being sent to all new AESS Senior Member.
- Need to increase and strengthen our AESS chapters
- Membership brochures available for Chapters, Conferences, etc.

AESS Membership Brochure

- 5,000 brochures have been printed and are available for Chapters, Conferences, etc.
- The brochure is available as an electronic documents that can be emailed.
- The brochure is available for download off the web site.

AESS members by Region



Chapters - Erik Blasch chair

- Promote formation of AES-Joint Society Chapters where no chapter exists
- Hold a Chapter Summit every three years
 - get chapter feedback on society and how to improve chapter operations.
 - next in Amsterdam in August 2014
- Set up a "forum web page" to increase chapter communications
- Promote AES Board member visits to chapter meetings in their region.

Chapter Summary 2012

- **AESS Membership Recruitment**
 - 4 New Chapters (Orange County, Central TX, Singapore, Siberia)
 - 2 New Student Chapters (Dayton, Florida)
 - 2 DL trips in connection with chapters starts (Calif, Colorado)
 - Supported 5 conferences (tech support) for recruitment
- **AESS Chapter Financial Support**
 - Some issues with Chapter rebates – late receiving L-31 forms, need bank information for some chapters
- **AESS Chapter News (future plans)**
 - Chapter news on AESS website for communication
 - Chapters highlights for QTR blast and AESS magazine

Other Plans – Why be a member?

- Continue promoting AESS membership at all Conferences
 - Reduced registration if AESS member?
- AESS tutorials – very good information
 - Now need to be a member to view tutorial
 - Consider brief intro for anyone, continue iff member?
- Possibly record some DL and treat like tutorials – brief intro for anyone, continue iff a member?
- We need every officer to continue helping with membership and make suggestion on how to improve.

AESS Membership Important Links

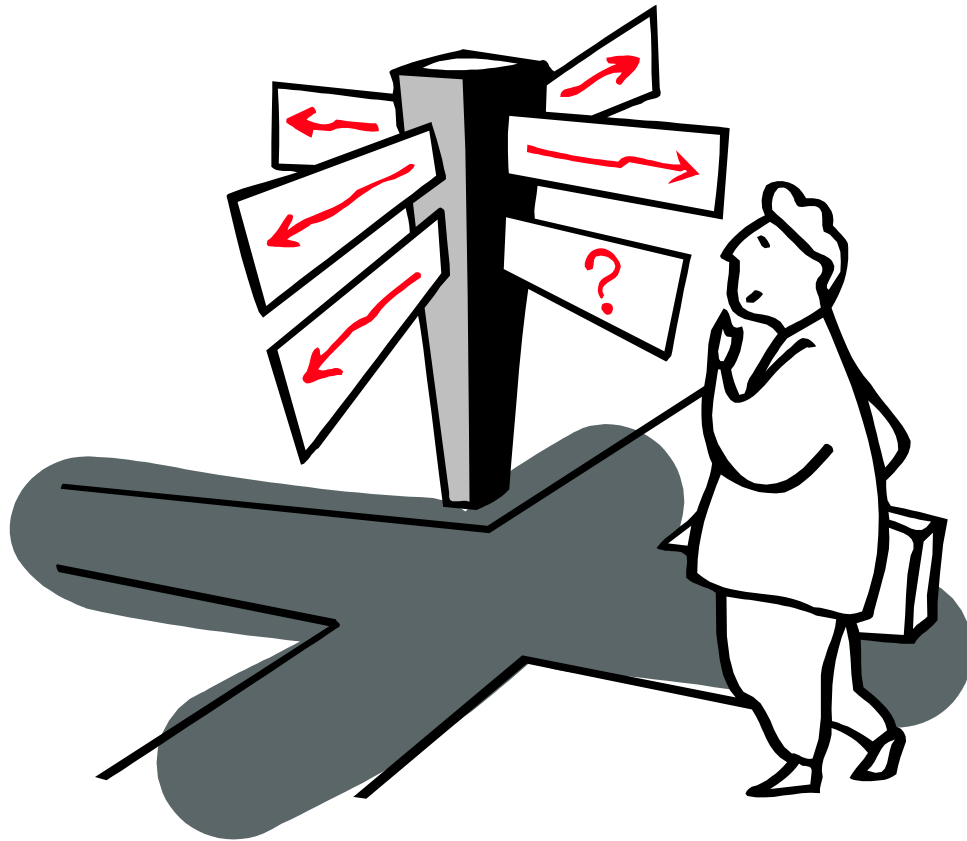
AESS Web Home Page

- **<http://www.ieee-aess.org/>**

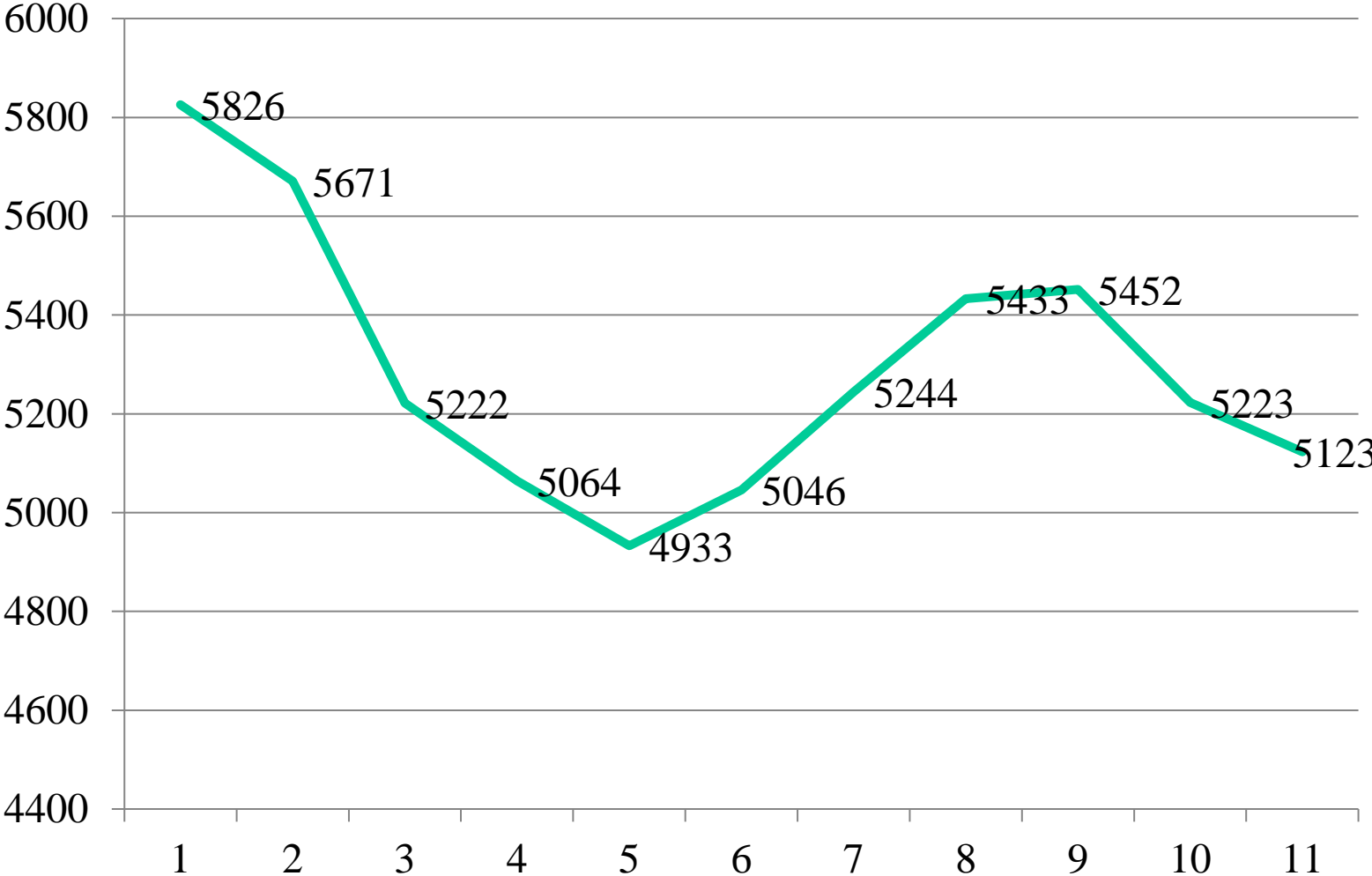
Join AESS Membership Web Page

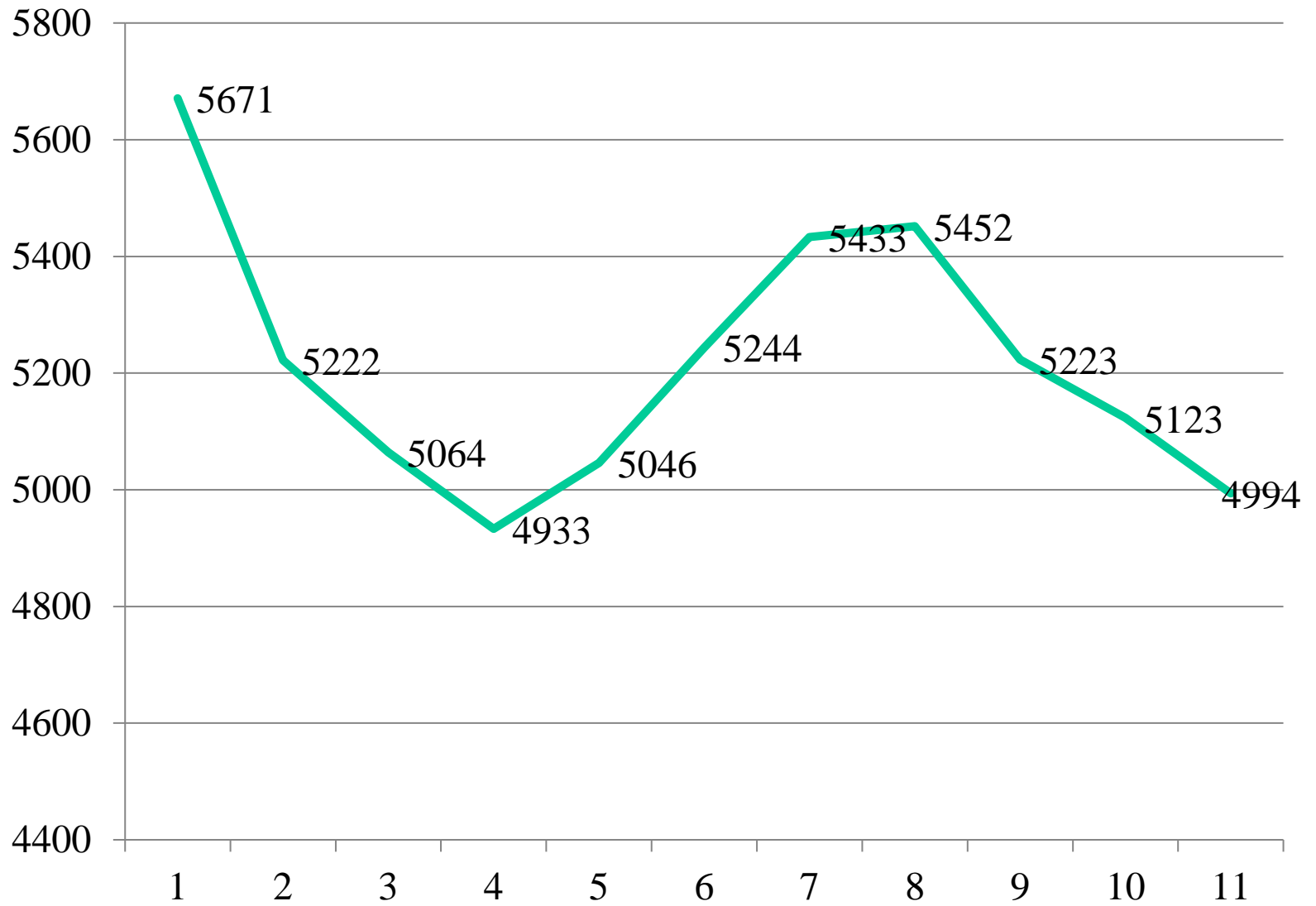
http://www.ieee.org/membership_services/

Questions, Comments, Suggestions?



IEEE AESS Membership by Year





Free AESS Membership?

- Communications Society has offered this in the past
- Results have been mixed over the long run
- Something to consider on a Pilot basis?
 - However, IEEE said no new programs