

AESS Member Services

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Member Services Strategic Plan

- **Mission Statement** – AESS Member Services will provide activities and opportunities that directly or indirectly benefit the AESS Society Membership. Member Services will achieve this by refining and promoting best practices in planning, collaboration, and communication among the various IEEE organizational elements.
- **Vision Statement** – AESS Member Services will be recognized for its leadership and outstanding contributions in promoting AESS activities.

Member Services Strategic Objectives

- What is our current status?
 - Strengths
 - Currently provide services comparable with other IEEE societies. AESS membership has been relatively stable over the recent years. We benefit from a very strong core-base of long-term members. Retention rates:
Regions 1-6 78% Regions 1-10 77%
 - Weaknesses
 - Retention and contribution of new/junior contributors
- What are our long term strategic objectives?
 - (1) Continue to improve member services and benefits to
 - a) Be at least comparable to other societies
 - b) Attract and retain members
 - (2) Increase the membership by at least 1% per year
 - (3) Create new Chapters (>1 per year), suggest the efficient reorganization of others, and improve Chapter reporting and publicity of activities.

Member Services Initiatives- 2014 and on

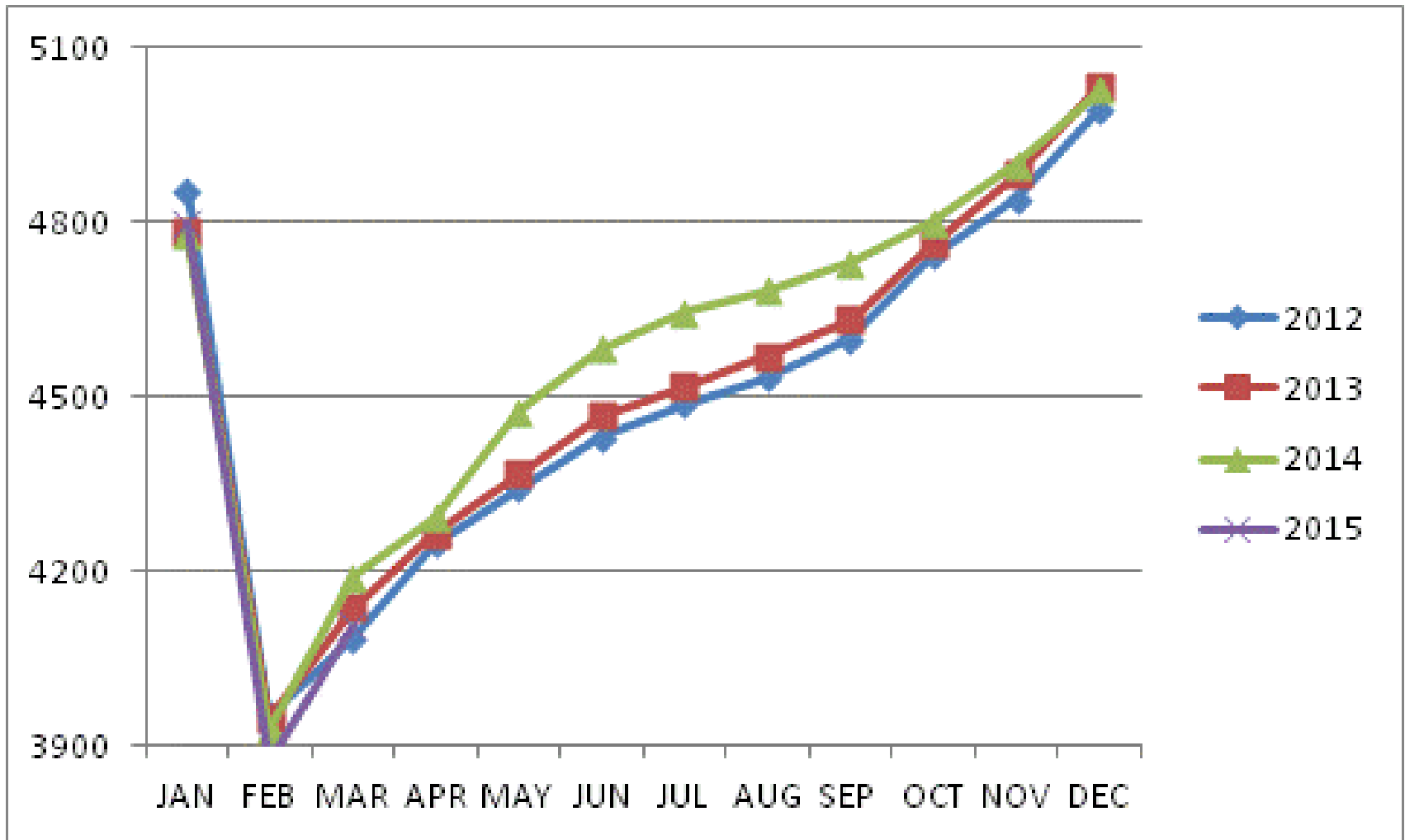
(1) To improve services and benefits that attract and retain members

- Improved communication
 - Revised and corrected IEEE web site, AESS web site, and membership applications
 - Advertised AESS Conference Digital Library in emails, QEB, and Systems Magazine
 - Created new 2015 Membership Brochure for general use and conferences
 - Advertise society benefits in QEB (such as student AESS member rates after graduation)
 - Revised various e-mail letters sent to members
- Provided the new Conference Digital Library benefit to members
 - About 50 % of other IEEE societies offer the benefit for free
 - Four other societies charge a fee. Our \$20 fee is the second lowest fee.
 - This is especially attractive for members without *Xplore* access (all regions)
 - IEEE estimates 5 to 8 % of members will opt -in for steady-state in 3 years (105 now)
 - 1000 TAES subscribers constitute 20-25% of AESS membership (\$ savings)
- Continue to assess benefits offered in other societies and organizations

(2) To increase membership by 1% per year

- Extensive use made of IEEE in Miss You and Try Me email campaigns (60,000+)
 - Planned use again in 2015 with improved message content

Metrics: AESS Membership 2012- 2015



Metrics December 2014

To increase AESS membership by 1% per year

- AESS membership was flat YoY (5027 vs 5036).
- This compares with IEEE Society memberships down by -1.7% YoY
- IEEE memberships down by -1.1% YoY

To increase number of Chapters >1 per year

- Bangalore, India (Feb 2014)
- Switzerland (April 2014)

and in 2015

- Germany (March 2015)
- Winnipeg (March 2015)

e- Letters 2015

| Date Sent | New Member Welcome | Renewed Member Welcome |
|-----------|--------------------|------------------------|
| 1/27 | 94 | 661 |
| 2/24 | 54 | 312 |
| 3/24 | 76 | 117 |
| 4/28 | 75 | 65 |

NOTE: Renewal reminder letter from AESS was sent the week before Terminator on 2/22/15.

60, 554 Try Us e-mails were sent on 4/29/15 (more later)

2015 Membership Opportunities (1/1/15)

| Region | All Society Memberships | AESS | % |
|--------------------------------|-------------------------|------|------|
| R1-6 (US) | 157,495 | 3020 | 1.9% |
| R7 (Canada) | 14,315 | 172 | 1.2% |
| R8 (Europe, Africa, Middle E,) | 78,947 | 934 | 1.2% |
| R9 (Latin A.) | 17,186 | 238 | 1.4% |
| R10 (Asia,Pacific) | 78,346 | 663 | 0.8% |

AESS Membership Opportunities (1/1/15)

| Region | # Non- AESS Members with AESS TIP Codes | # Current AESS Members |
|--------------------------------|---|------------------------|
| R1-6 (US) | 25,831 | 3020 |
| R7 (Canada) | 2,156 | 172 |
| R8 (Europe, Africa, Middle E,) | 10,741 | 934 |
| R9 (Latin A.) | 1,604 | 238 |
| R10 (Asia, Pacific) | 9,775 | 663 |

Notes:

- 1) TIP Code equals technical interest code in IEEE member's profile
- 2) On 4/29/15, "Try -Us" emails were sent to 60,554 IEEE non-AESS members with AESS TIP Codes, and those with codes assigned to the Technology Focus Areas in Aerospace and Transportation TFA

Countries with Largest AESS Membership

| | | |
|----------------|------|------|
| USA | (19) | 2565 |
| Canada | | 135 |
| Australia | (1) | 111 |
| Japan | | 97 |
| India | | 88 |
| Germany | (1) | 86 |
| China | | 86 |
| United Kingdom | (1) | 83 |
| Italy | (3) | 79 |
| France | | 53 |
| Brazil | | 53 |

NOTES:

1. Numbers in () indicate number of Board members. Netherlands has 31 AESS members and 1 Board Member.
2. "Small" membership numbers have DL sponsorship and other implications.
3. Data as of 3/24/15. 4098 AESS members. 83 countries.

Member Services AESS Summary

- We are doing well in an uncertain society environment
- We must be careful with resources