

Member Services

AESS Board of Governors Meeting
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Member Services Strategic Objectives

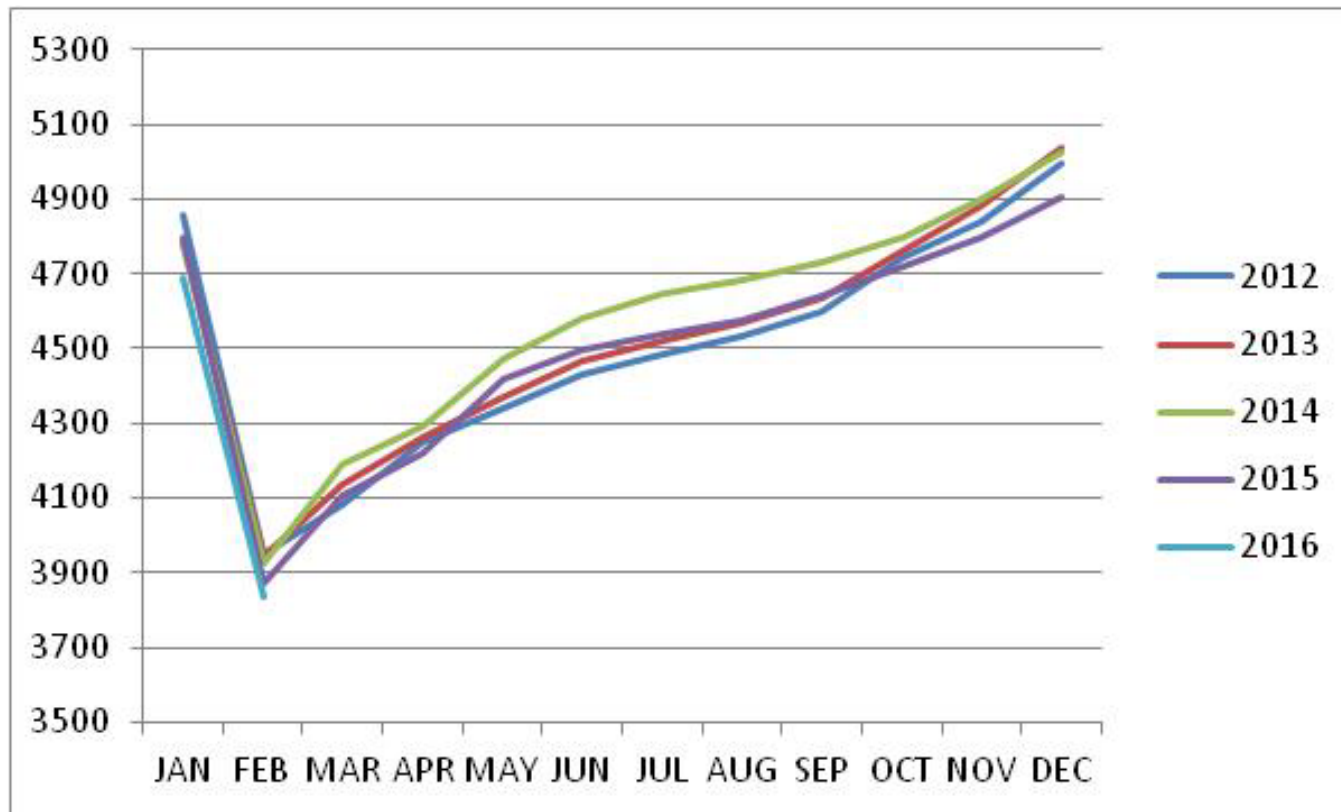
What are our 3-year (long term) strategic objectives?

- (1) Continue to improve member services and benefits to attract and retain members
 - a) be at least comparable to other IEEE societies and
 - b) encourage and assist in yearly elevations to SM of 3% of qualified Members
- (2) Increase AESS membership by at least 1% each year
- (3) Create new Chapters (>1 per year); suggest the reorganization of inactive Chapters; and improve Chapter performance, reporting and publicity of their activities.

Member Services (1-2 year) Initiatives

- Follow recruitment and publicity calendar previously established; 2016 Brochure complete and being distributed “world-wide”; AESS Pre-Terminator email sent; Spring Try-Us email sent; and new and renewed member emails are being sent monthly.
- Assess results of recruitment e-mailings and get feedback from AESS non-renewals (Appendix A)
- Assess results from TAB ad hoc Committee Analysis of Society/Council Technical Member Benefits as related to the future of AESS. Results of survey responses from 15,713 society members in 39 societies. Average 383 responses per society. AESS 295 responses. (Appendix B)
- Use the QEB to encourage SM elevation applications. Offer Member Services help. Highlight a contributing member in the magazine and list new elevations monthly (SM) and yearly (F).
- Communicate AESS opportunities to new Chapters via a Chapter Invitation letter. Give publicity for Chapter activities in QEB. Establish Chapter Member Service Award. Establish Student Chapter recognition award.

AESS Membership (2012- 2016)



2015 AEISS Try-Us Campaign Results

April 2015 Email sent to 60,554 IEEE members, no prior AEISS members

- # Opened Email 15,339
- % Opened Email 25%
- # Bounced Email 681
- # Unsubscribed 170
- # Unique Clickers 302
- # Members that used Code 146 (a 1% response from opens)
- # Members 114
- # Students 32
- # Members that Renewed for 2016 76 (52%)
- #Members Renewed 69 (61%) #Did not Renew 45 (39%)
- #Students Renewed 7 #Did not Renew 25

2016 Campaign 53,220 sent. 26 Societies in Try-Us.

Change in AESS Membership Jan/Feb 851. Informal Survey of all 344 Members Who Renewed IEEE but not AESS (3/2016)

■ Member Level

- F 7
- SM 59
- M 208
- GSM 33
- STU 34
- AM 3
- Total 344

- Sent email requesting reasons for non-renewal. 140 opened email.
- 28 responses. (See Appendix A)

TAB ad hoc Committee Analysis of Society/Council Technical Member Benefits

- Appendix B gives the AESS answers to 46 questions submitted to all Societies. This is the “first” time all Societies were polled with the same set of questions.
- The IEEE is currently attempting to compare Society results to determine why some do better or worse with their members.
- Show slides 4, 5, 7, 8, 11 from Appendix B.