

Member Services

AESS Board of Governors Meeting October 6-7, 2016 Edinburgh



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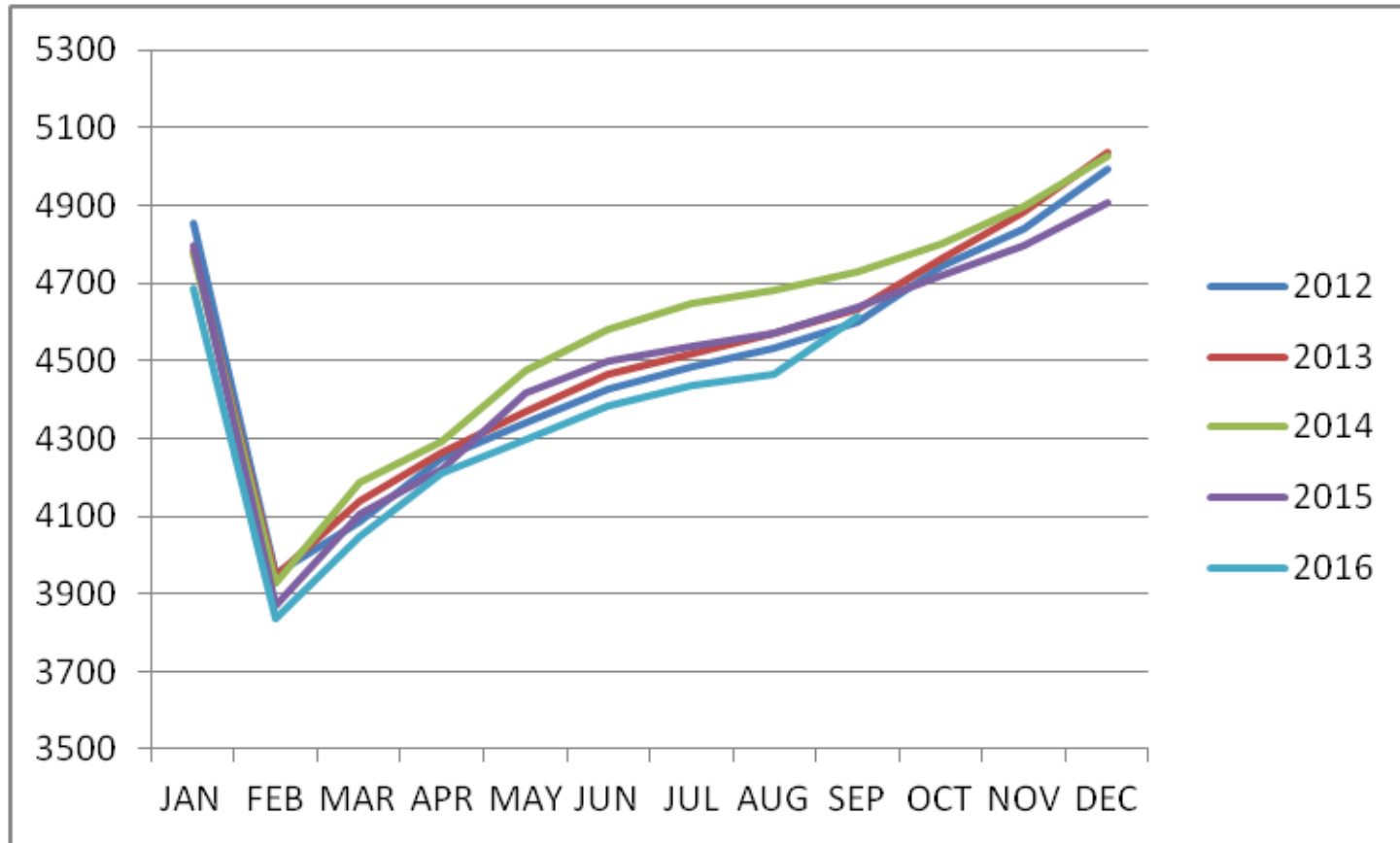
VP Member Services

Member Services Strategic Objectives

What are our 3-year (long term) strategic objectives? And how are we doing?

- (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 of M to SM such that # of elevations increases by 10% per year
- (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.

AESS Membership (2012- 2016)



Member Services (1-2 year) Initiatives- 1

- Followed recruitment and publicity calendar previously established; 2016 Brochure completed and distributed at conferences “world-wide”; 2016 AESS Pre-Terminator warning email sent; 2016 Spring Try-Us email sent to 53,220; and new and renewed member thank you emails are sent monthly.
- Assessed results of 2015 Try-Us e-mailings. (April ‘16 BOG Report) 1% response from opens. 52 % of them renewed in 2016.
- Surveyed and received feedback from AESS non-renewals, but staying in the IEEE. (Appendix A, April ‘16 BOG Report) Most common response: lost interest in the area.
- Assessed results from TAB ad hoc Committee Analysis of Society/Council Technical Member Benefits as related to the future of AESS. Results of AESS 295 survey responses. (Appendix B, April ‘16 BOG Report). AESS solidly in the performance middle of Societies. In response to why you continue to maintain AESS membership: to remain technically current (72%), for publications (66%), or for continuing education (52%).

Member Services (1-2 year) Initiatives- 2

- Used the QEB to encourage SM elevation applications. Offered Member Services help. Highlight an elevated member in the magazine and list new elevations monthly (SM) and yearly (F). Letter to Members suggesting elevation to SM will be sent soon. Just waiting to determine the best time to send. Consider 2017 AESS conferences side-sessions to discuss SM elevation (NAECON example).
- Communicated AESS opportunities to new Chapters via a Chapter Invitation letter. Use Conferences to stir up Chapter formation as at 2016 DASC. Gave publicity for Chapter activities in QEB. Establish Chapter Member Service Award. Establish Student Chapter recognition award. (Certificates, plaques, cash?)

Summary

We are well positioned for 2017 activities.