

AESS Member Services Board Meeting

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May 22, 2014

REV 2

Three Year Strategic Goals:

- 1) Improve member services/benefits to (a) be at least comparable to other societies/organizations and (b) that attract and retain members. Review yearly.
- 2) Increase the membership by at least 1% per year.
- 3) Instigate the formation of new chapters (≥ 1 per year). Suggest the reorganization of others. Improve chapter reporting and publicity of activities.

(1) Review/improve member services/benefits (Actions completed)

- Develop a lower cost Xplore option for members. Completed-see report later.
- Revised AESS website to provide a direct link to IEEE jobs. QEB to ask members to get employers to advertise openings with the IEEE.
- AESS website changed to provide a direct feed of SPECTRUM Aerospace News.
- Increased Technical Interest Profiles (TIP) associated with AESS members from 7 to 50+
- Reviewed status of individual and chapter awards. Chapter awards listed on AESS website need to be reinstated or eliminated. The same for Technical Panel of the Year award.
- Revised and distributed AESS Benefits brochure.
- Ongoing

(2) Increase membership by at least 1% per year (Actions completed)

- Half year campaigns (March – May)
 - “Miss you” letters (recovery/reinstatement of previous members). \$25 dues. Emails were sent in the beginning of March.
 - In the beginning of March, 6841 “Try Us” half-year emails were sent to members never in the AESS but had any of the 7 AESS TIP codes in their profile. Dues is \$12.50 for members, \$6.50 for students.
 - In the beginning of May, 60,439 “Try Us” emails were sent to members in the expanded list of TIP codes. Two different emails were used to see which worked more effectively as measured by use of the direct link to the member’s cart.

(3) Instigate the formulation of new chapters. Suggest the reorganization of others. (Blasch, ongoing)

- Determine geographic areas where there are enough AESS members to form a critical mass. Suggest sending letters spelling out benefits of forming a chapter, and looking for volunteer leaders. Three new chapters to date. Three new student chapters.
- Review current chapters and their activities or non-activities (example: AESS members concentrated around Paris and Toulouse might be better off in joining separate co-chapters located in their areas).
- Updated chapter listings
- Encouraging chapter activities reports for QEB.
- Reinstate chapter awards.

IEEE Membership End of 2013 Results

IEEE	Dec 2013	Dec 2012	% Change
Honorary Fellow	30	30	0
Fellow	6973	6870	1.5
Senior Member	36394	34971	4.1
Member	257254	257373	0.04
Assoc Member	10151	13616	-25.4
Grad Student	45854	43912	4.4
Undergrad	74535	72312	3.1
Total	431, 191	429, 085	0.5

Society Memberships	Dec 2013	DEC 2012	% Change
ALL	353, 496	348, 131	2.7
AESS - ALL	5, 036	4, 994	1

IEEE First Year Retention – Dec '13

	Opportunity	Renewal	%
Higher Grade w/o GSM	33838	7685	22.7
Grad Student (GSM)	17935	3536	19.7
Undergrad	45688	3214	7
ALL	97,461	14,435	14.8

- Higher Grade retention rate is ahead by 5.0 % YOY as of March
- Widening Gaps in GSM and Students

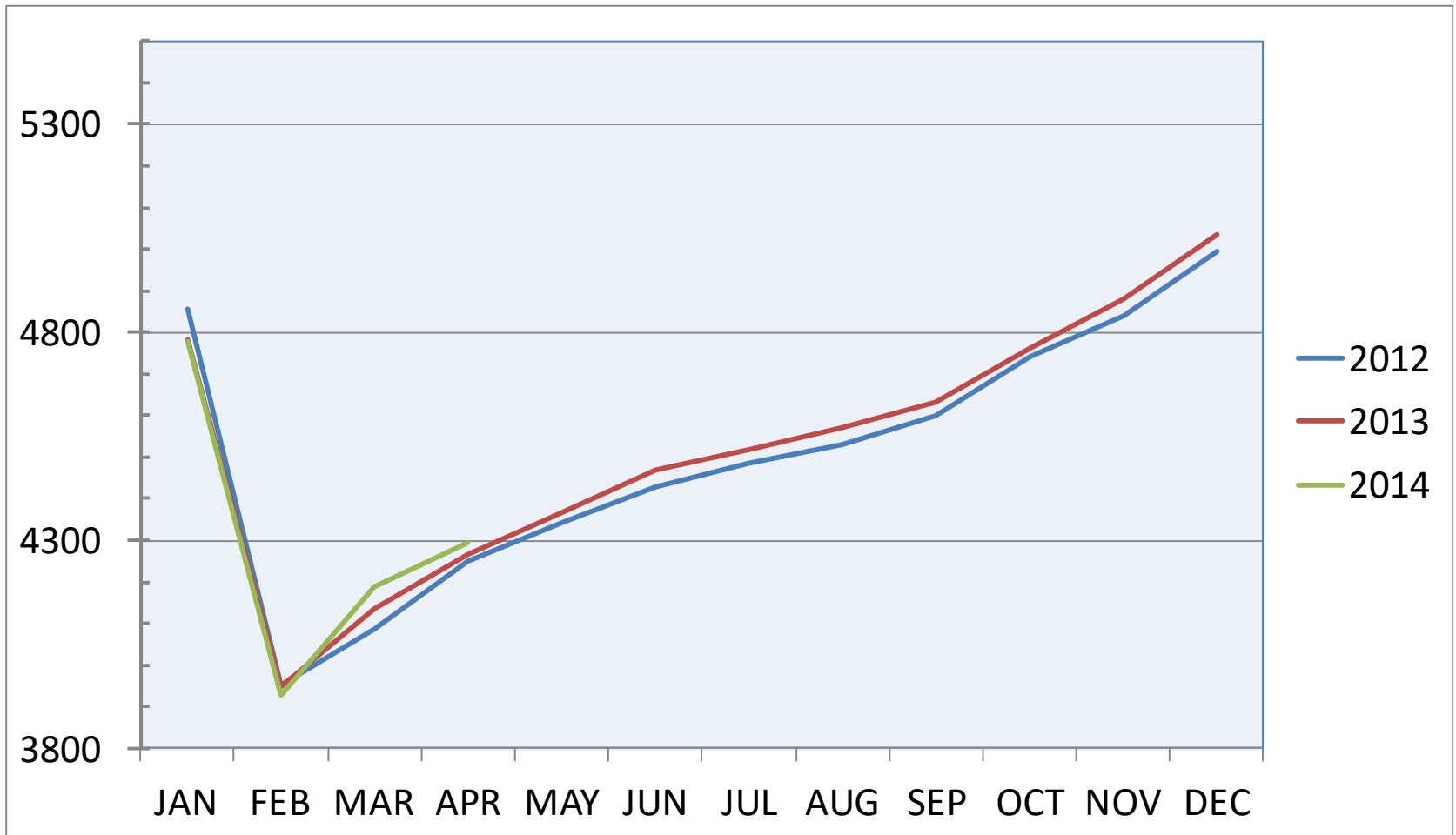
Terminator Results – Feb 2014

- 141, 043 members terminated (~ 50% students)
- 851 AESS members terminated as shown in table. () is a negative entry.

	Feb 2014	Jan 2014	change by month	% change by year
Higher Grade +GS	3725	4476	(751) (16%)	(1.3%)
Students	178	270	(92) (34%)	(0.6%)
Affiliates	24	32	(8) (25%)	(14.3%)
TOTALS	3927	4778	(851) (18%)	(0.5%)

- As of the end of March 2014, IEEE has recovered 6.3% of the members terminated.

2012 – 2014 AESS Membership



Lower Cost Options For Xplore

- 23 of 46 IEEE Societies offer a digital library benefit for downloads of their financially co-sponsored conferences (some also include all publications)
- 19 Societies do not charge members, 4 do.
- Access could be a prime reason to join AESS for those who do not have institutional access to Xplore, or for various reasons can't attend conferences of interest.
- AESS Digital Library-278 Confs back to the 90s

Societies with Benefit

Antennas & Propagation

Broadcast Society

Circuits & Systems

Computer Soc (\$132)

Consumer Electronics

Control Systems

Electron Devices

Electromagnetic Comp

Eng. In Med & Biology

Geoscience & Remote Sens (\$10)

Industry Applications

Information Theory

Microwave Theory

Nuclear & Plasma

Oceanic Eng.

Photonics

Power Electronics

Power & Energy (\$75)

Robotics & Auto (\$40)

Reliability

Solid-State Circuits

Systems, Man, and Cyber

Ultrasonics

AESS Costing

- Annual cost for Xplore to fulfill benefit \$6600
- Loss of income from Xplore downloads related to AESS conferences (Aerospace, RADAR,...) is difficult to quantify. Actual income from Non-Periodical and Periodical Other averages \$3.3K over 6 years ('07-'12). AESS individual downloads from those conferences is probably very small.

AESS Cost Recovery Options

- (1) Consider it an ASEE member benefit- free
 - (2) Raise member annual dues by \$5/\$2.50
 - (3) An individual AESS member annual subscription \$15/\$7.50
- In each option above, higher rate subscription for all other members of IEEE or societies \$60/\$30.
 - Implementation in '15 may be difficult because of annual budget and planning cycle.