

AESS BOG Meeting

April 23-24, 2010

New Brunswick, NJ

Jim Howard

VP Membership

IEEE overall member is up, however our
AESS membership is down (but not by
much).

We need to continue the work being done
at Chapters, Conferences and by the
MGA in order to maintain and increase
our membership.

Jim



Jim Howard
AESS VP Membership

Key Membership Points

March 2010 vs. March 2009 Data

- IEEE Membership is up 10,738 (3.3%)
- Higher Grade Membership is up 1,969 (0.8%)**
- Student Membership is up 3,797 (8.8%)*
- Society Memberships are up 6,455 (2.3%)

*Undergraduates

**Not Including Graduate Students













Key Membership Points

March 2010 vs. March 2009 Data













- 4 of the 10 Regions are up in Higher Grade membership – all outside the US
- 19 Societies have increases in membership*
- 11 Societies have decreases in membership*
- 8 Societies are within +/- 1%

*Plus or minus greater than a 1% change.

IEEE Membership Statistics for March 31, 2010

Snapshot		March '10 vs. '09	% Change	Mar '10	Mar '09	Feb '10	% Change Feb '10 - Mar '10
IEEE Membership		10,738	3.3%	336,237	325,499	313,109	7.4%
• Honorary		1	3.6%	29	28	29	-
• Fellow		183	2.9%	6,490	6,306	6,406	1.3%
• Senior Member		697	2.3%	30,700	30,003	30,235	1.5%
• Member		3,256	1.6%	203,624	200,368	194,969	4.4%
• Associate Member		(2,166)	(15.2%)	12,127	14,295	11,212	8.2%
• Graduate Student		4,972	15.9%	36,332	31,360	32,354	12.3%
• Undergraduate Student		3,797	8.8%	46,935	43,138	37,904	23.8%
Society Memberships		6,455	2.3%	283,650	277,195	268,397	5.7%
• 19 Societies up > 1%		7,654		Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 5,651, or +2.2%			
• 8 Societies +/- 1%		(111)					
• 11 Societies down > 1%		(1,088)					

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Geographic IEEE Membership Summary - March 2010

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change	% Change	2010	2009	Change	% Change	2010	2009	Change	% Change	2010	2009	Change	% Change
1	28,411	29,000	(589)	-2.0%	2,033	1,704	329	19.3%	2,001	1,719	282	16.4%	32,445	32,423	22	0.1%
2	24,864	25,033	(169)	-0.7%	1,958	1,627	331	20.3%	2,086	1,821	265	14.6%	28,908	28,481	427	1.5%
3	21,837	21,904	(67)	-0.3%	2,544	2,145	399	18.6%	2,699	2,594	105	4.0%	27,080	26,643	437	1.6%
4	16,610	16,777	(167)	-1.0%	1,920	1,625	295	18.2%	2,131	1,869	262	14.0%	20,661	20,271	390	1.9%
5	21,530	21,626	(96)	-0.4%	1,963	1,538	425	27.6%	2,324	2,016	308	15.3%	25,817	25,180	637	2.5%
6	43,971	44,734	(763)	-1.7%	3,232	2,840	392	13.8%	3,212	2,810	402	14.3%	50,415	50,384	31	0.1%
R 1-6	157,223	159,074	(1,851)	-1.2%	13,650	11,479	2,171	18.9%	14,453	12,829	1,624	12.7%	185,326	183,382	1,944	1.1%
7	11,073	10,997	76	0.7%	1,968	1,750	218	12.5%	1,806	1,505	301	6.7%	14,647	14,252	395	2.8%
8	41,499	40,070	1,429	3.6%	10,248	9,114	1,134	12.4%	7,756	7,756	(2)	0.0%	59,503	56,942	2,561	4.5%
9	5,602	5,285	317	6.0%	1,282	1,050	232	22.1%	3,716	3,569	147	4.1%	10,600	9,904	696	7.0%
10	37,573	35,575	1,998	5.6%	9,184	7,967	1,217	15.3%	19,404	17,477	1,927	11.0%	66,161	61,019	5,142	8.4%
R 7-10	95,747	91,927	3,820	4.2%	22,682	19,881	2,801	14.1%	32,482	30,309	2,173	7.2%	150,911	142,117	8,794	6.2%
TOTAL	252,970	251,001	1,969	0.8%	36,332	31,360	4,972	15.9%	46,935	43,138	3,797	8.8%	336,237	325,499	10,738	3.3%
% R1-6	62%	63%			38%	37%			31%	30%			55%	56%		
% R7-10	38%	37%			62%	63%			69%	70%			45%	44%		

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AESS Membership Information

Key AESS Membership Points

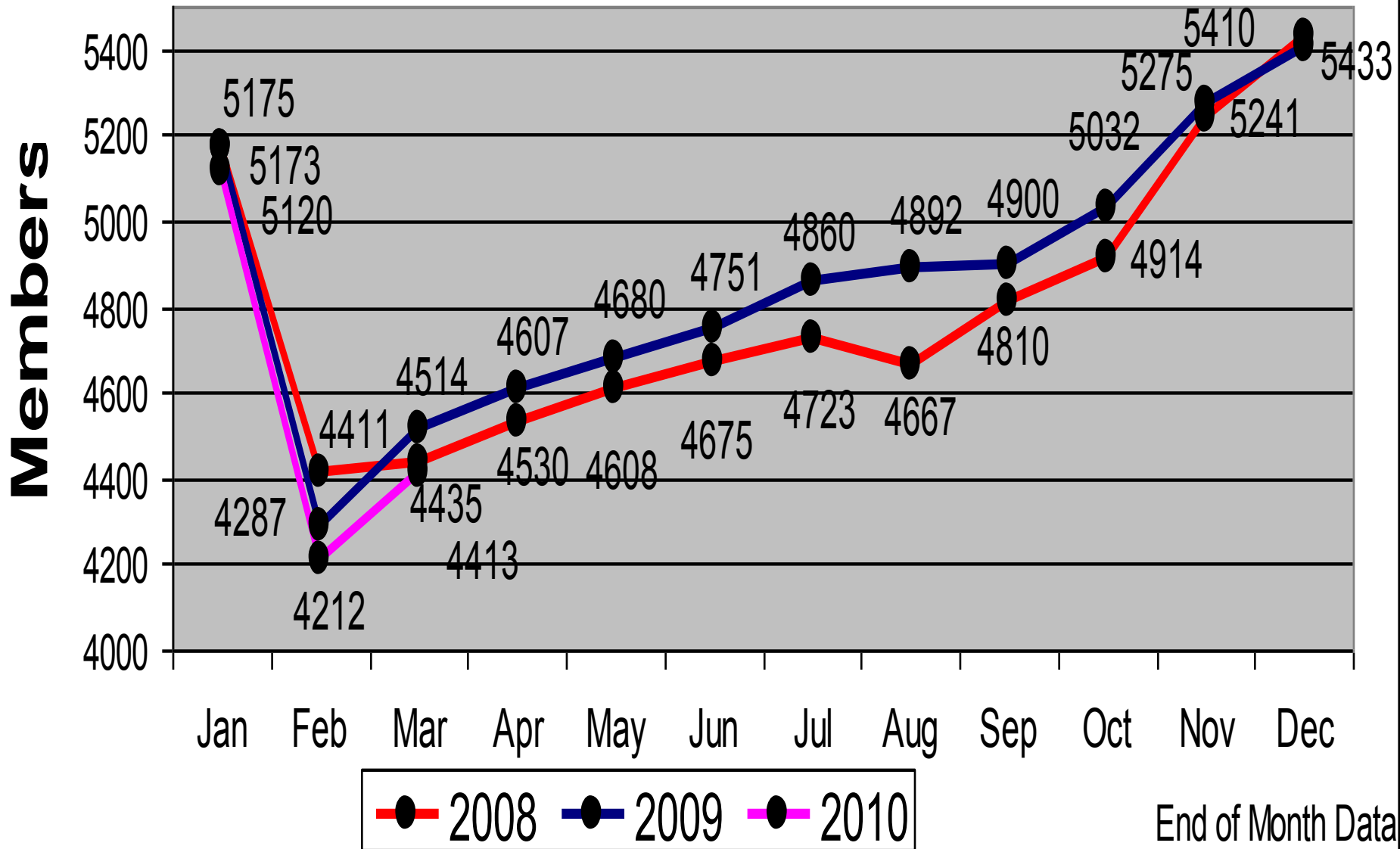
- Letters sent to all AESS Arrears members.
- Letters are being sent to all new AESS members.
- Letters are being sent to all new AESS Senior Members.
- Welcome back letters being sent to all AESS members who are returning to the AESS.
- Membership brochures available for Chapters, Conferences, etc.

Key AESS Membership Points

March 2010 vs. March 2009 Data

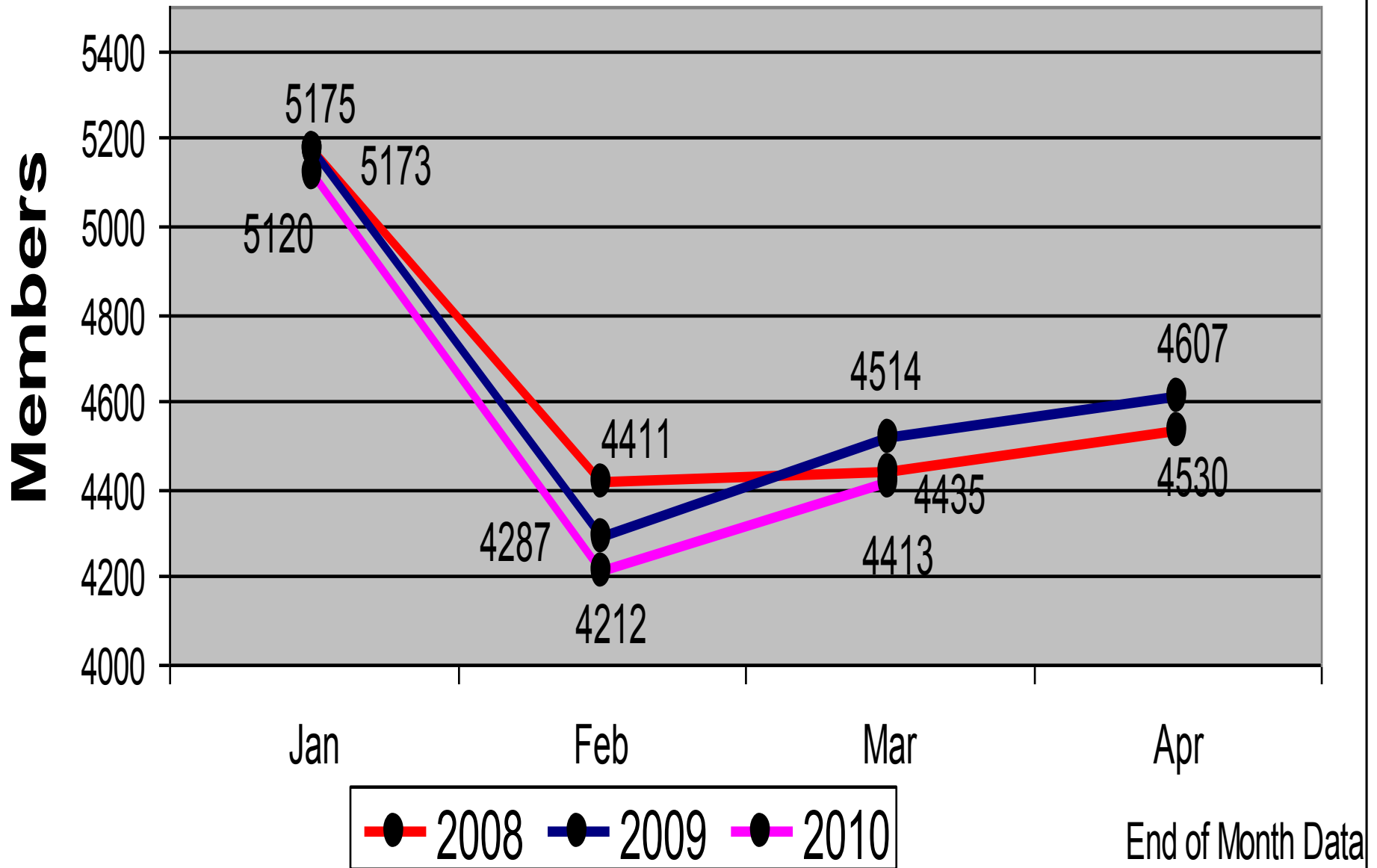
- AESS ended 2009 with 23 less members than the end of 2008 and 32 members less than 2007.
- We are presently behind our membership numbers for March 2009, 2008, & 2007.
- At the end of February, after the Terminator run, we were down 75 members more than the previous year and 198 members more than 2008.

2008-2010 AESS Membership



End of Month Data

2008-2010 AESS Membership



AESS Membership Development

Tools, Suggestions, and Plans

Key AESS MD Development Points

- Need to continue promoting membership in our Society at EVERY Conference venue utilizing the IEEE Conference Program where possible (more on this later in the report).
- Reconsider Free AESS membership pilot program (more on this later in the report)
- Need to 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.

Free AESS Membership?

- Communications Society is continuing to make this offer.
- Results have been mixed over the long run
- Something to consider on a Pilot basis?

*FREE Membership to
IEEE Communications Society*

Offer expires by 31 July 2010



Dear James Howard ,

The IEEE Communications Society (ComSoc) - the world's leading communications organization invites you to become a 2010 member - **free of charge.**

You will receive monthly digital delivery of our flagship publication - *IEEE Communications Magazine.*

Other benefits society members enjoy include:

Other benefits society members enjoy include:



- Online access to industry resources and technical papers.
- Online tutorials, webinars and other educational programs.
- Network opportunities with technical experts around the world.
- Member discounts on the Wireless Communication Engineering Technologies (WCET) Certification Program.
- Monthly ComSoc e-NEWS issues.
- Digital Delivery of *ComSoc Community Directory*.
- Additional ComSoc Member discounts on conferences, publications, and access to member-only products.
- Volunteer opportunities and eligibility for awards and recognition.



This free introductory membership offer with digital delivery of **IEEE Communications Magazine** is limited to selected IEEE Members only.

Please respond by 31 July 2010.

[Become a ComSoc member today!](#)

Free AESS Membership?

- According to the Communications Society they estimate a 14% retention rate for this program.
- They are only offering digital access to their magazines.
- We have requested and received the TIP codes we could use for the program, however we would need to determine “key” TIP codes to use.
- Not all FREE email we send will be responded to!

Free AESS Membership?

- This program would begin after the ½ price dues year starts (approximately March 2010) and could run thru August.
- We can limit the number of emails for the program we send out.
- As an example – if we get 2,000 possible new AESS members, we can expect to retain about 280 as renewals for the next membership year (based on the Communications Society experience).

AESS Membership Brochure

- 1,000 brochures have been printed and are available for Chapters, Conferences, etc.
- The brochure is available as an electronic document that can be emailed.
- The brochure will be available for download off the web site.

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
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

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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

Benefits of Senior Membership...

- Recognition
- Engraved Senior Member Plaque
- US \$25 Voucher–To join 1 new Society
 - expires 31 Dec 2010
- Letter of Commendation
- Leadership Eligibility
- Reference for Senior Member Candidates
- <http://www.ieee.org/web/membership/senior-members/index.html>



Program Incentive

Reward Structure & Administration

- Section / Society Bonus
 - Nominate at least 5 members for Senior Member grade
 - Receive \$10 for each applicant that is nominated and elevated to Senior Member grade by the nominating entity
 - Payout is early 2010 or in conjunction with the Section Rebate Program
 - http://www.ieee.org/web/volunteers/membership_dev/senior_member.html



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?

