

# **AESS Officers Meeting**

**April 24, 2012**

**Myrtle Beach, SC**

**Larry Chasteen**

**VP Membership**

# Key IEEE Membership Points

December 2011 vs. December 2010 Data

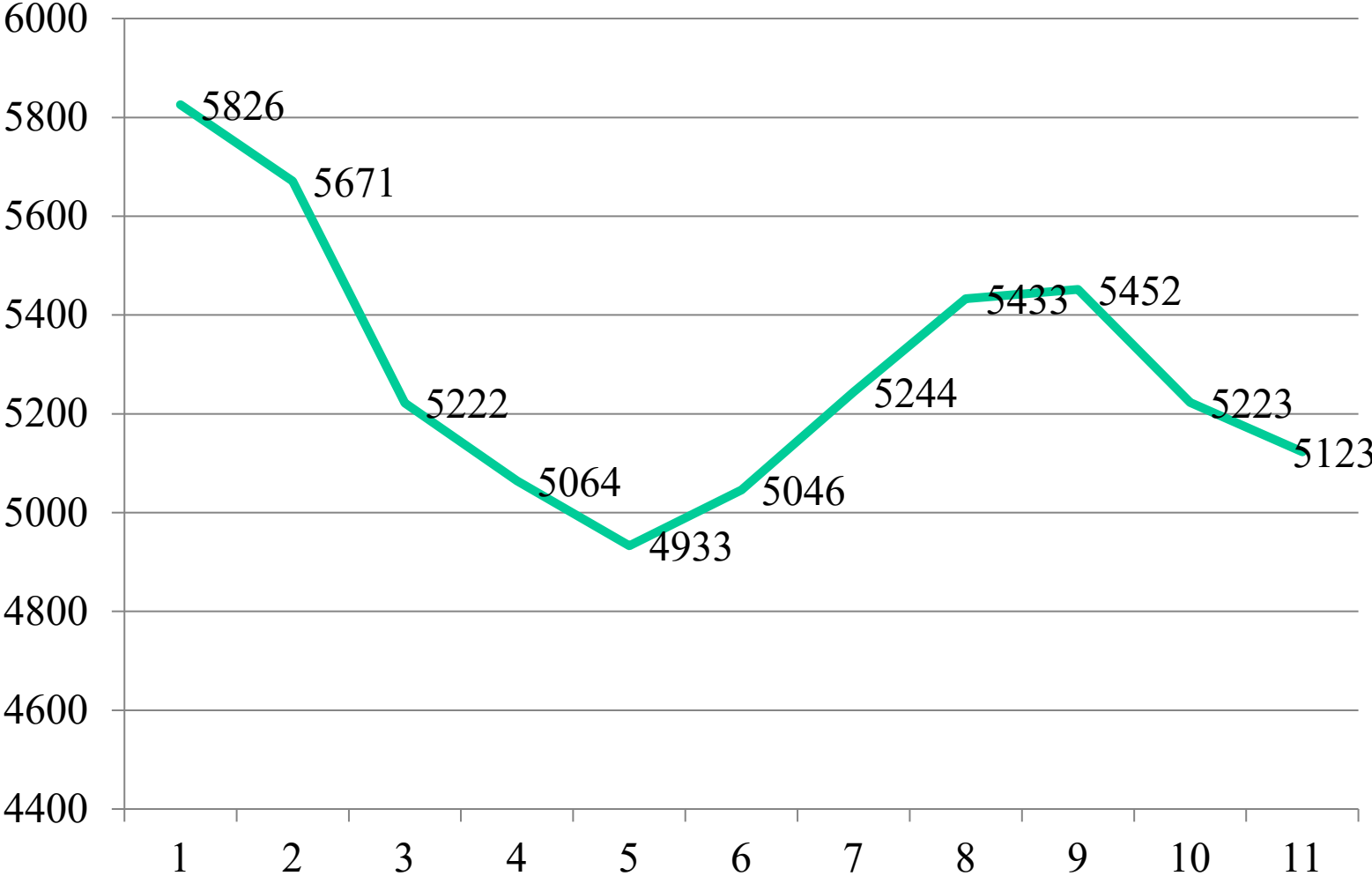
- IEEE Membership is up 8,777 (2.2%)
  - Over 400,000 – highest ever
- Society Membership is up 1,578 (0.5%)
  - 339,551
- Total Renewals through November, 34.1%

# Complete IEEE Membership Statistics for December 31, 2011

- Refer to December IEEE MD Report

# **AESS Membership Information**

# IEEE AESS Membership by Year



# Key AESS Membership Points

## December 2011 vs. December 2010 Data

- AESS ended Dec 2011 with 100 less members than the end of Dec 2010.
- We are presently behind our membership numbers for 2010, 2009, 2008, & 2007.
- At the end of February, after the Terminator runs, saw our “normal” dip in membership.

# **AESS Membership Development**

## **Plans and Suggestions**

# Strategic Plan - Membership

- Key Element was Tiered Membership
  - Each IEEE membership includes 1 free society
- However, at the 12/3/11 IEEE membership webconference, John Day said that the IEEE executive board was still evaluating the financial impact of this proposal
  - Even if decide to do, would not occur until after 2014
- Therefore, we must continue with some of our other plans for the next 2 years



# Key AESS Membership Plans

- Letter sent to all AESS Arrears members.
- Letters are being sent to all new AESS members.
- Letter are being sent to all new AESS Senior Member.
- Welcome back letters being sent to all AESS members who are returning to the AESS.
- Membership brochures available for Chapters, Conferences, etc.

# AESS Membership Brochure

- 5,000 brochures have been printed and are available for Chapters, Conferences, etc.
- The brochure is available as an electronic documents that can be emailed.
- The brochure is available for download off the web site.

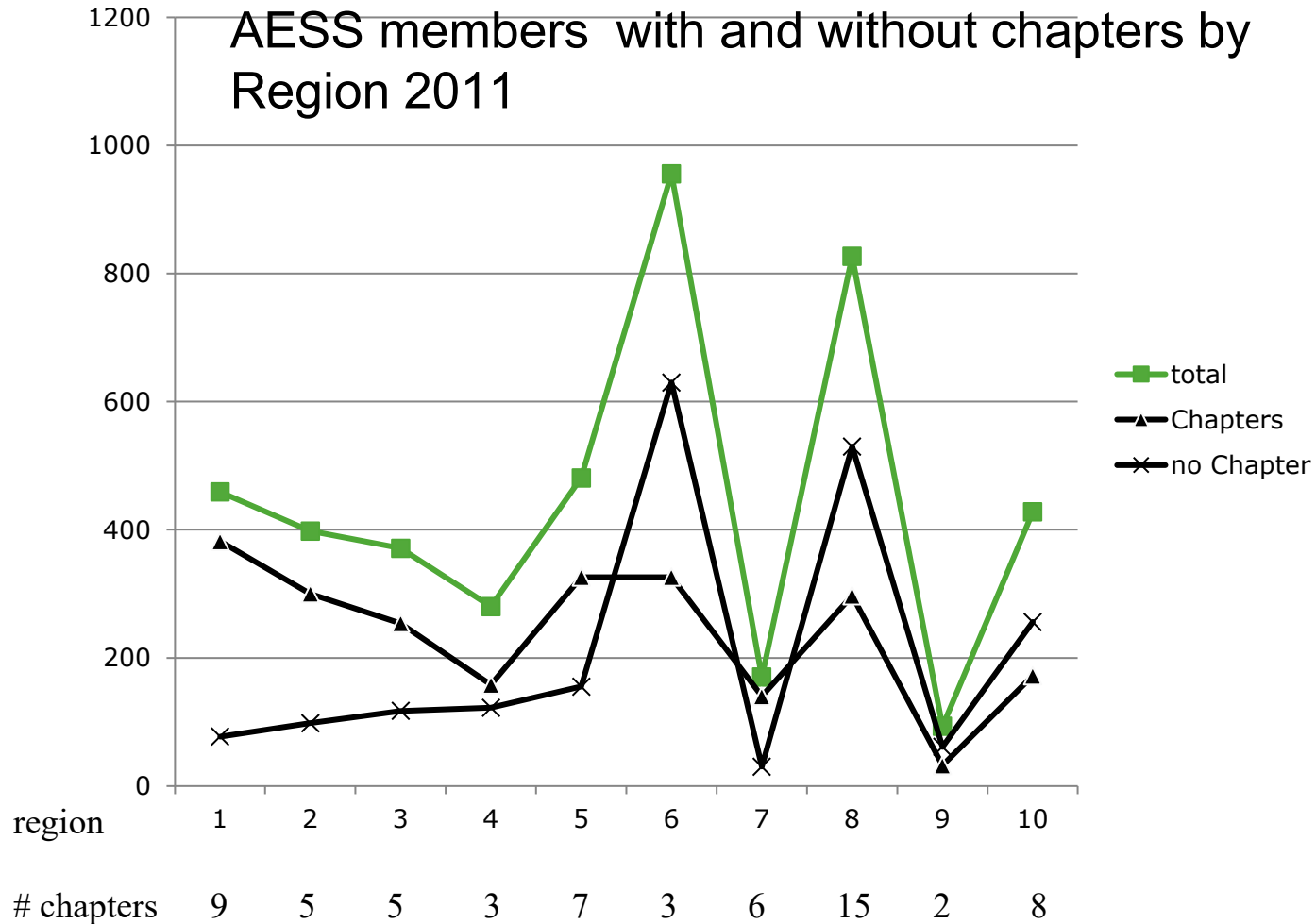
# Free AESS Membership?

- Communications Society has offered this in the past
- Results have been mixed over the long run
- Something to consider on a Pilot basis?
  - However, IEEE said no new programs

# Other AESS MD Development Plans

- Need to continue promoting membership in our Society at EVERY Conference venue utilizing the IEEE Conference Program where possible
- Need to continue all of the membership work that all of us have been doing.
- Need to increase and strengthen our AESS chapters

# AESS members by Region



# Chapters - Erik Blasch new chair

- Promote formation of AES-Joint Society Chapters where no chapter exists
  - LA has over 200 AES members but no chapter.
- Hold a Chapter Summit every three years
  - get chapter officer feedback on society and how to improve chapter operations.
- Set up a "forum web page" to increase chapter communications
- Promote AES Board member visits to chapter meetings in their region.

# ***AESS Membership Important Links***

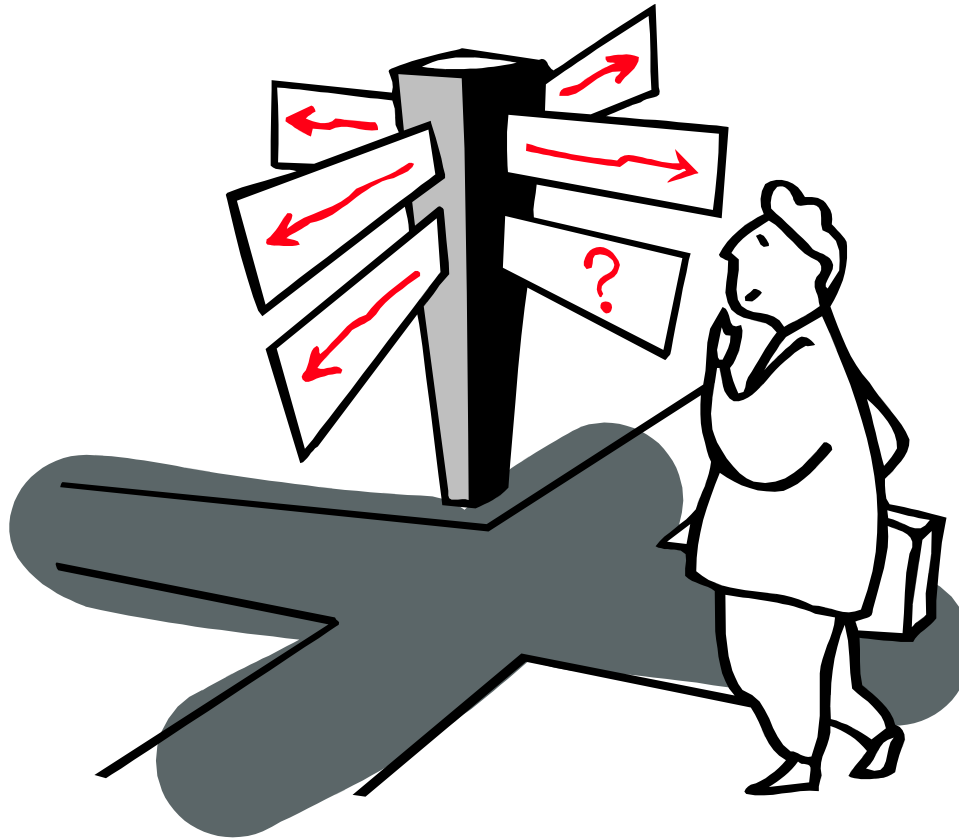
## **AESS Web Home Page**

- **<http://www.ieee-aess.org/>**

## **Join AESS Membership Web Page**

**[http://www.ieee.org/membership\\_services/](http://www.ieee.org/membership_services/)**

# Questions, Comments, Suggestions?





additions

# Continue/Expand our Conference Recruiting

<http://www.ieee.org/about/volunteers/cmr.htm>

## Conference Member Recruitment Program

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### ♦ <sup>+</sup>Join IEEE and get a free society

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The IEEE Conference Member Recruitment Program (CMR) offers an incentive to those who join the IEEE at the conference. Each higher-grade, full-dues paying IEEE membership applicant is given one year of membership to one of IEEE's 38 [Technical Societies](#). The program runs in parallel with the IEEE membership year (16 August - 15 August) and is one of the most successful membership development tools available.

To have your conference(s) considered for this program, you must submit your request via the form below. Once approved, a unique campaign code will be assigned and sent to you.

NOTE: This campaign code must be on the back of each membership application form that is submitted to the IEEE in order to be processed correctly. Students and GSM's are not eligible to participate in this program.

The most successful conferences set up a highly visible, staffed membership recruitment desk and recruit a minimum of 25 new members. Supplies for the table may be ordered online through the [membership development supply form](#) using your IEEE web account.

### Conference Member Recruitment Form

Please allow 2 weeks lead time to obtain your tracking/campaign code.

For all other questions regarding the CMR program contact [Denise Maestri](#), Supervisor for Admission & Advancement.

# Process for IEEE Free Memberships at AESS Sponsored Conferences

- Register your conference with the IEEE Conference Member Recruitment Program. Go to [http://www.ieee.org/web/volunteers/membership\\_dev/cmr.html](http://www.ieee.org/web/volunteers/membership_dev/cmr.html).
- The conference will charge the attendee the non-member fee and give them a voucher for 1-yr free IEEE/AESS membership (new members only, NOT renewals). All non-members will get a voucher.
- The attendee turns the voucher in to the IEEE booth or registration desk and fills out a membership application and leaves it at the desk. The Conference sends all applications to IEEE for processing. (Be sure to include the unique campaign code given by IEEE.) The Conference pays for the IEEE memberships, and IEEE pays for the Society Memberships.
- The registration differential for member vs non-member is priced at the cost of 1-yr IEEE membership (currently about \$170).
- These memberships are FULL memberships, not "affiliate".
- Send the names to Judy Scharmann and Jim Howard for tracking.

*Join IEEE Communications Society Today!*  
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Best wishes,

**IEEE Communications Society**

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# Free AESS Membership?

- According to the Communications Society they estimate a 14% retention rate for this program.
- Estimated AESS Society Costs for a similar program (per edition):
  - Cost to print a copy of the AESS magazine - \$1.00
  - Cost to mail a copy of the AESS magazine - \$1.00 (US)
  - Cost to mail a copy of the AESS magazine - \$4.00 (International)
  - Total cost for FREE AESS Membership would be:
    - \$2 (US Members)
    - \$5 (International Members)
- We have requested and received the TIP codes we could use for the program, however we would need to determine “key” TIP codes to use.
- Not all FREE email will be responded to!

# Free AESS Membership?

- This program would begin after the ½ price dues year starts (approximately May 2012) and could run thru August.
- We can limit the number of email for the program we send out.
- As an example – if we get 2,000 possible new AESS members, we can expect to retain about 280 as renewals for the next membership year (based on the Communications Society experience).

# IEEE AESS Membership by Year

