

AESS BOG Meeting

September 9, 2011

Princeton, NJ

Jim Howard

VP Membership

IEEE's New Two-Tier Membership Model

This New Two Tier IEEE membership model or versions of it has been discussed for many years. It is also a recommendation coming from the recent Section's Congress 2011.

This new model is not without risks to the AESS Membership and, in fact to the overall IEEE Membership. However, IEEE, as well as all Societies and MGA, will be watching the outcomes of this New Model closely to make sure we identify any concerns early on and adjust as necessary.



Jim Howard
AESS VP Membership

Jim

Key Points

- All IEEE Members will belong to at least one Society.
- AESS must have a plan for a “basic” electronic membership classification, as will ALL Societies.
- AESS will need to consider what options to include with each level of Membership.
- IEEE Board will determine if the Two-Tier Membership Model will be enacted and what it will contain.
- Not all Board members feel this Two-Tier Model is the correct choice for IEEE at this time.

Key Points

- **FREE AESS Membership**
 - Includes Only – Access to the Website, QEB Mailings, and Video Tutorials – **No other offerings at this level.**
 - This Tier is also available for \$15 to all IEEE members if they selection another Society as their primary “FREE” Society.
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- **Regular AESS Membership –**
 - Includes all of the above items from the “FREE” membership **PLUS**, our magazine. (Cost \$28US).

AESS **Basic** and Enhanced services

- **Access to AESS web site**
- Delivery of print copy of Magazine
- Member discount on AESS Transactions
- **Access to on-line QEB**
- Access to on-line Video tutorials
- Ability to participate in Technical panel networking
- Access to AESS conference discounts
- Access to AESS Forum
- **Attendance at Chapter meetings (at member cost)**
- Access to Social networking (Linked in, facebook)
- Access to Educational programs
- **Networking with professional peers**
- Mentoring programs
- Access to career and leadership development opportunities
- Access to job opportunities listings

Two-Tier Motion

- ❑ Move that the AESS offer the following as their “Bundled” or “Basic” Society membership option:
 - ❑ Access to AESS Website
 - ❑ Access to QEB
 - ❑ Attendance to Chapter Meetings (At member costs)
 - ❑ Networking with Professional Peers

- ❑ The AESS BOG reserves the right to modify these offerings until modifications are no longer allowed by IEEE.

AESS Membership Update

IEEE overall member is up, in fact we are now over 400,000 strong.

AESS has experienced $>1\%$ membership losses for several consecutive months during 2011. This continues our experience of several consecutive years of $>1\%$ losses, even though we have made efforts to stem this trend.

Work needs to continue and enhance our efforts to maintain and increase our membership.

Jim



Jim Howard
AESS VP Membership

Key Membership Points

Data July 2010 vs. July 2011

- IEEE Membership is up 7,259 (2.1%)
- Society Membership is up 2,464 (.8%)
- Member Retention is 74.3% (Compared with 75.9% at this time in 2010)
- 3 of the 10 Regions are up in Higher Grade membership
– Region 1-7 are they Regions down in membership.

AESS Membership Information

Key AESS Membership Points

- 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.
- Welcome back letters being sent to all AESS members who are returning to the AESS.
- Membership brochures available for Chapters, Conferences, etc.

Key AESS Membership Points

Data July 2010 vs. July 2011

- AESS ended July 2011 with 41 less members than the end of July 2010.
- After August 15th we are operating in the new Membership Year – i.e., individuals joining now will be members for all of 2012 and will pay full membership fees.

AESS Membership Development

Tools, Suggestions, and Plans

Key AESS MD Development Points

- We will be emailing non-renewing members earlier this year to try to capture them before the February run of the “terminator” program.
- We need to continue promoting membership in our Society at EVERY Conference venue utilizing the IEEE Conference Program where possible.
- Prepare for the new IEEE Two Tier Membership (and consider alternatives in case the Board does not endorse it)
- Need to enhance and continue all of the membership work that all of us have been doing.

Continue/Expand our Conference Recruiting

<http://www.ieee.org/about/volunteers/cmr.htm>

Conference Member Recruitment Program

♦ ⁺Join IEEE and get a free society

The IEEE Conference Member Recruitment Program (CMR) offers an incentive to those who join the IEEE at the conference. Each higher-grade, full-dues paying IEEE membership applicant is given one year of membership to one of IEEE's 38 [Technical Societies](#). The program runs in parallel with the IEEE membership year (16 August - 15 August) and is one of the most successful membership development tools available.

To have your conference(s) considered for this program, you must submit your request via the form below. Once approved, a unique campaign code will be assigned and sent to you.

NOTE: This campaign code must be on the back of each membership application form that is submitted to the IEEE in order to be processed correctly. Students and GSM's are not eligible to participate in this program.

The most successful conferences set up a highly visible, staffed membership recruitment desk and recruit a minimum of 25 new members. Supplies for the table may be ordered online through the [membership development supply form](#) using your IEEE web account.

Conference Member Recruitment Form

Please allow 2 weeks lead time to obtain your tracking/campaign code.

For all other questions regarding the CMR program contact [Denise Maestri](#), Supervisor for Admission & Advancement.

Process for IEEE Free Memberships at AESS Sponsored Conferences

- Register your conference with the IEEE Conference Member Recruitment Program. Go to http://www.ieee.org/web/volunteers/membership_dev/cmr.html.
- The conference will charge the attendee the non-member fee and give them a voucher for 1-yr free IEEE/AESS membership (new members only, NOT renewals). All non-members will get a voucher.
- The attendee turns the voucher in to the IEEE booth or registration desk and fills out a membership application and leaves it at the desk. The Conference sends all applications to IEEE for processing. (Be sure to include the unique campaign code given by IEEE.) The Conference pays for the IEEE memberships, and IEEE pays for the Society Memberships.
- The registration differential for member vs non-member is priced at the cost of 1-yr IEEE membership (currently about \$175 US).
- These memberships are FULL memberships, not "affiliate".
- Send the names to Judy Scharmann for tracking.

AESS Membership Brochure

- We have both electronic and hardcopy brochures available for Chapters, Conferences, etc.
- The brochures are being updated with the new AESS logo.

Other Membership Items - IEEE AESS Page

Join the IEEE Aerospace and Electronic Systems Society (AESS)

◆ Membership Menu

+ Join Now

Renew Membership

myIEEE

Member Benefits

Member Grade Elevation

Member-Get-a-Member

+ Societies & Special Interests

This society focuses on the organization, design, development, integration, and operation of complex systems for space, air, ocean or ground environments. These systems include but are not limited to navigation, avionics, mobile electric power and electronics, radar, sonar, telemetry, military, law-enforcement, automatic test, simulators, and command and control. Many AESS members are concerned with the practice of systems engineering.

› [Visit the society Web site](#)

Your society membership brings you:

- IEEE Aerospace and Electronic Systems Magazine (print & electronic)
- IEEE Transactions on Aerospace and Electronic Systems (electronic)
- IEEE/OSA Journal of Lightwave Technology (electronic)
- IEEE Nanotechnology Magazine Print Subscription

Add IEEE AESS to your IEEE membership

Join IEEE and IEEE AESS as a professional member

Join IEEE AESS as an Affiliate

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Join IEEE and AESS as a student or graduate student

An affiliate is a member of an IEEE society, but not of the IEEE.

AESS Society Membership Home Page



THE AEROSPACE AND ELECTRONIC SYSTEMS SOCIETY

WELCOME TO THE AESS

[Home](#)

[About the AESS](#)

[Conferences](#)

[Education](#)

[Membership](#)

[Publications](#)

[Technical Operations](#)

Welcome to the AESS Membership Site

Membership in the Aerospace and Electronic Systems Society offers many benefits:

- our Award-winning IEEE Aerospace and Electronic Systems Magazine
- our high technology IEEE Transactions on Aerospace and Electronic Systems
- an opportunity to participate in technical opportunities in the Society

Interested in finding a Chapter? Visit our [Chapter page](#) to locate a chapter in your area. Also, please take time to visit our [Student Activities page](#).

Joining AESS is easy. Simply click [here](#) and follow the easy directions.

For further information on the Membership Activities of the AESS, please feel free to contact me.

Jim Howard
VP Membership



James Howard
BoG, VP Membership
BoG Term: 1/1/10 to 12/31/12
[Contact](#)

DID YOU KNOW ?

AESS Affiliate status is available to those who do not wish to become IEEE members but wish to affiliate with the AES Society.

<< April 2010 >>

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
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| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Connect With AESS

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Join AESS

AESS Membership Important Links

AESS Web Home Page

- **http://www.ieee-aess.org/main/index.php?option=com_content&view=frontpage&Itemid=1**

Join AESS Membership Web Page

http://www.ieee.org/membership_services/membership/societies/aes.html

Senior Membership (One More Time)

Requirements for Senior Member Elevation ...

- 10 years of Professional Experience
 - Education plus Experience total
- 5 years of Significant Performance
 - over a period of at least 5 of their years in professional practice

Application to include:

Professional Experience:

- Provide a detailed resume with dates
- Years working and going to school are counted once

Significant Performance:

- Provide a bulleted list with dates that clearly defines 5 years

Requirements for Senior Member Elevation, Cont'd.....

- References:
- 3 references are needed
- Nominator counts as 1 reference if they are qualified
- Qualified Reference: active IEEE Senior Member, Fellow, Honorary Member, Life Senior Member or Life Fellow

Application Facts

- ❑ There is NO additional fee to apply if you currently hold IEEE Member grade
- If Affiliate, Student or GSM grade – IEEE Member dues applies prior to elevation

- ❑ Applicants are responsible to contact and follow-up with their references

- ❑ Applicants OR a nominator can complete the application form

Questions, Comments, Suggestions?

