

Growth Through Engagement and Teamwork

Fabiola Colone

VP Member Services, AESS

May 6-7, 2021

Virtual Board of Governors Meeting

Committee Members

VP Member
Services



Fabiola
Colone

Chapter
Coordinator



Kathleen
Kramer

Secretary &
Mentoring
Program Chair



Sabrina
Greco



Francesca
Filippini



Sarana
Tse



Jill
Gostin

...and cooperations with other Committees within the BoG

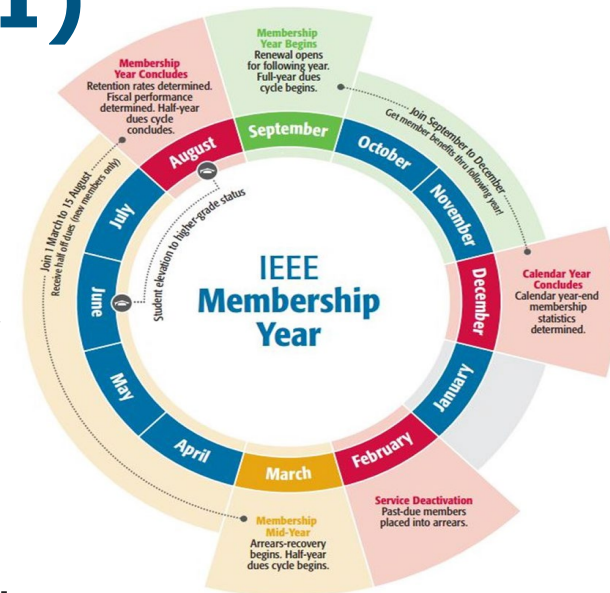
Membership statistics (I)

Effects of Covid-19 Pandemic

Overall IEEE membership is **down 5.5%** or 23,000 members year-over-year, and more than **73% of these losses are students.**

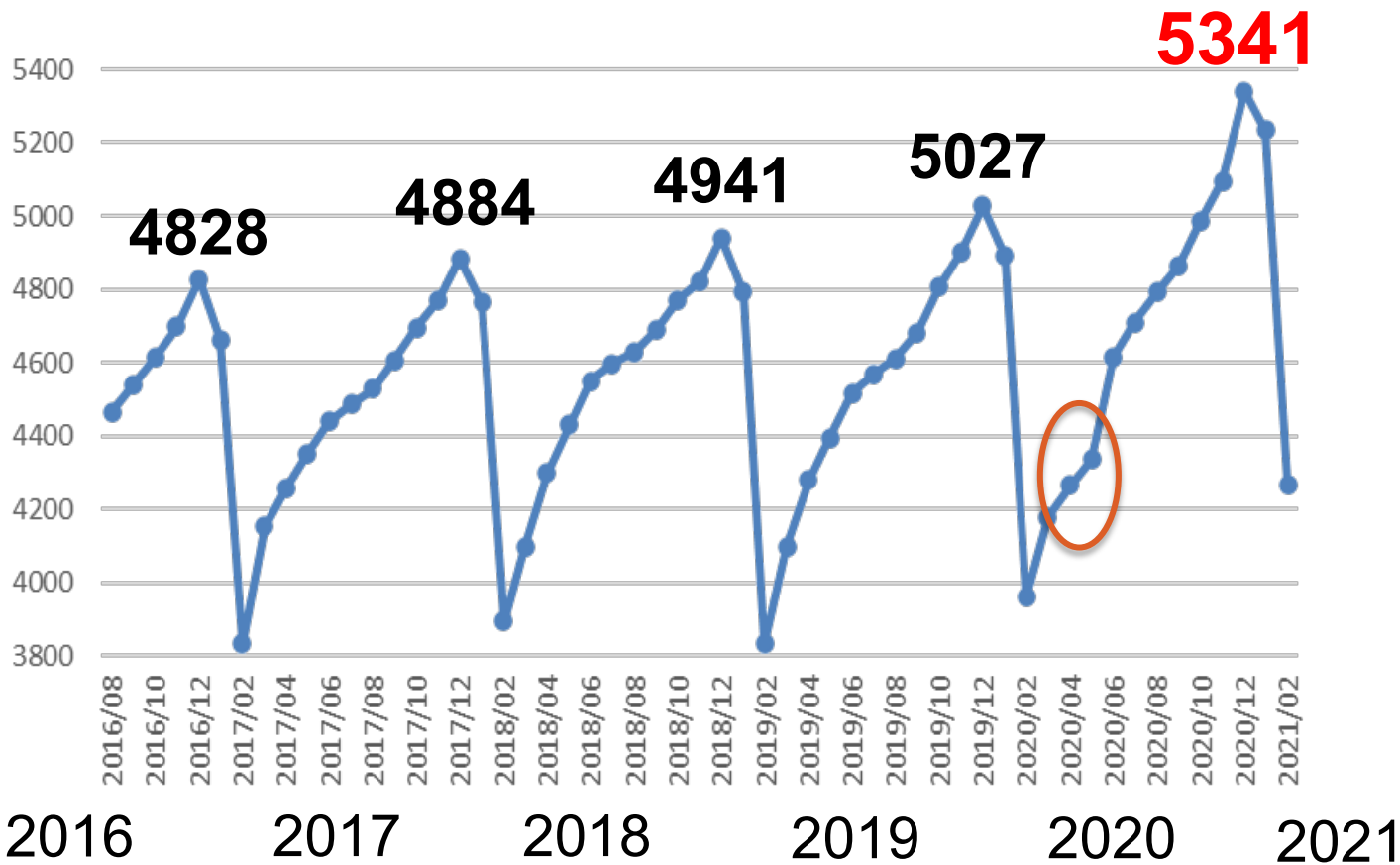
Student recruitment dropped off → steady year-over-year declines of about 45% the last few months with a reverse in the declining trends during December 2020 thanks to the **Future50** (IEEE BoD Approved 50% Discount on Student Membership)

Society memberships are down 2238 (-0.7%) in 2020 compared to 2019.



Membership statistics (II)

AESS Society total



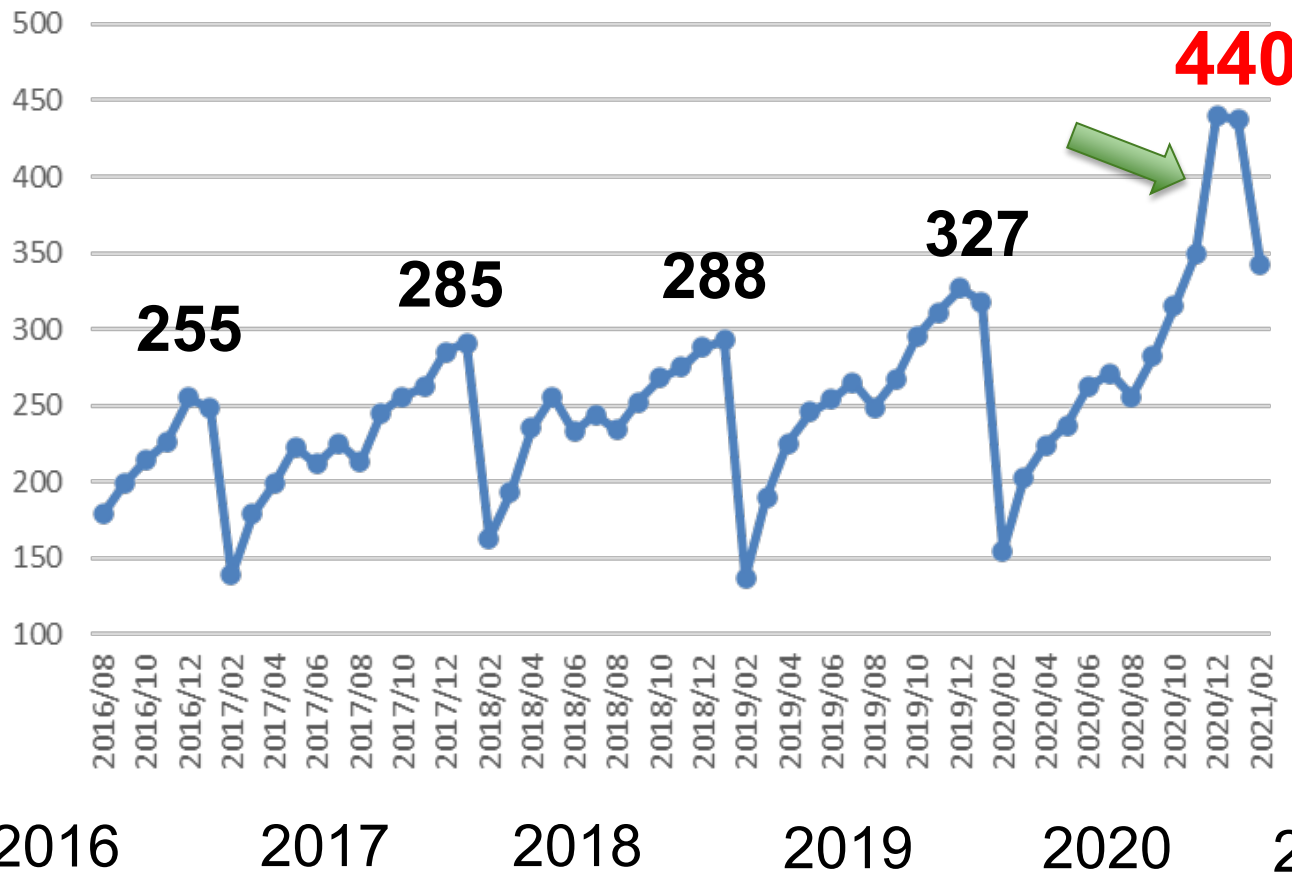
We are
> +6% YoY
 (despite the
 Covid effect)
 and there is
 more...

Membership statistics (III)

| | Membership variation | Percentage |
|--------------------------------------|----------------------|--------------|
| Aerospace & Electr. Syst. | +314 | +6.2% |
| Geoscience & Remote Sens. | -162 | -3.5% |
| Information Theory | +731 | +22.1% |
| Intelligent Transportation Syst. | -104 | -4.7% |
| Oceanic Engineering | -69 | -3.7% |
| Signal Processing | -383 | -2.0% |
| Vehicular Technology | +32 | +0.6% |
| Div IX | +359 | +0.9% |
| IEEE Societies Total | -2238 | -0.7% |

Membership statistics (IV)

AESS Student Members



Highest number of StM in the last 5 years!

We are +34.6% YoY

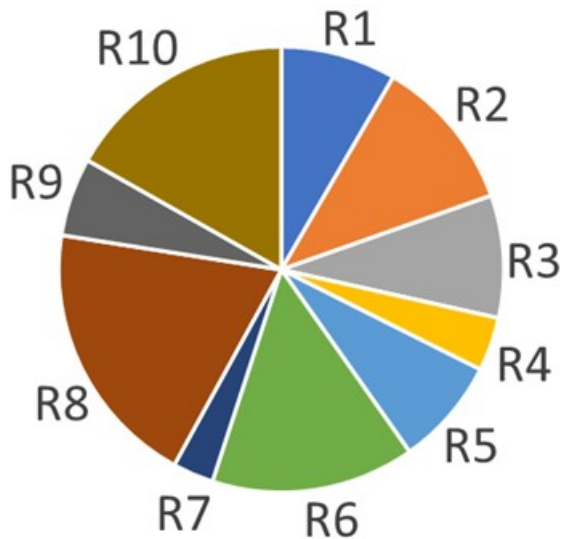
(+92 new StM in R9)

2016 2017 2018 2019 2020 2021

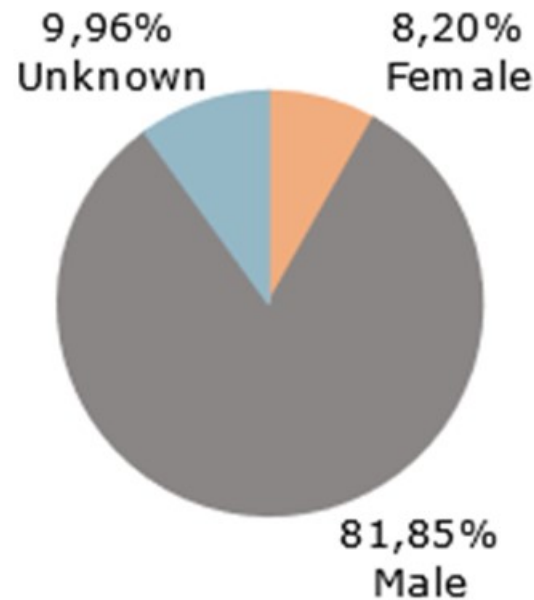
Membership statistics (V)

AESS Membership count...

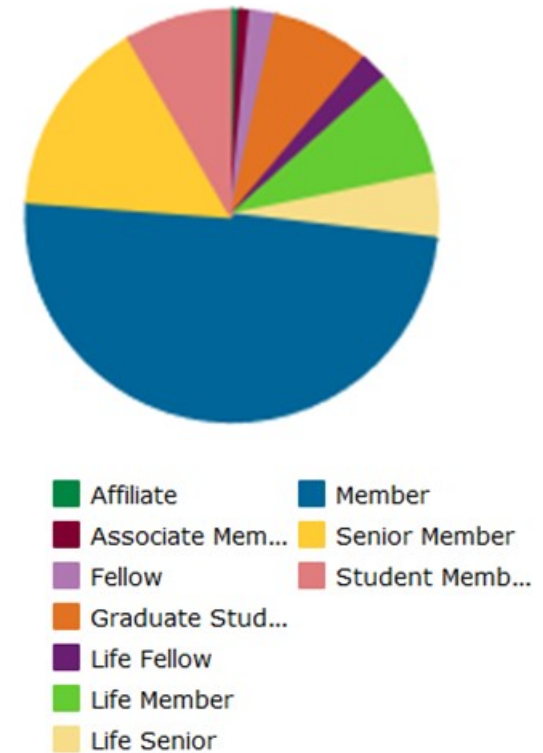
by Region



by Gender



by Grade



List of Goals

Member Services

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.

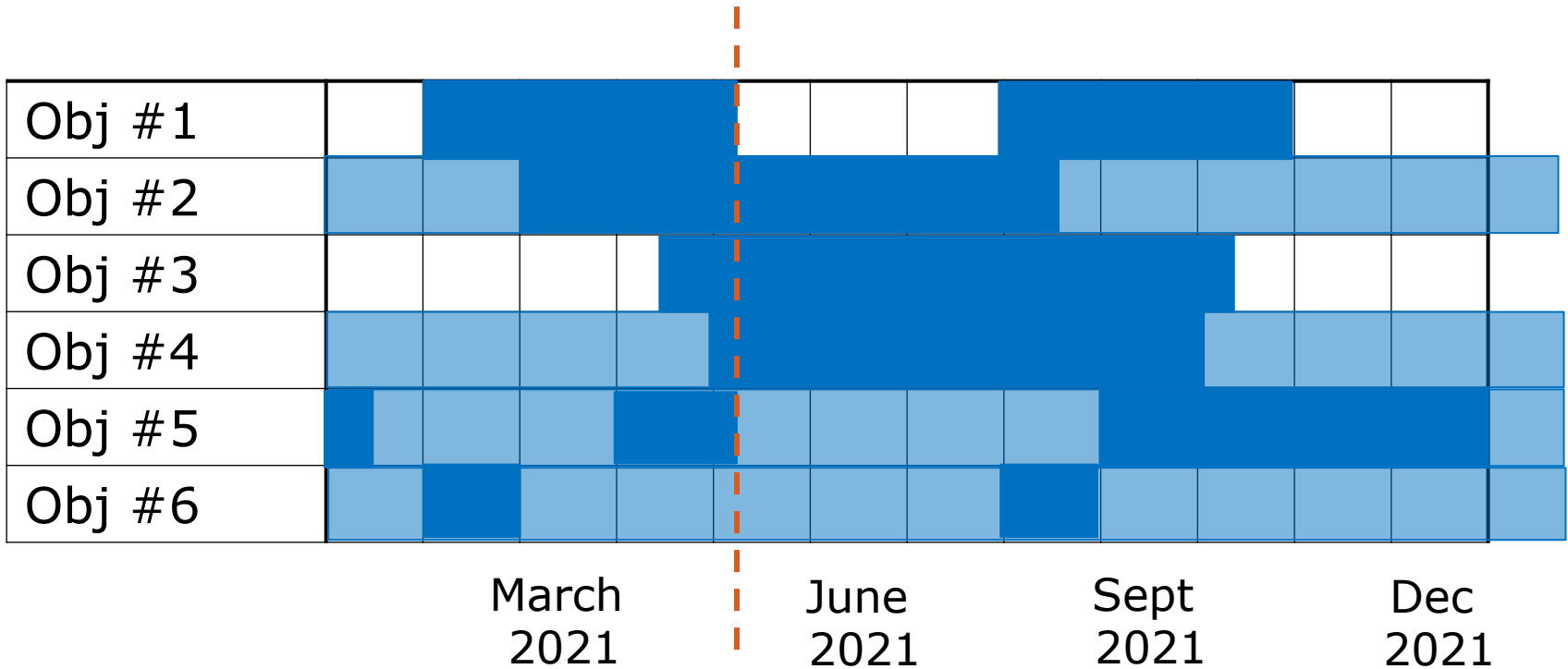
List of Objectives

Member Services

- Obj #1: Regional Chapter Summits
- Obj #2: Strategies to spread information
- Obj #3: Customized membership bundles
- Obj #4: 50th AESS anniversary initiatives
- Obj #5: YP and StM events
- Obj #6: Mentoring Program

Objectives

Timeline



- white: mostly inactive period
- light blue: active period with limited workload
- blue: active period with intensified workload

Objective #1

Regional Chapter Summits

S – Restart the series of Regional Chapter Summit: identify suitable format, organize and hold 1-2 meetings to increase awareness and get feedback on AESS activities.

M – Number of events held and stimulated interactions.

A – Assigned to: Colone & Kramer (co-Lead), Gostin + Moreira.

R – Relevant to most Goals.

T – 1 year.

Objective #1


Motivations and details

- Large efforts put into Chapter related activities but Chapters response has been weak.
- Many opportunities are in place → we need to promote them!
- The meeting planned for 2020 was cancelled due to the pandemic.

Objective #1

Tasks completed and activities in progress

- Regional Chapter Summit for **Regions 1-7** to be held as a virtual meeting on May 8th.
- We plan to have another Regional Chapter Summit in 2021 for **Region 9** (virtual or in person depending on the situation).





AESS Region 1-7 Chapter Chair Meeting

*Virtual Meeting
May 8, 2021
10:00 am – 2:00 pm EDT
Agenda*

| | | |
|--|--|---|
| 10:00 am | Welcome from the AESS President Welcome from the AESS Executive Vice-President | Walt Downing Mark Davis |
| Session 1 – AESS Chapter Best Practices Presentations | | |
| 10:15 am | R1 Binghamton Section Joint Chapter R3 Atlanta Section Jt Chapter R5 Lone Star Section Chapter R5 Galveston Bay Chapter | Vince Socci, Chapter Chair Ryan Bales, Chapter Chair Chris Camargo, Chapter Chair Zafar Tazvi, Chapter Chair |
| Session 2 – Chapter Tools | | |
| 11:15 am | V-Tools | Kathleen Kramer (Chapter Coord.) |
| Session 3 – Student Engagement | | |
| 12:30 pm | AESS Networking & Mentoring Program AESS Social Media | Francesca Filippini (Secretary and Mentoring Chair) |
| Session 4 – Chapter Opportunities | | |
| 1:00 pm | Chapter Funding Opportunities Best Chapter Award Distinguished Lecturer Program | Fab Lon |
| Session 5 – Lunch and Closing Remarks | | |
| 1:45 pm | Distribution of Materials and Resources | (AESS Wa |
| 1:55 pm | Closing Remarks | |

Lunch will be delivered to individual attendees as per previous arrangements

Objective #2

Strategies to spread information

S – Improve the strategies we adopt to inform Chapters and Members about AESS initiatives. This includes AESS Website, emails, social media, QEB, etc.

M – New webpages made available, number of messages sent/posted.

A – Assigned to: Colone (Lead), Filippini, Tse, Kramer, Gostin.

R – Relevant to Goals 2, 3, 4, 6.

T – 6 months for startup and then continual.

Objective #2

Tasks completed and activities in progress

- New website design and implementation is moving forward.
- Continuous communications with Chapters Chairs by providing assistance as needed.
 - Best chapter of the year 2020 selected and notified → Galveston Bay Joint Chapter (Houston).

THANK YOU!



- New contents included in the QEB, e.g., a conference tracker.

Objective #2

Tasks completed and activities in progress

- Different content is planned and posted on AESS Instagram and LinkedIn account to match the audience (new official LinkedIn page).
- Planned activity
 - Post more regularly and increase the engagement
 - Investigate potential specific new content:
 - Testimonial video series
 - Short video clips promoting AESS
 - Promotion of local chapters activities



Objective #2

Tasks completed and activities in progress

- AESS supported the IEEE Sections Congress by participating in a virtual exhibit organized by Technical Activities (TA) on Saturday, April 10th from 6:00 – 8:00 pm ET → panel discussion on Chapter Resources.

SECTIONS CONGRESS VIRTUAL TRAINING 2021

IEEE SECTIONS CONGRESS
LEADING OUR GLOBAL TECHNICAL COMMUNITY

PANEL: Chapter Resources
(7:00pm - 7:30pm ET)
Increasing Member Engagement with

SC2020

IEEE

IEEE Aerospace and Electronics Systems Society (AESS)

Walt Downing
AESS President

THANK YOU!

KG | IM | TT | TC
Kathy Grise | Iole Moccagatta | TA TAB | Walt Downing | Thomas Compton

Chapter Resources
<https://iee-aess.org/member-services/chapter-chair-toolbox>

RECOGNITION AND GUIDANCE

- Best Chapter of the Year Award
- Articles in the QEB
- Chapter Handbook
- Dedicated webpages

EDUCATIONAL PROGRAMS

- Distinguished Lectures
- AESS Short Course Initiative

NETWORKING

- Regional Chapter Summit
- Engagement in major conferences and local workshops

FUNDING OPPORTUNITIES

- Chapter annual support
- Major initiatives funding

IEEE

Advancing Technology for Humanity

Objective #3

Customized membership bundles

S – Investigate opportunities and possible implementation of customized membership bundles for Industry and/or large groups.

M – Report on current status and proposals made available, approved, and operating.

A – Assigned to: Colone (Lead), Greco, Tse + Noble, Rassa, Cardinale

R – Relevant to Goals 1, 2, 3, 5.

T – BoG Spring Meeting for first report, proposal for modifications at the Fall Meeting

Objective #3

Motivations and details

- Some Societies have partnership packages for Industry and customized membership bundles based on carrier stages or affiliation.
- It could be a successful strategy to recruit new members and engage industrial partners.
- We need to investigate appropriate implementations.
- Currently performing a search for other Societies initiative.



THANK YOU!

Objective #4

50th AESS anniversary initiatives

S – Design ad hoc initiatives to celebrate the 50th anniversary of AESS with improved benefits for members.

M – Proposals made available, approved, and operating.

A – Assigned to: Colone (Lead), Greco, Kramer, Gostin, Filippini, Tse + Noble, Rassa, Cardinale

R – Relevant to Goals 5 + 1, 3, 6.

T – BoG Spring Meeting for first report and proposals with plans at the Fall Meeting.

Objective #4

Motivations and details

- January 16th 2023 marks the 50th anniversary of AESS.
- We should start investigating and planning for initiatives that could be launched in 1-2 years
- Currently brainstorming on possible ideas:
 - Recognition programs: e.g. IEEE Computer Society case (Distinguished Contributors Recognition Program)
 - Partnerships with Industry
 - Special benefits for students (travel grants, ad hoc scholarships)
 - Special events at Conferences and within Chapters
 - Special gadgets

Objective #5

YP and StM events

S – Hold AESS events for YP and StM at major conferences and explore other opportunities within local meetings; design and implement strategies to give them additional value.

M – Number of events held each year.

A – Assigned to: Filippini & Tse (co-Lead), Greco + Wojaczek, Moreira.

R – Relevant to Goals 1, 2, 3, 6.

T – BoG Spring Meeting for update, then continual.

Objective #5

Tasks completed and activities in progress

- XXIII Region 9 Student Branches Regional Meeting (Nov.14, 2020):
 - Was held virtually
 - 1000+ attendees (students, young professionals and professors), 70% IEEE members, <5% AESS members
 - Laila Moreira and Sarana Tse (Student Reps) presented AESS initiatives
 - Free membership for 2021 to attending students (promotion code setup with the help of Bob Rassa)



THANK YOU!



IEEE Scholarships

Giovanna Ruiz - IEEE AESS Colombia Section Chair

14:30

Presented in: Spanish
Slides in: English

Objective #5

Tasks completed and activities in progress

- IEEE Rising Stars conference RS2021 (January 2-4, 2021)
 - Was held virtually; Students and YPs in attendance
 - AESS supported the event with 1000\$
 - Philipp Wojaczek (YP Rep.) and Laila Moreira (Student Rep.) represented AESS:
 - Zoom meeting rooms to talk and chat with interested students and YPs
 - Topics addressed: overview, role, goals of AESS.
 - Talks about “what is work like in industry and research institutions?”




THANK YOU!

Objective #5

Tasks completed and activities in progress

- 2 YP events and relevant activities scheduled for the 2021 IEEE Radar Conference
- The AESS Atlanta Chapter supported events and activities by means of a Major Funding Initiative
 - Young Professionals Panel Session (help arranging speakers, work with Atlanta YP Rep and AESS YP Rep)
 - Radar Challenge (prize money for gift cards, judging assistance)






Radar Challenge

Hosted by 2021 IEEE Radar Conference,
Atlanta, GA, USA,
10th - 14th May 2021

<http://ieee-aess.org/radar-challenge>



Objective #6

Mentoring Program

S – Grow and reinforce the Mentoring Program by recruiting new Mentors and Mentees, and implementing more effective processes for engaging members.

M – Number of new sign-up and active mentor/mentee pairs.

A – Assigned to: Filippini (Lead), Tse + Wojaczek, Moreira.

R – Relevant to Goals 1, 2, 3, 6.

T – BoG Spring Meeting for update, then continual.

Objective #6

Tasks completed and activities in progress

- Monitor the development of the program and the engagement of the Mentor-Mentee pairs.
- Provide guidance to the Mentees in selecting the best suited Mentor (improve the information in the webpages).
- Improve the advertising by using the StM Reps communication channels.



Women in Engineering

AESS Board of Governors Meeting

May 6-7, 2021

Virtual

Kathleen A. Kramer

Liaison to WIEC, AESS



WIE Pledge

- ▶ See *Spectrum* article
- ▶ WIE recently pledged to work toward “gender-diversified panels at all IEEE meetings, conferences, and events, including our own.” The pledge was created from years of discussion among the WIE committee, which includes representation from IEEE regions, societies, councils, and other organizational units (OUs).
- ▶ To turn its pledge into action, WIE has asked IEEE societies and other OUs to incorporate the spirit of the pledge into their governance and everyday business activities. Four IEEE societies have done so— [Computer](#), [Computational Intelligence](#), [Engineering in Medicine and Biology](#), and [Power & Energy](#)— with more in progress.

<https://spectrum.ieee.org/the-institute/ieee-member-news/ieee-women-in-engineering-leads-a-pledge-to-make-speaker-panels-more-gender-balanced>

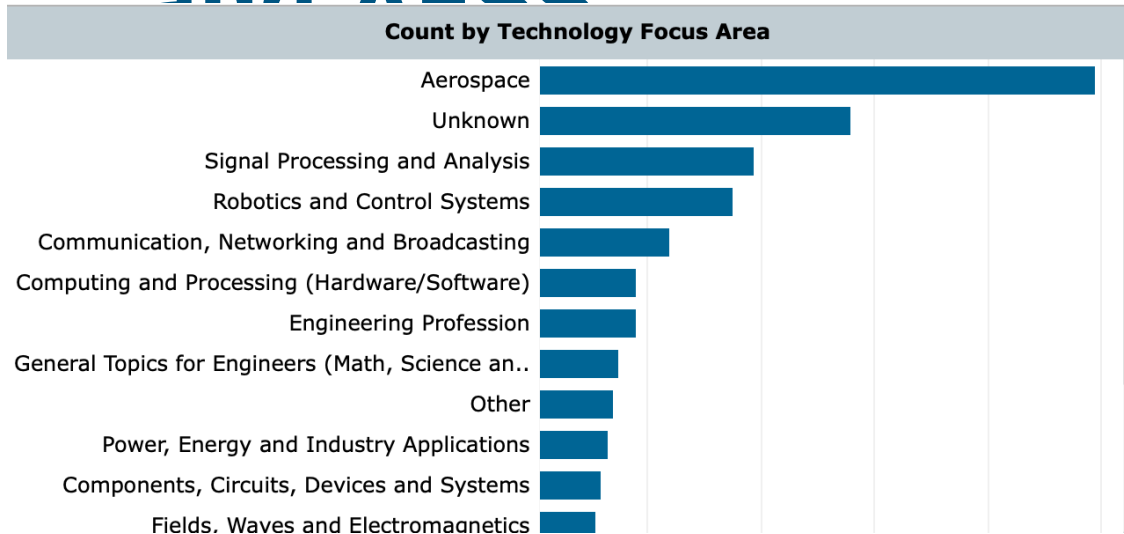
IEEE Women in Engineering Leads a Pledge to Make Speaker Panels More Gender Balanced

Four IEEE societies have promised to have gender-diversified panels at their events

By Lisa Lazareck-Asunta



IEEE Women in Engineering (WIE) and AESS



- Women in AESS:
 - Female 272, including 115 student members.
 - Male 3919, including 282 student members
 - Unknown 397, including 57 student members
- AESS WIE Membership is up to 282
 - 178 are student members (including graduate student members)

282/4588 = 6.1%
of AESS members are in WIE.

This is way up from 2018 slides: 153/4655 = 3.3%