

AESS Member Services

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Member Services Strategic Objectives

- What is our current status?
 - Strengths
 - Currently provide services comparable with other IEEE societies. AESS membership has been relatively stable during recent years. We benefit from a very strong core-base of long-term members and an active, dedicated volunteer management. From the TAB Review, AESS retention are rates: Regions 1-6 78% Regions 1-10 77% while the IEEE overall rate is 70%.
 - Weaknesses
 - Retention and contribution of new/junior contributors needs improvement
- 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% each year by Dec. 31
 - (3) Create new Chapters (>1 per year), suggest the reorganization of other Chapters, and improve Chapter reporting and publicity of activities.

Example of Member Services

- Rome Sept 2015 BOG meeting, 9 DLs in attendance
 - 15 AESS European chapters invited to request DLs at low to no-cost to the Chapter
 - DL requests received from Poland, Ukraine, and Tunisia
 - DLs made arrangements to present in Germany and Switzerland
 - Another DL still in discussions with Tunisia, Switzerland
- Other recent piggy-backing DL activity at no AESS cost:
- DL gave DL in London in June and will give in Pisa, Oct
 - One DL presented at DASC, Prague in September
- DL is a popular program and can remain cost-effective

Countries with Largest AESS Membership

USA	2565
Canada	135
Australia	111
Japan	97
India	88
Germany	86
China	86
United Kingdom	83
Italy	79
France	53
Brazil	53

NOTES:

1. Data as of 3/24/15. 4098 AESS members. 83 countries.
2. "Small" membership numbers have Chapter formation, and other implications such as sponsoring DL visits.
3. Suggest DL program description be enhanced with a description of various ways a DL can be sponsored.

Membership (end of August 2015)

- IEEE down by -1.8% YOY (-7077)
- IEEE Senior Members- last year retention rate 96.0% compared to an overall IEEE retention rate of 70.7%
- Society Memberships down -3.5% YOY
- Communications Society YOY- down -36.9% or -17,159. Accounts for more than 75% of all society decreases with 18 societies in decline. CommSoc eliminated marketing programs that offered free membership.
- AESS HGM YOY down -1.6% (-71). HGM includes everyone except Affiliates and Undergraduate Students. Including them in count results in a total down -2.3% (-106).

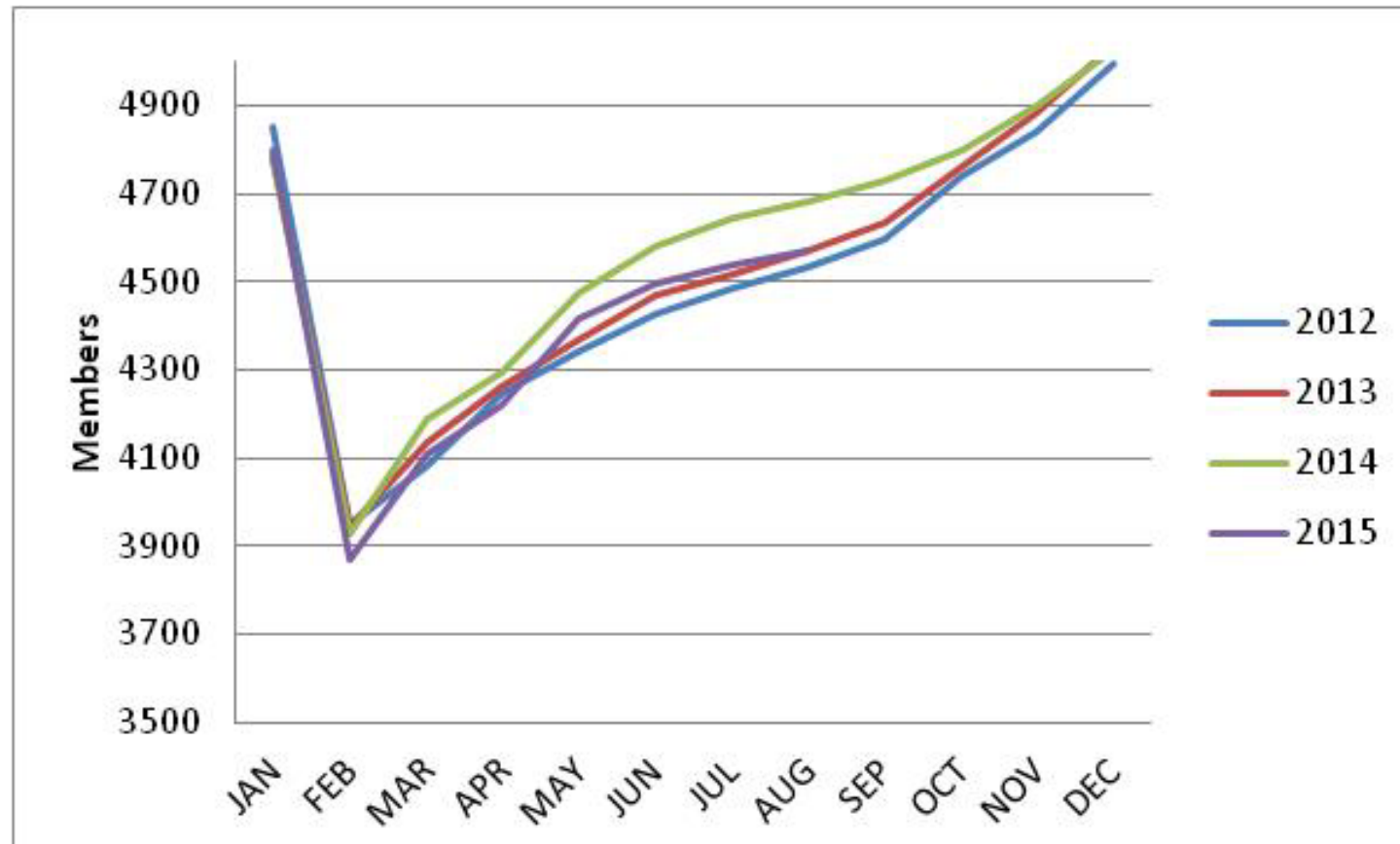
AESS Membership Opportunities (1/1/15)

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

AESS Membership (2012- August 2015)



e- Letters to AESS Members 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
5/26	174	26
6/23	46	17
7/28	38	13
8/25	21	6

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

60, 554 Try Us e-mails were sent on 4/29/15.

AESS Membership Distribution (9/11/15)

AESS Membership Grade	Number
Fellow	105
Life Fellow	133
Senior Member	623
Life Senior Member	236
Member	2602
Life Member	439
Affiliate	23
Associate Member	72
Graduate Student	167
Student Member	207
Grand Total	4607

Note: IEEE goal is to annually convert 1% of qualified Members to Senior Members. The AESS already converts about 2%. We will try to increase that to 3% using the QEB to offer assistance in the elevation process.

AESS Member Services Summary

- We are doing well in an uncertain society environment
- There is more work to be done.
- We must be careful with placement of resources and investments.
- We are increasing our activity to help AESS Members become Senior Members

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.