

Growth Through Engagement and Teamwork

**Fabiola Colone**

**VP Member Services, AESS**

**January 28 & 29, 2021**

**Virtual Officers Meeting**

# Committee Members

VP Member  
Services



Fabiola  
Colone

Chapter  
Coordinator



Kathleen  
Kramer

VP  
Pubs



Sabrina  
Greco

Secretary &  
Mentoring  
Program Chair



Francesca  
Filippini

Undergrad  
STM Rep



Sarana  
Tse



Jill  
Gostin

...and cooperations with other Committees within the BoG

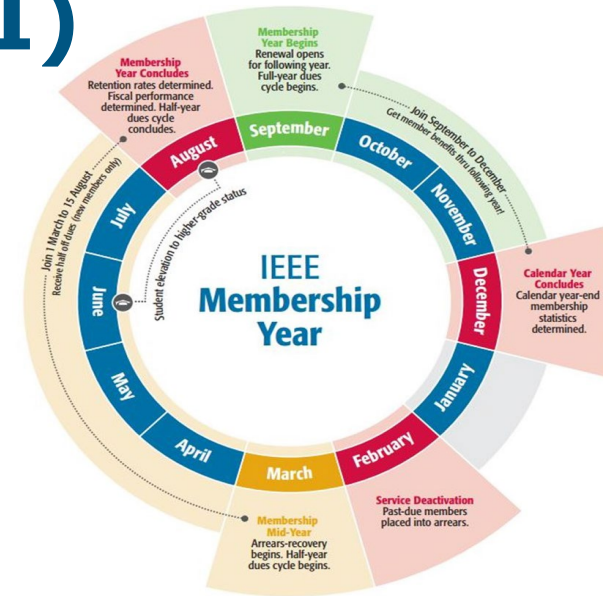
# Membership statistics (I)

## 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.**

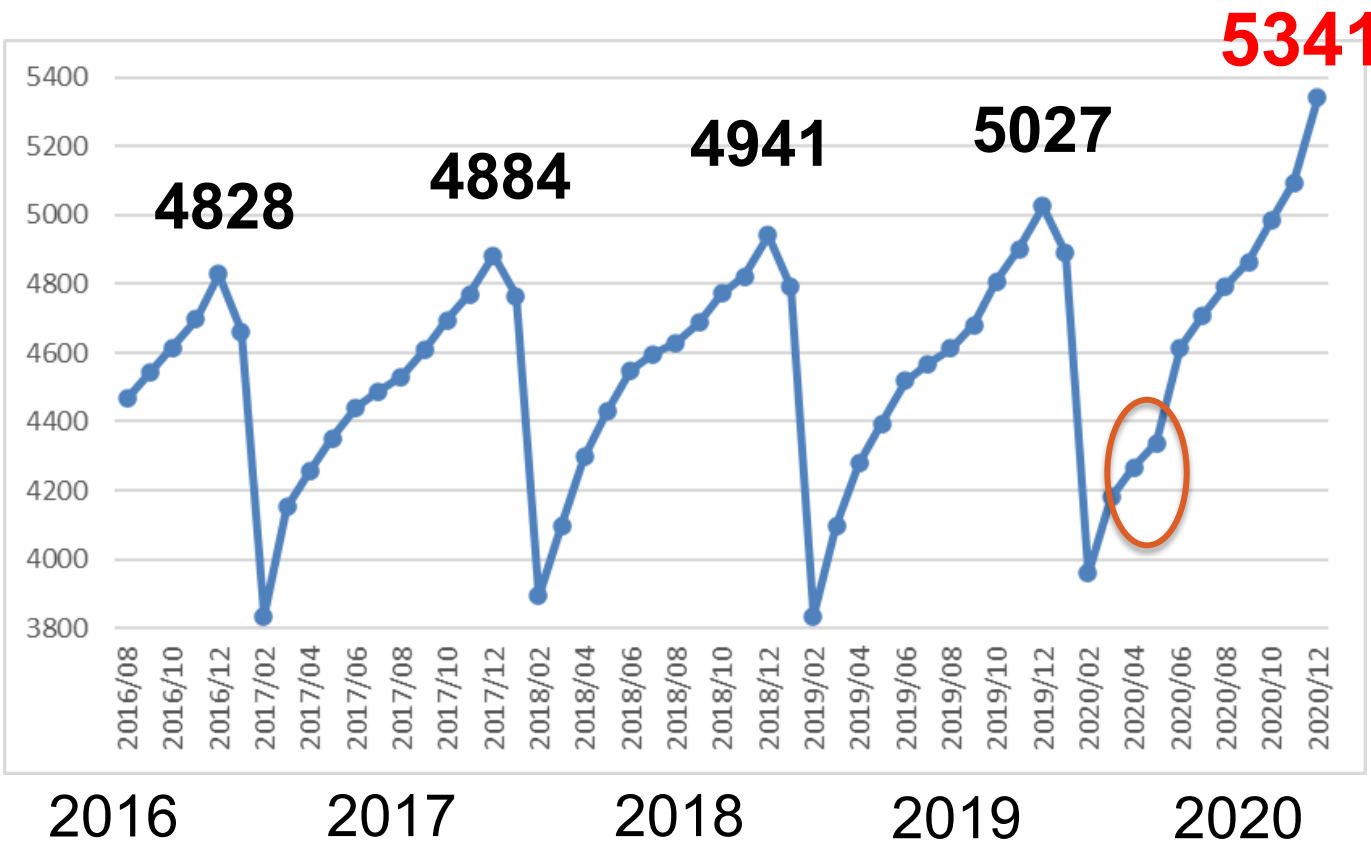
**Student recruitment dropped off** → steady year-over-year declines of about 45% the last few months with a reverse in the declining trends during December 2020 thanks to the **Future50** (IEEE BoD Approved 50% Discount on Student Membership)

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



# Membership statistics (II)

## AESS Society total



We are  
**> +6% YoY**  
(despite the  
Covid effect)

and there is  
more...

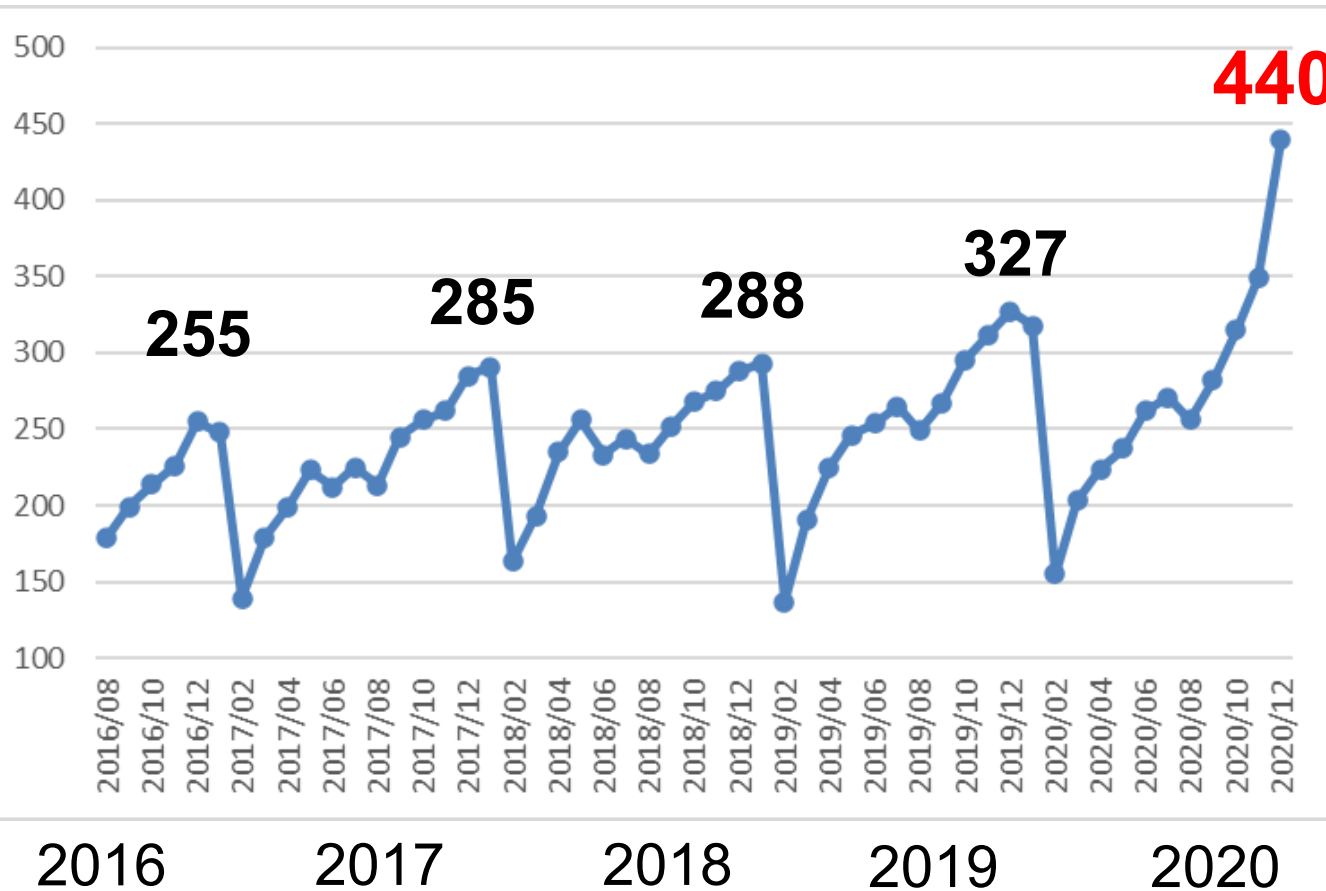
# Membership statistics (III)

	High Grade Members	Student Members	Totals (with Affiliates)
<b>AES</b>	<b>+4.2% (+196)</b>	<b>+34.6% (+113)</b>	<b>+6.2% (+314)</b>
<b>GRS</b>	<b>+0.4% (+15)</b>	<b>-41.0% (-123)</b>	<b>-3.5% (-162)</b>
<b>IT</b>	<b>+21.1% (+673)</b>	<b>+73.8% (+62)</b>	<b>+22.1% (+731)</b>
<b>ITS</b>	<b>-3.3% (-69)</b>	<b>-27.0% (-17)</b>	<b>-4.7% (-104)</b>
<b>OE</b>	<b>-0.6% (-11)</b>	<b>-47.0% (-54)</b>	<b>-3.7% (-69)</b>
<b>SP</b>	<b>-1.8% (-303)</b>	<b>+0.8% (+12)</b>	<b>-2.0% (-383)</b>
<b>VT</b>	<b>+1% (+53)</b>	<b>-12.8% (-25)</b>	<b>+0.6% (+32)</b>
<b>Div IX</b>	<b>+1.5% (+554)</b>	<b>-1.2% (-32)</b>	<b>+0.9% (359)</b>
<b>IEEE Societies</b>	<b>0.0% (+10)</b>	<b>-2.7% (-953)</b>	<b>-0.7% (-2238)</b>

**Total**

# Membership statistics (IV)

## AESS Student Members



**Highest number of StM in the last 5 years!**

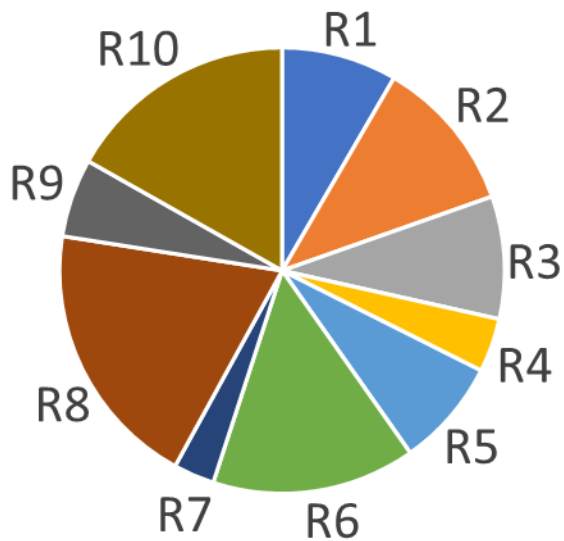
**We are +34.6% YoY**

# Membership statistics (V)

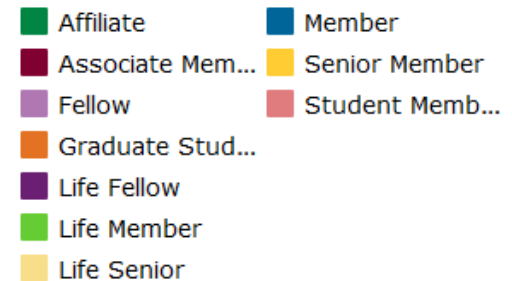
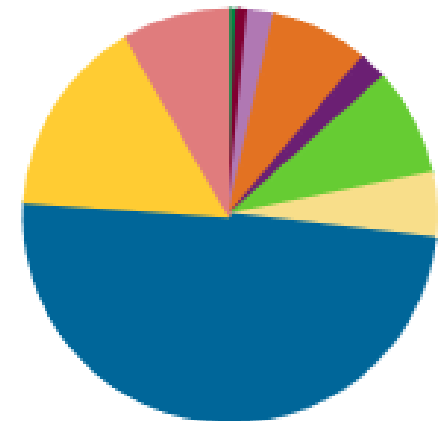
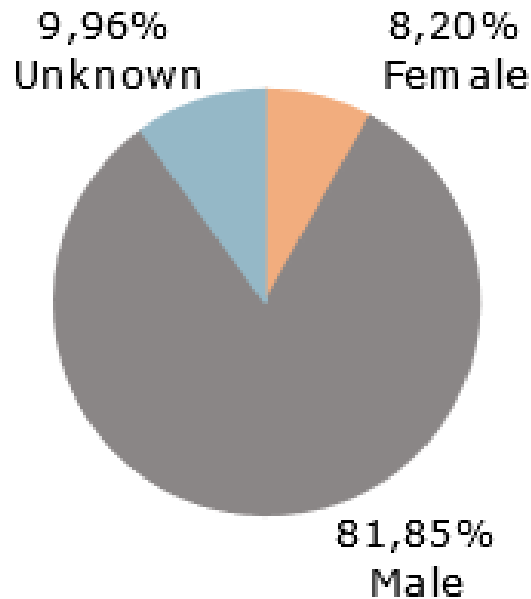
## AESS Membership count...

## by Grade

### by Region



### by Gender



# 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.



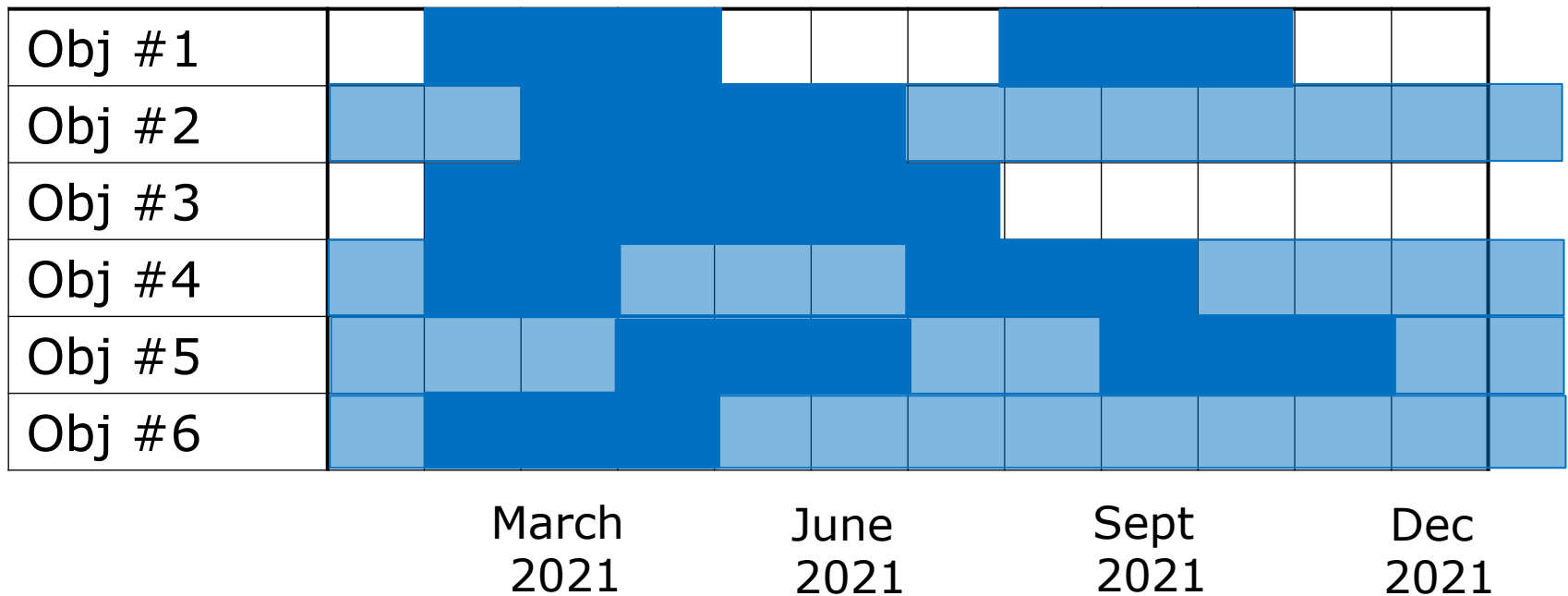
# List of Objectives

## 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



# 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 summit planned for 2020 was cancelled due to the pandemic.
- We plan to have 2 Regional Chapter Summits in 2021:
  - One for **Regions 1-6** (+R7?): Virtual meeting maybe in conjunction with the BoG Spring Meeting.
  - One for **Region 9**: Virtual or in person depending on the situation (to be decided not later than April 2021).

# Objective #2

## Strategies to spread information

**S** – Improve the strategies we adopt to inform Chapters and Members about AEISS initiatives. This includes AEISS 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

## Motivations and details

- AESS Website needs modernization → Chapter webpages have been revised but still difficult to find; membership webpages are unorganized.
- We need to keep continuous communication with Chapter Chairs to track changes in leading roles, provide assistance, and stimulate engagement. The help of all BoG members and AESS Volunteers is needed → e.g. *the Atlanta Chapter case*
- Emails and Social Media are valuable tools for communicating with members (especially the youngest) but their use should be kept under control.
- Investigate new layouts for QEB.

# 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.



# Objective #4

## 50th AESS anniversary initiatives

**S** – Design ad hoc initiatives to celebrate the 50<sup>th</sup> 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
- Some 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)

# 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

## Motivations and details

- YP events should be held at any AESS sponsored conference, with a common plan and schedule.
- The participation of AESS YP and StM Reps. should be promoted in other events (even virtual events!).
- Explore opportunities to give additional value to the events. Examples are:
  - Job fair, guidelines for preparing a CV or job interviews
  - Use mobile apps and social media to share pics/ comments or to make survey

# 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

## Motivations and details

- 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.