# AESS BOG Meeting

May 3-4, 2013

Ottawa, Canada


## Larry Chasteen

VP Membership

# Membership Agenda

- *Membership overview* - Larry Chasteen
- *Chapters* - Erik Blasch
- *Student Activities* - Bob Rassa
- *GOLD Activities* – Cosimo Stallo
- *Undergraduate Student* - Chris Cullen
- *Graduate Student* - Anthony Samaritano

# Key IEEE Membership Points

## December 2012 vs. December 2011 Data

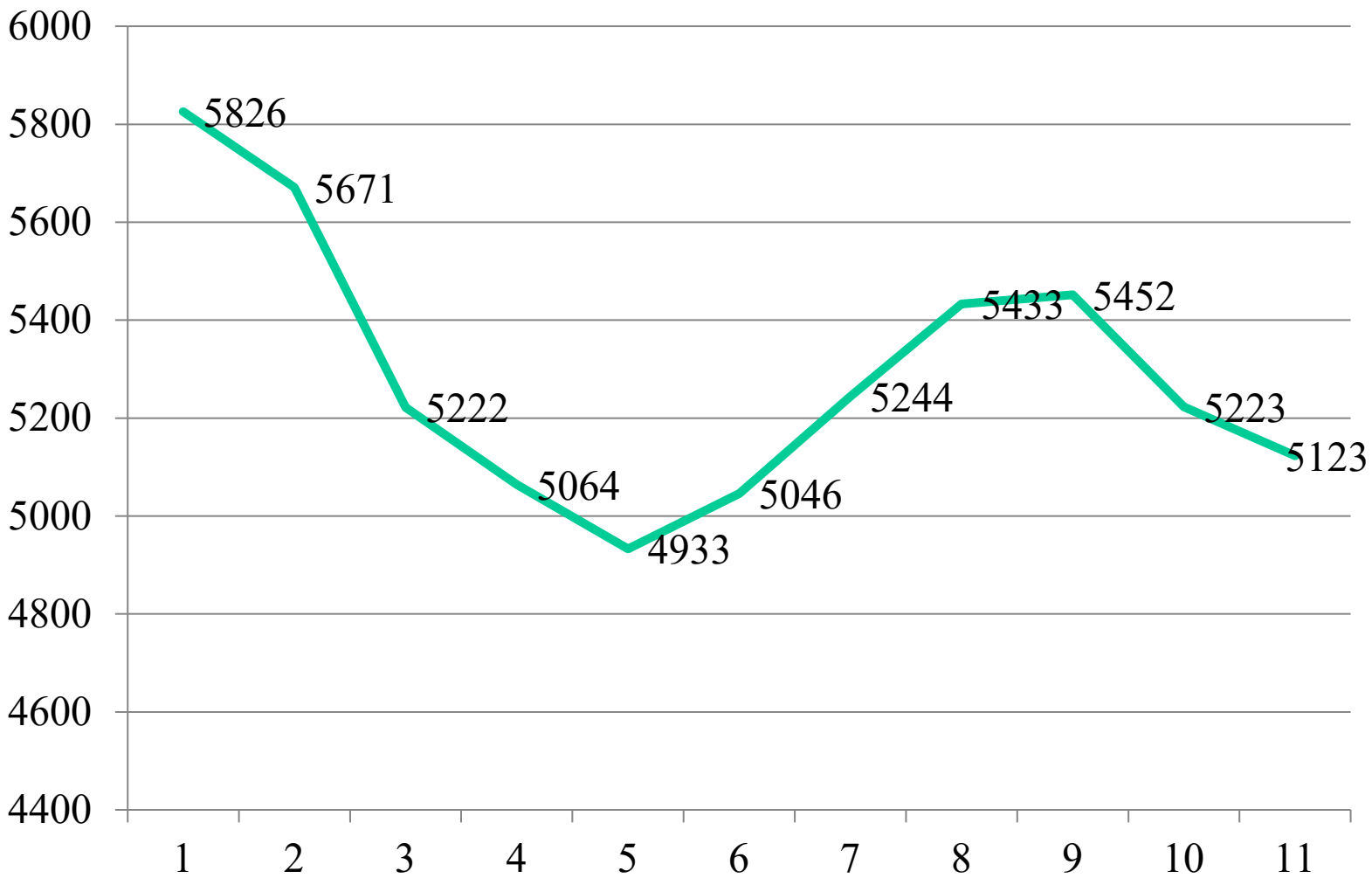
- IEEE Membership is up 3.1%
  - Over 429,000 – highest ever
  - Major growth is students in region 10 (+7.8%)
- Society Membership is flat overall
  - Over 339,000 (but few students)
  - 16 societies up, 8 societies flat, 14 societies (AESS) down
- Complete IEEE Membership Statistics for 2012
  - Refer to December IEEE MD Report

# AESS Membership

# Information

# Key AESS Membership Points
## December 2012 vs. December 2011 Data

- AESS ended Dec 2012 with 117 less members than the end of Dec 2011 (4,994 members, -2.4%).
- We are behind our membership numbers for the last 5 years.
- At the end of February, after the Terminator runs, we saw our “normal” dip in membership.


IEEE AESS Membership by Year
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# AESS Membership Development

# Plans and Suggestions from April 2013 AESS Strategic Plan

# Strategic Plan - Membership

- Key Element was Tiered Membership
  - Each IEEE membership includes 1 free society
- However, the IEEE executive board dropped this plan at the end of 2011.
- Therefore, we must continue with other plans for the next 2 years

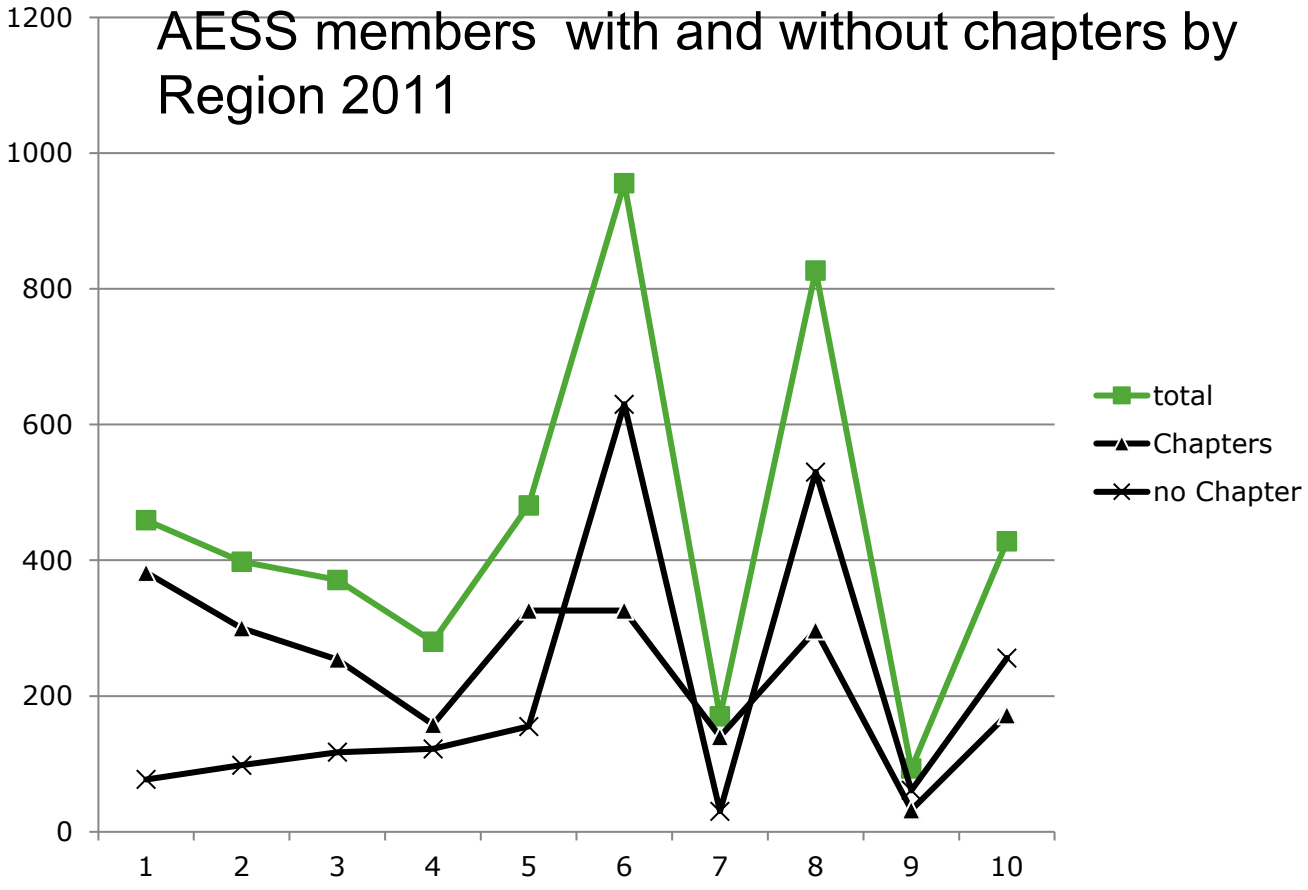
# Other AESS Membership Plans

- 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.
- Need to increase and strengthen our AESS chapters
- 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.

# AESS members by Region



# Chapters - Erik Blasch chair

- Promote formation of AES-Joint Society Chapters where no chapter exists
- Set up a "forum web page" to increase chapter communications
- Hold a Chapter Summit every three years
  - to get chapter feedback on society and how to improve chapter operations.
  - next one in Amsterdam in August 2014
  - will make a motion to approve budget
- Erik to cover in more detail later.

# Student activities – Bob Rassa

- This year about 25,000 IEEE student members will be automatically elevated, in August, to higher grades of membership.
- Sadly, many student members believe IEEE is just a club on campus, without knowledge of the resources IEEE can offer to help secure a job or awareness about the professional networking opportunities offered by Sections and Chapters.
- Bob to cover student activities in his report

# GOLD – Cosimo Stallo Chair

- STEP (Student Transition and Elevation Partnership) program provides an activity for engaging graduating students by:
  - Identifying a local IEEE entity beyond the student branch for members to contact
  - Planning a joint Section and GOLD event to introduce local IEEE resources
  - Show IEEE member benefits and opportunities best suited for early-career professionals
- Cosimo to cover more GOLD in his report

# Student Representatives

- Undergraduate Student - Chris Cullen
- Graduate Student - Anthony Samaritano
- They will cover their functions and plans

# Other Plans – Why be a member?

- Continue promoting AESS membership at all Conferences
  - Reduced registration if AESS member?
- AESS tutorials – very good information
  - Now need to be a member to view tutorial
  - Consider brief intro for anyone, continue iff member?
- Possibly record some DL and treat like tutorials – brief intro for anyone, continue iff a member?
- Trial free membership similar to Comm Soc?
- Need every officer to continue helping with membership and make suggestion on how to improve.

# *AESS Membership Important Links*

## AESS Web Home Page

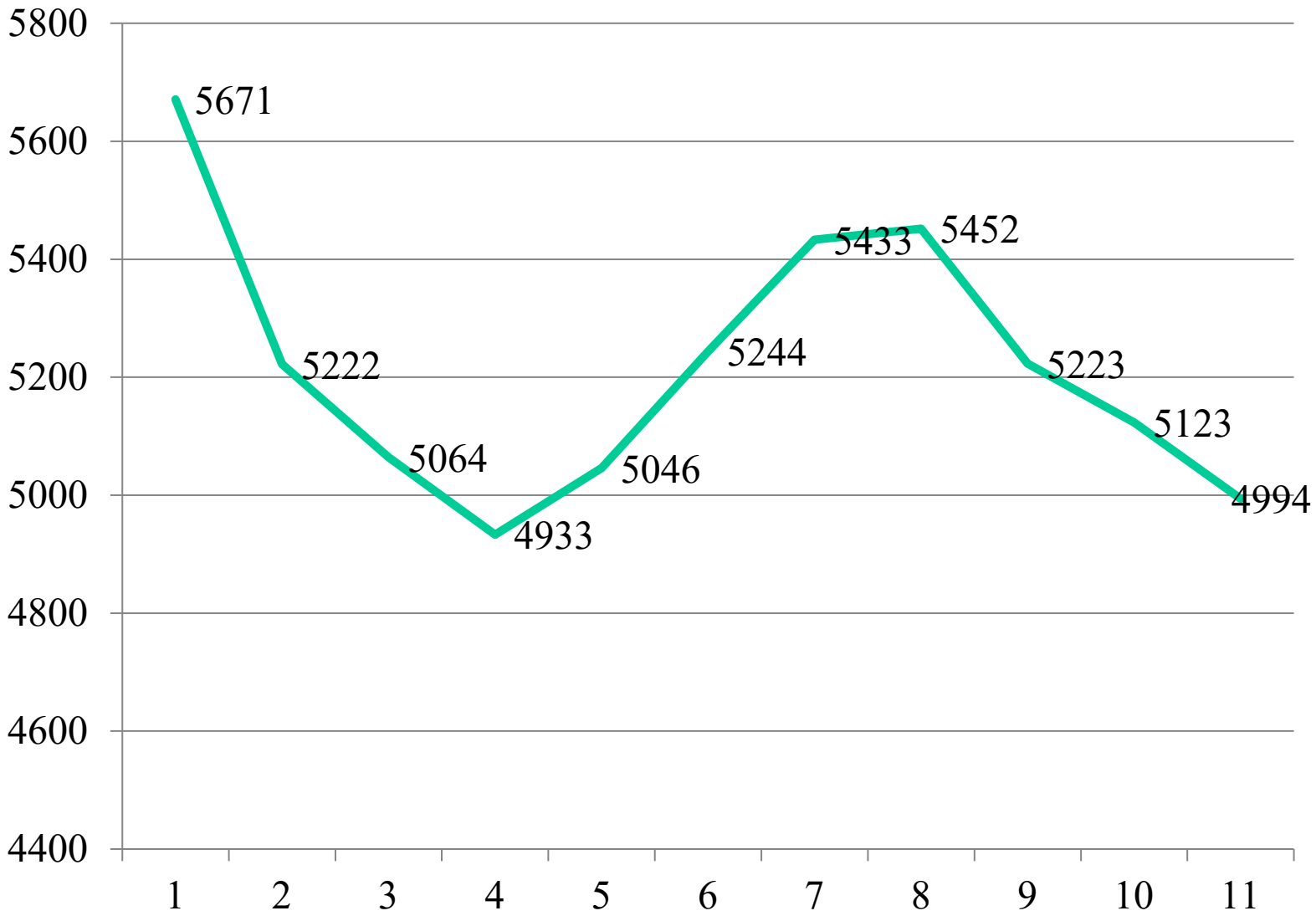
- **http://www.ieee-aess.org/**

## Join AESS Membership Web Page

**http://www.ieee.org/membership_services/**

# Questions, Comments, Suggestions?

# Extras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- A Brief History of Communications book (upon request)
- Online access to industry resources and technical papers
- Online Tutorials, Webinars and other Educational programs
- Opportunities to network with technical experts around the world

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Best wishes,

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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 2014) 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).

# 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

# Continue/Expand our Conference Recruiting

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

## Conference Member Recruitment Program

### Join IEEE and get a free society

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.
- 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.