IEEE Aerospace Electronic Systems
VP Member Services

Lorenzo Lo Monte

2023 AESS Board of Governor Meeting

5 and 6 May 2023

San Antonio, TX, USA

Member Service Committee

Lorenzo Lo Monte

Laila Moreira

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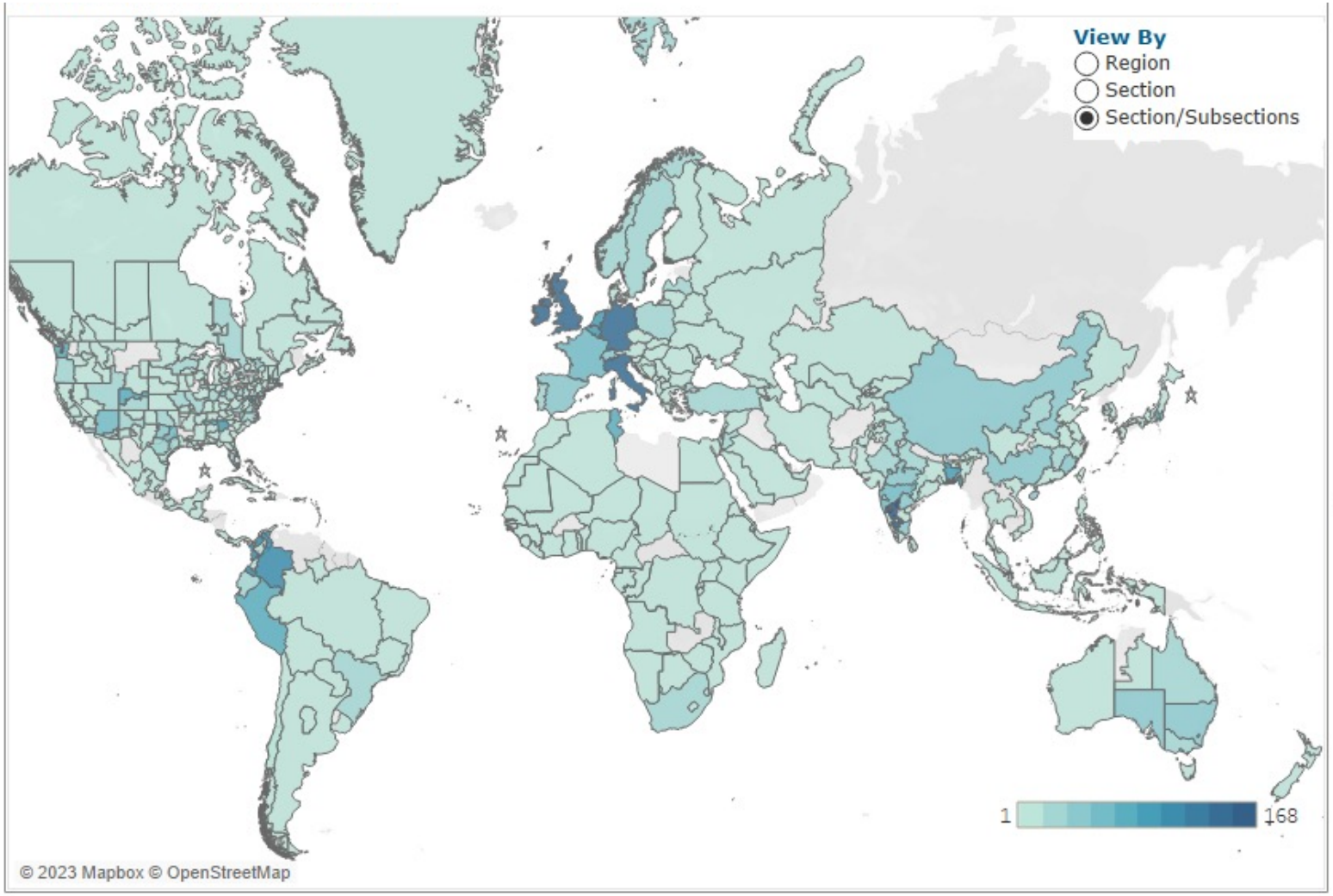
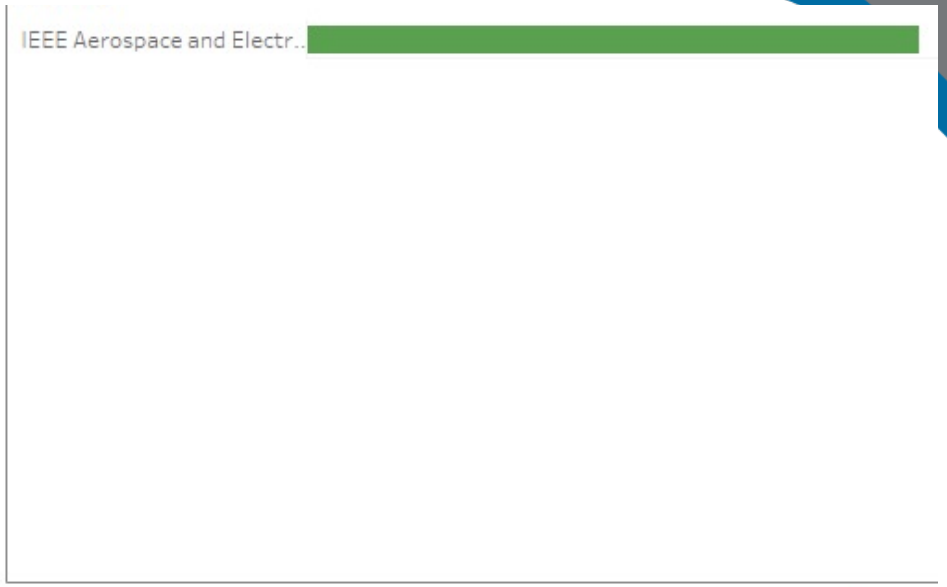
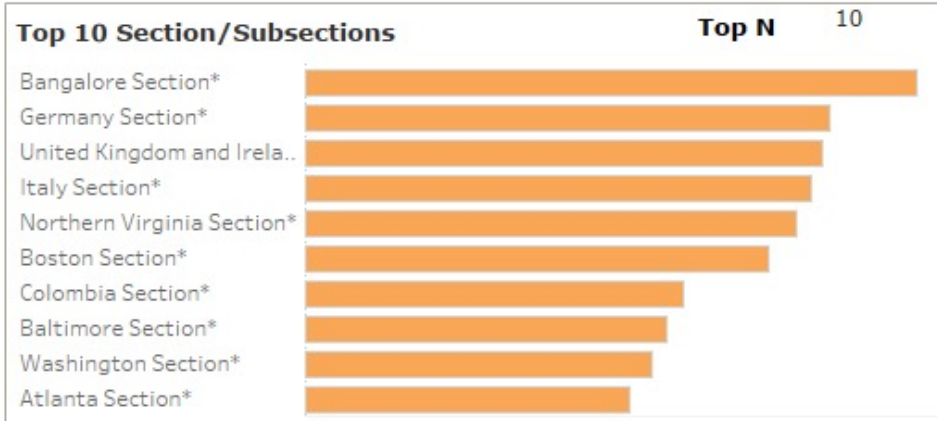
Membership Overview (2023)

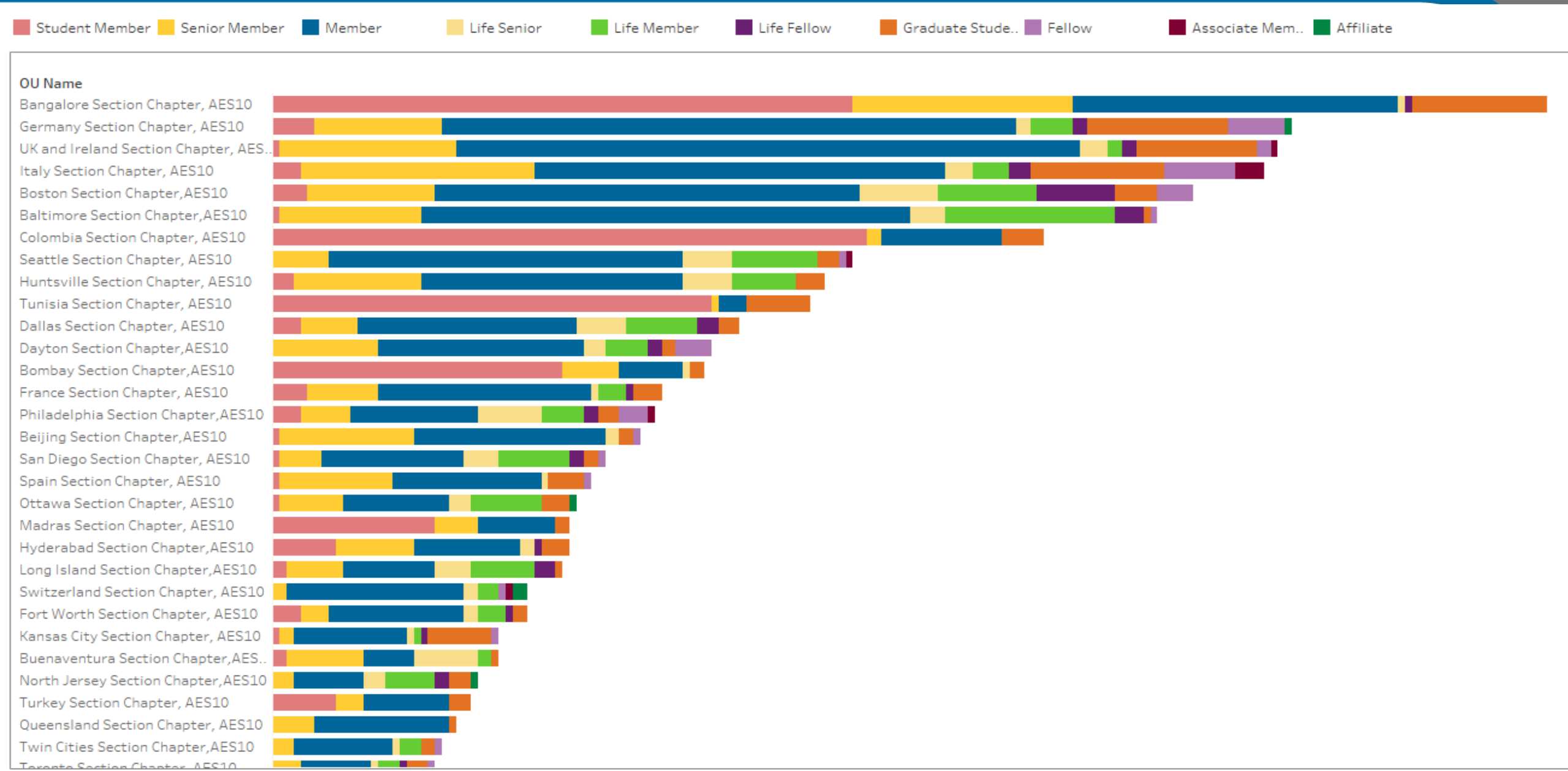




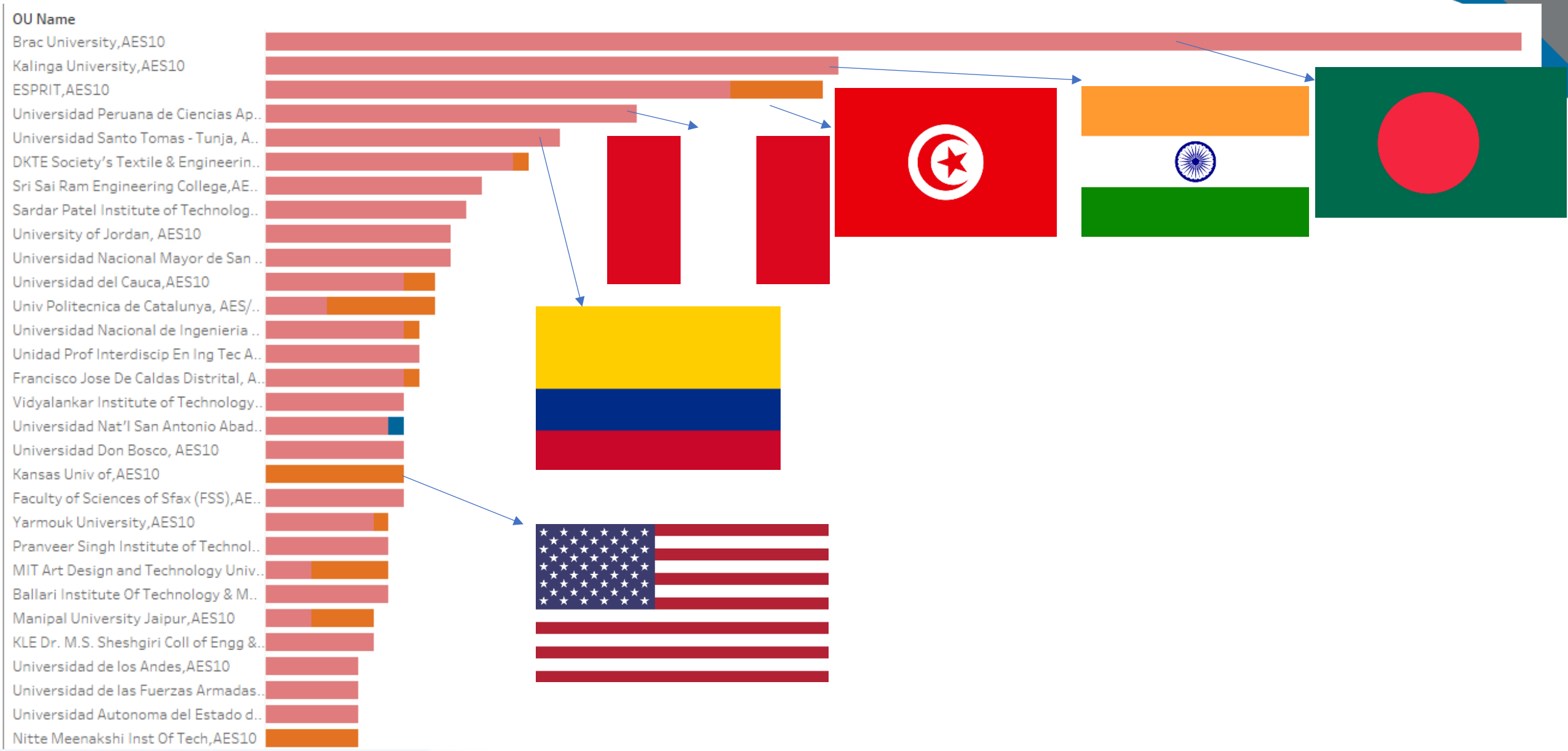


	Female	Male	Unknown
Total Members	323	2,629	235
% of Total	10.13%	82.49%	7.37%

Most Populous AESS Chapters

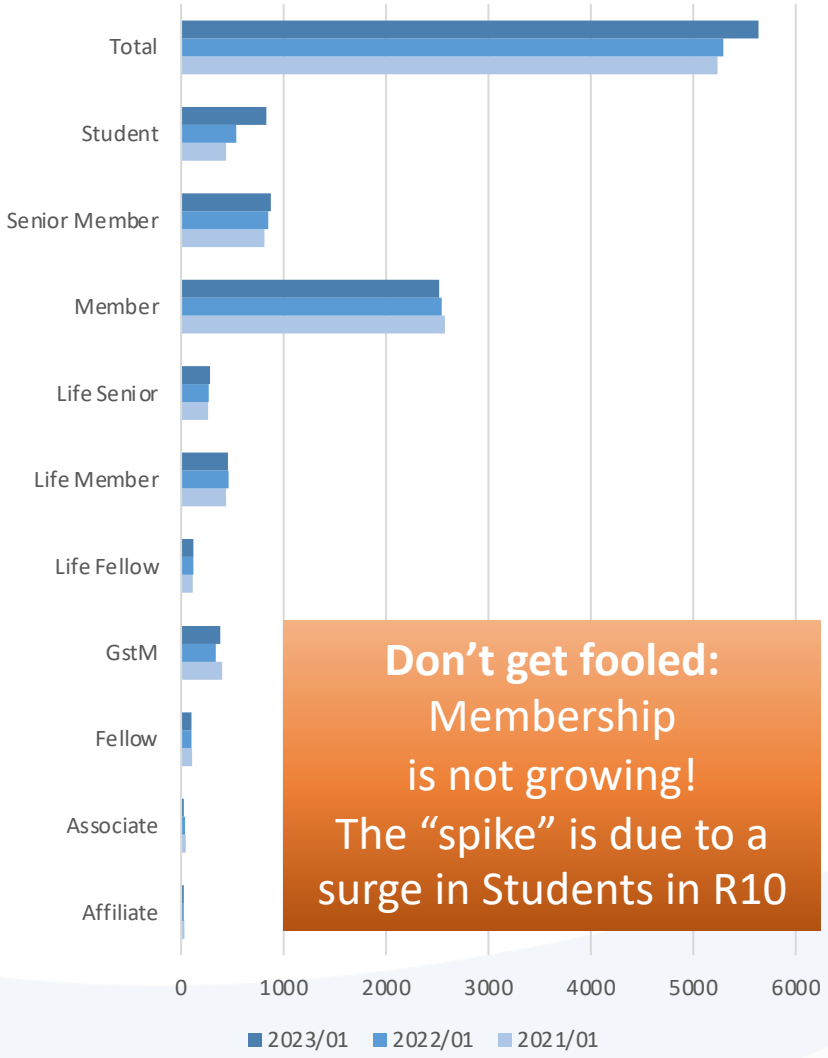


Most Populous Student Branch Chapters



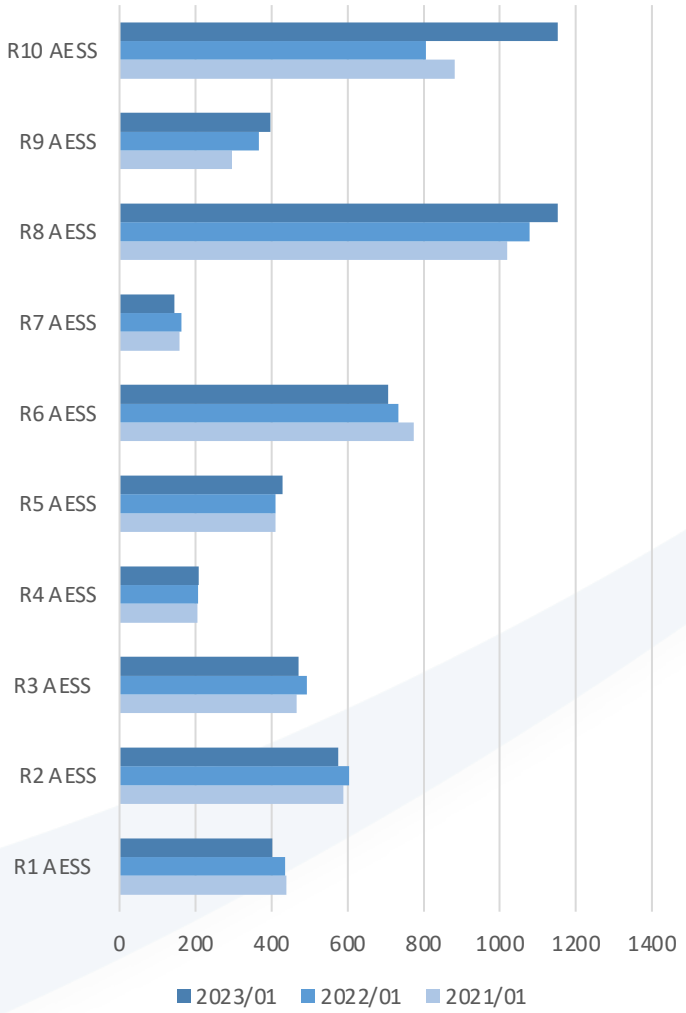
Membership Trends

Membership Trend

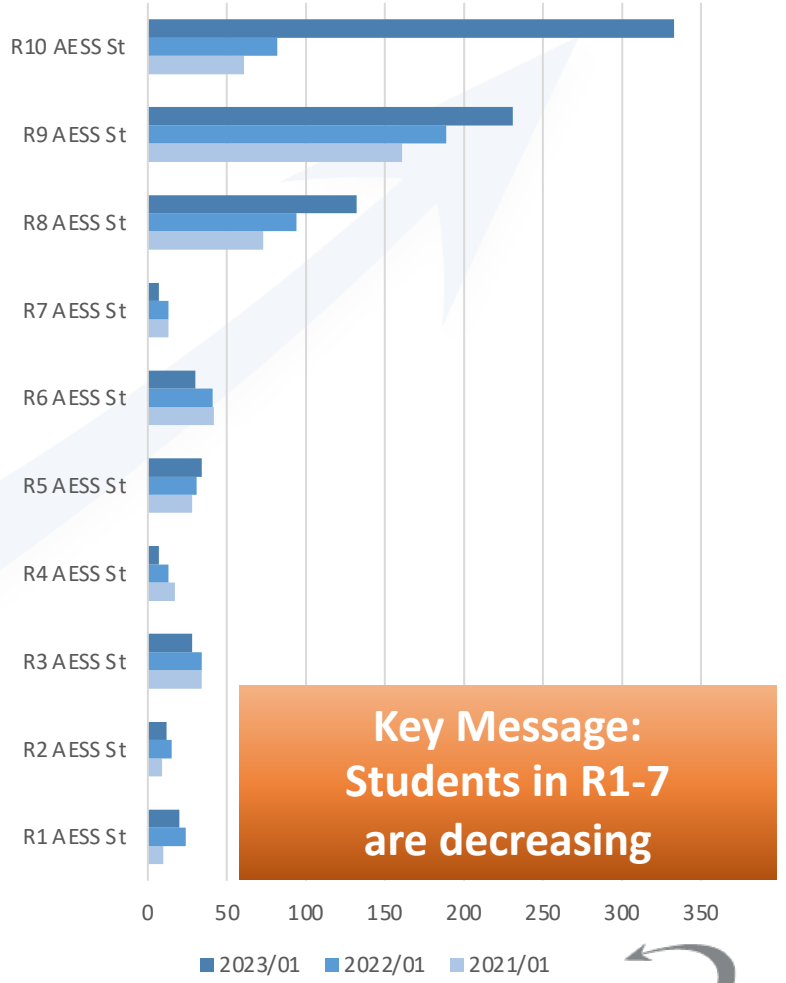


Don't get fooled:
Membership
is not growing!
The "spike" is due to a surge in Students in R10

Membership Trend by Region



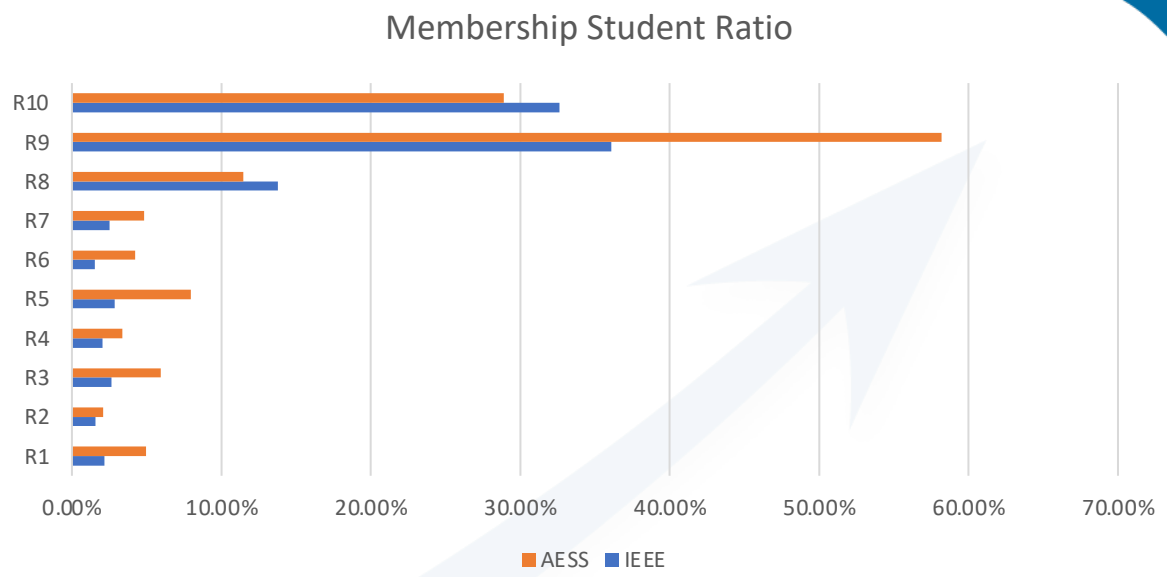
Student Membership Trend By Region



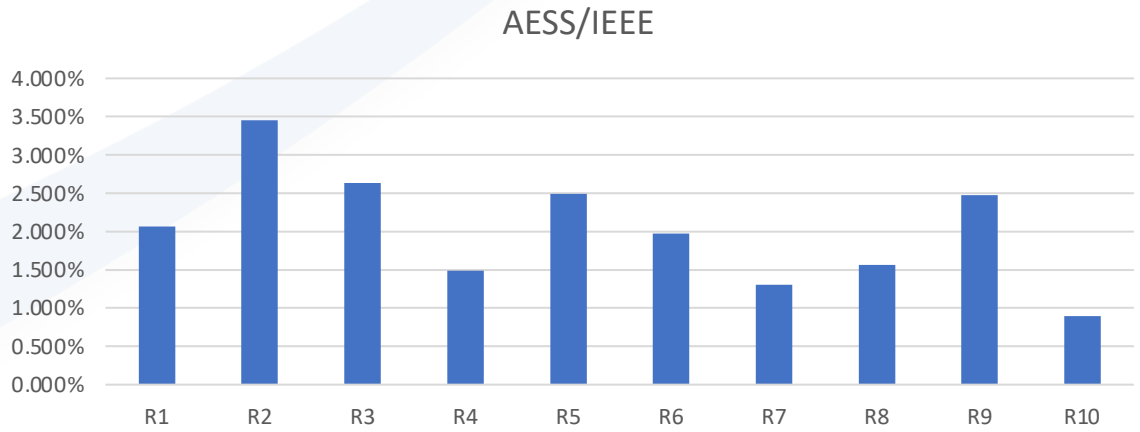
Key Message:
Students in R1-7 are decreasing

How we compare against IEEE

- Despite lack of students in R1-7, This is **IEEE-wide** issue
  - it is far more difficult to be handled as AESS alone…



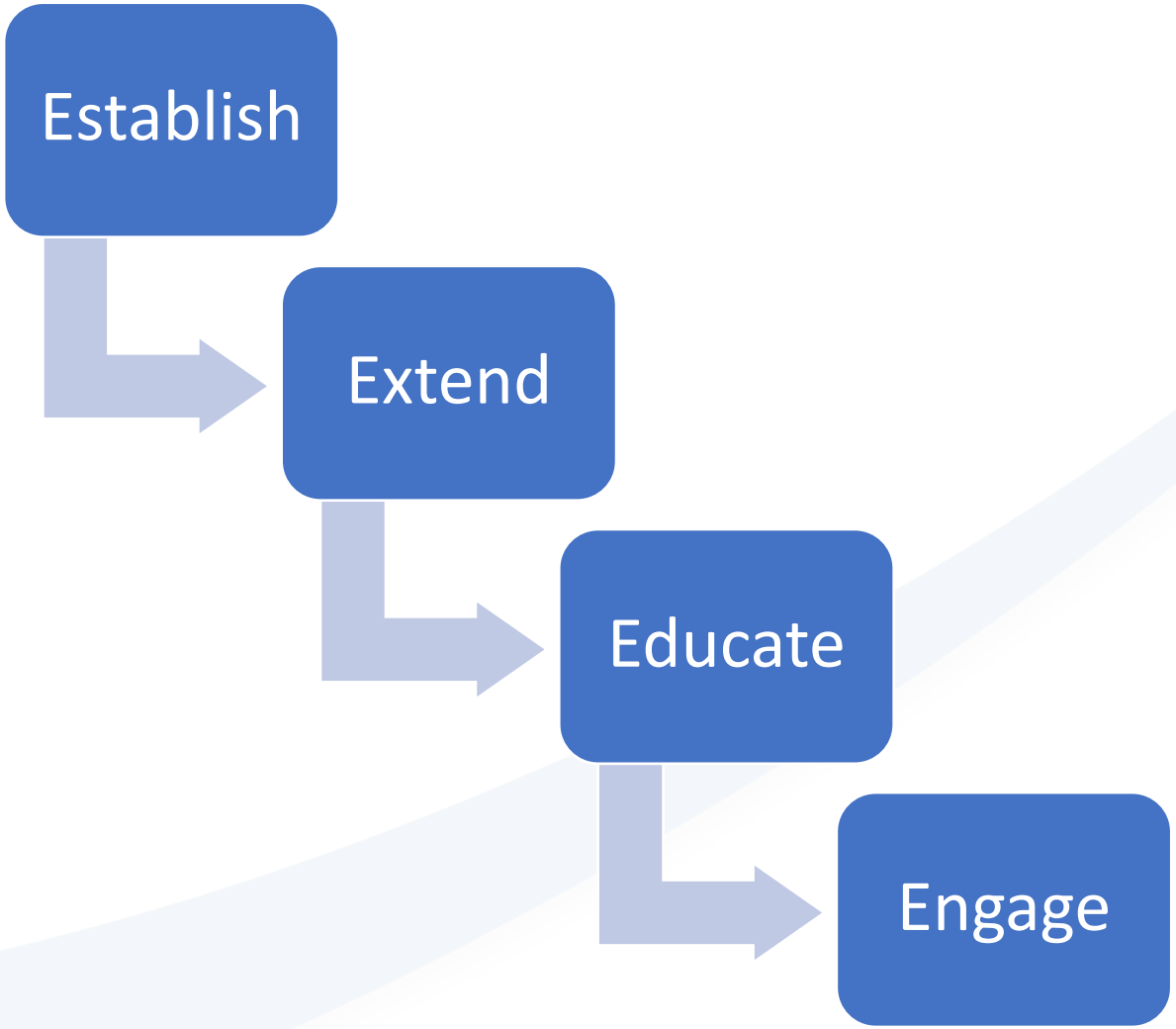
- Despite already surging, R10 has the potential to grow even further



Ultimate Goals

- Grow the *number* of members steadily (2% per year)
  - A common objective for decades…
  - "Achieved" in absolute terms, but underperforming w.r.t. IEEE
- Grow the *happiness* of current members
  - Never been fully defined with metrics…
- Grow the number of *activities* per chapter
  - Never been a firm metric…

How? The 4 “E”



Establish (the infrastructure)

- Make sure that all our websites and sources of information are up to date, working, maintained, and easy to read

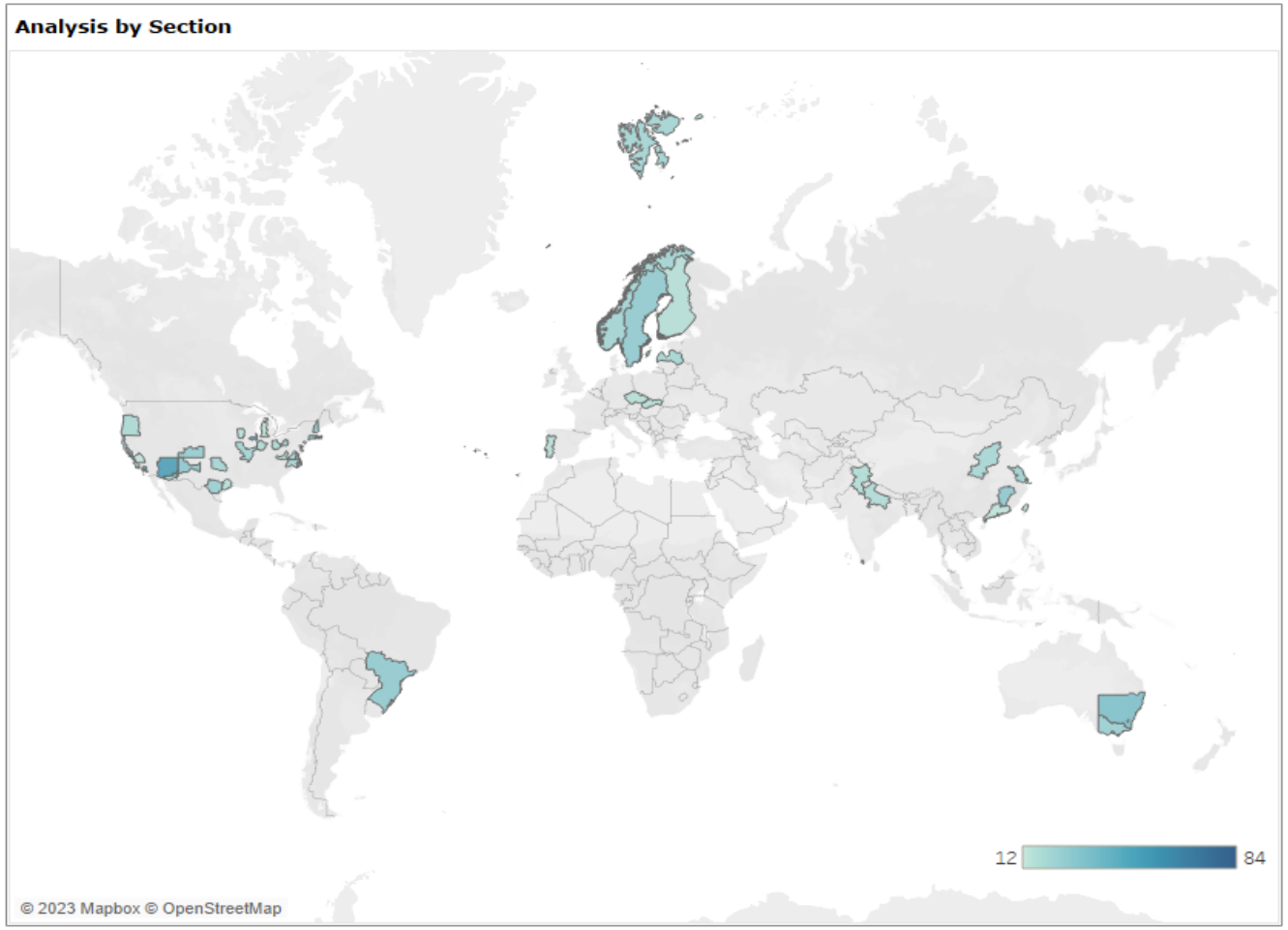
Done!

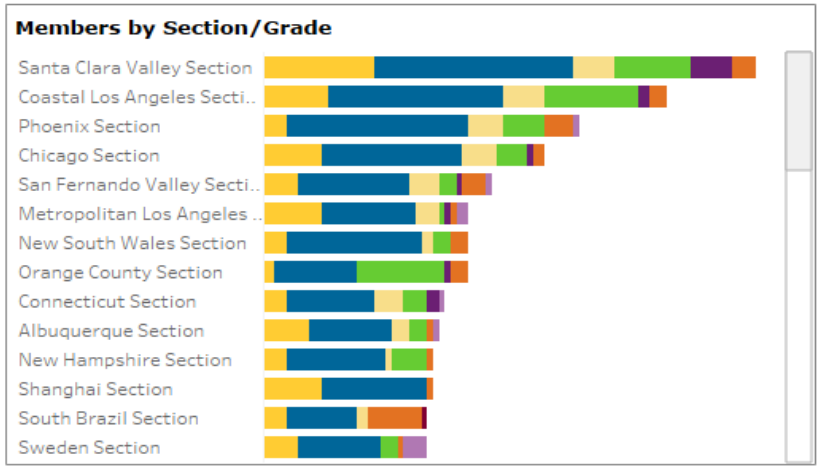
- **Chapter Major Initiatives Funding**
  - **Chapter Reports stop at 2019…**
  - **Chapter Handbook stops at 2020 (pre COVID)**

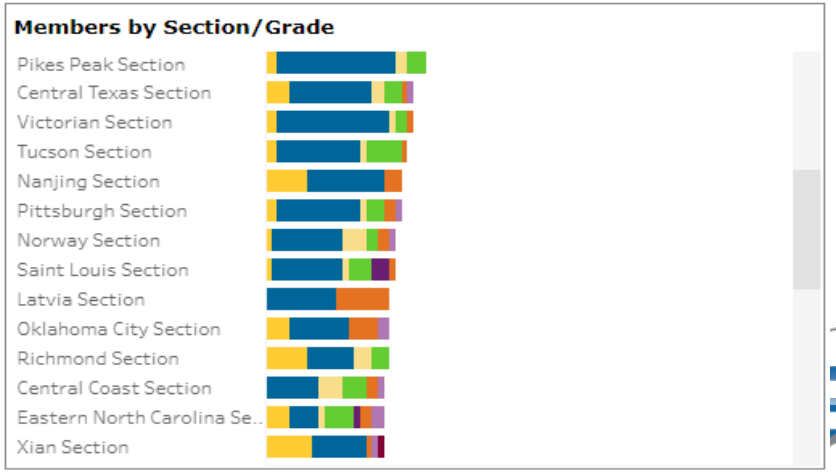
Collecting Data for new reports…

Extend

- We need to “extend” to all areas where we have enough members but no chapters







Educate (Chapter Chairs and Members)

- Chapter Chairs education
  - Increase number of Chapter Summit
  - Start smaller, virtual-only meetings with Chapter Chairs, more frequently
  - Engage in one-on-one phone calls, or email exchanges, to help and motivate chapter chairs.

New Chapter Summit Next Week

Interacted with 11 Chapter Chairs

- Member Education
  - Disseminate material at AESS Conferences, Sponsored Events, Chapter Events
  - *Consistently* provide information on QEB
  - Disseminate information on LinkedIn
    - Create Self/Advertising Surveys

Material Ordered
Delivered
and being Shipped

Engage

- **Make sure that Members attend Chapters events**
  - Ensure Chapter Chairs use vTools and modern advertising techniques
  - Ensure Chapter Chairs organize events that “people want to attend”
  - Establish a policy of surveys/feedback to make sure Members are happy and want to attend future events

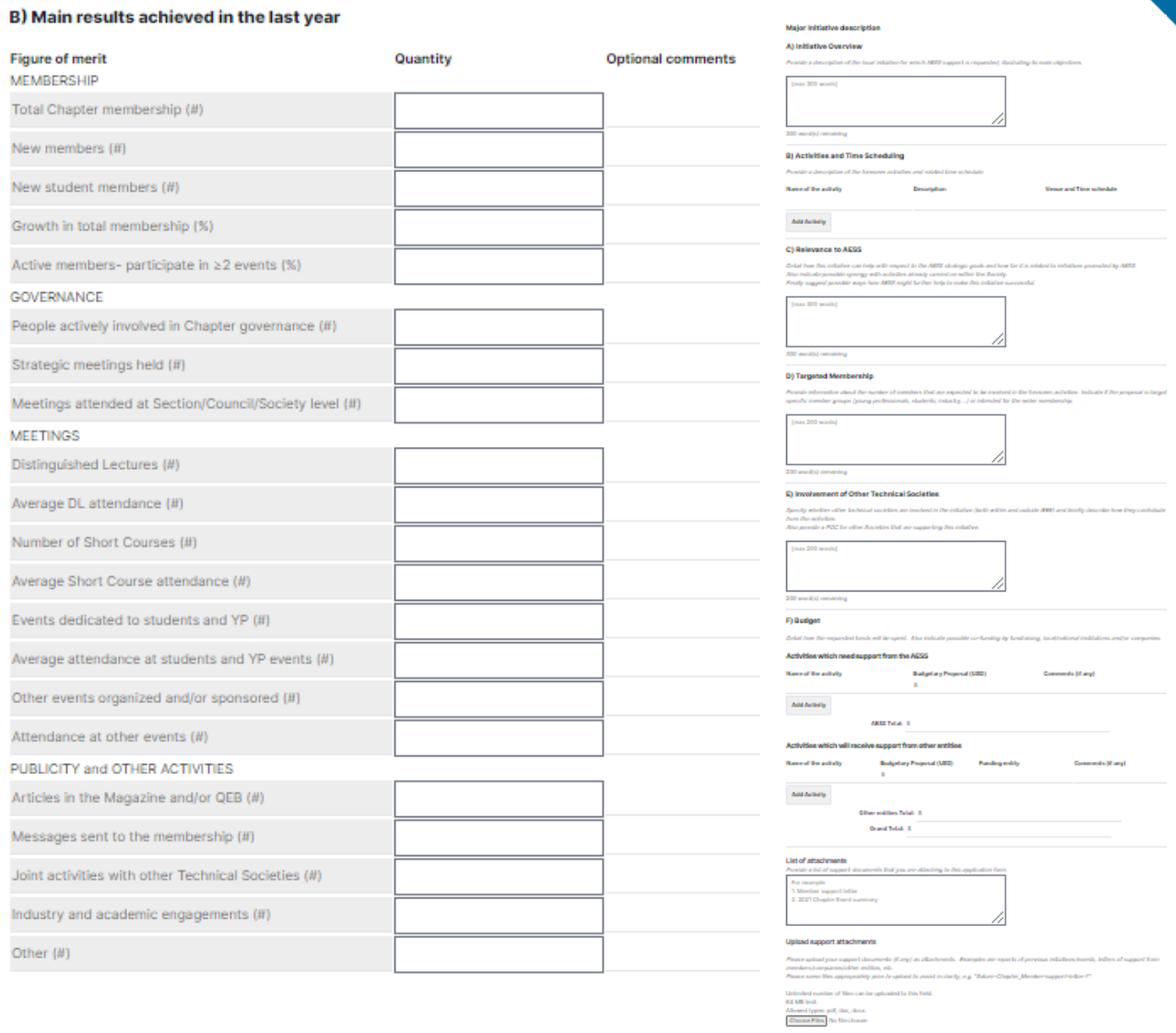
Instructed Chairs to do so

- **Make sure that Chapters are properly funded**
  - **See next…**

Chapter Funding

- Up to $5,000 with possible increases after BoG vote
- Great option but Diminished Impact due to Bureaucracy and long forms…
  - Recommend streamlining the process, focusing more on open dialogue with VP Member / Chapter Coordinator

Created “new” process to streamline approval



B) Main results achieved in the last year

Figure of merit	Quantity	Optional comments
MEMBERSHIP		
Total Chapter membership (#)		
New members (#)		
New student members (#)		
Growth in total membership (%)		
Active members- participate in ≥2 events (%)		
GOVERNANCE		
People actively involved in Chapter governance (#)		
Strategic meetings held (#)		
Meetings attended at Section/Council/Society level (#)		
MEETINGS		
Distinguished Lectures (#)		
Average DL attendance (#)		
Number of Short Courses (#)		
Average Short Course attendance (#)		
Events dedicated to students and YP (#)		
Average attendance at students and YP events (#)		
Other events organized and/or sponsored (#)		
Attendance at other events (#)		
PUBLICITY and OTHER ACTIVITIES		
Articles in the Magazine and/or QEB (#)		
Messages sent to the membership (#)		
Joint activities with other Technical Societies (#)		
Industry and academic engagements (#)		
Other (#)		

Major initiative description

A) Initiative Overview

B) Activities and Time Scheduling

C) Relevance to AESS

D) Targeted Membership

E) Involvement of Other Technical Societies

F) Budget

Activities which need support from the AESS

Activities which will receive support from other entities

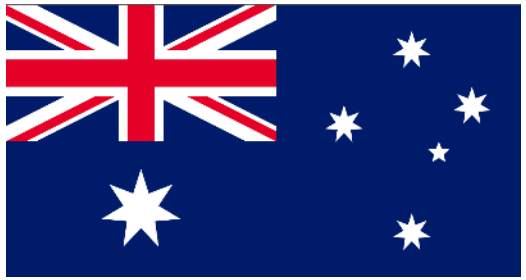
List of attachments

Upload support attachments

Upcoming Chapter Summit

- Colombia
  - POC: Giovanna Estefania Ramirez
  - Dates: Tuesday, May 9 to Thursday May 11
  - Hotel: Marriott Bogota

- Australia
  - POC: TBD
  - Dates: November, TBD
  - Hotel: TBD



Unsolved Issues

- AESS Membership Price has been raised many times as hindering growth.
  - Need data: actual fees paid by members worldwide

We Received Data.
Data is **not** convincing

- Transferring money to (remote) Chapter has been difficult
  - Need to devise easy method to move money to intended chapters, including student branch chapters

Conference Catalyst + IEEE have a "good" process to transfer money

SWOT Analysis

Strengths

- Organic Growth
- Student Growth
- Efficient AESS Management

Weakness

- Out of “Topic” with the new generation
  - Drone, Satellites, Commercial
- “AESS” name

Opportunities

- Nurture Student Branches
- Focus on Underserved Areas

Threats

- Value Proposition
- Other societies “grabbing” AESS topics

Discussion Topic

- Chapter of the Year does not apply to Student Branch Chapters
- However, Student Branch Chapters are *by far* the most active, and need some form of recognition
- $250 per year is not a respectful recognition for their hard work
- Recommend either
  - Extending Chapter of the Year award to Student Branch Chapter
  - Create new Award specifically for Student Branch Chapters

Back up: Laila's "Satisfy Requirement Matrix"

	Undergrad. student	Grad. student	YP, Early Career	Industry	Academia	Researcher	Entrepreneur, Small Business	Late Career	Retired
Publications	Digital library	Digital library	Magazine, Digital library	Digital library	Magazine, Digital Library	Magazine, Digital Library	Magazine, Digital Library	Magazine	Magazine
Awards/ Grants	Travel grants	Travel grants, Dissertation award	Panel award, early career award, publication award	Industrial Innovation Award	AES awards, Panel award, publication award	PLANS, Panel Awards, publication award	Panel award, early career award, publication award	Panel award, publication award	organizational Leadership award
Professional Networking	IEEE YP event	IEEE YP event	Mentoring Program, Radar Summer School, rising stars, YP in space, IEEE YP event	Rising stars	Radar Summer School	Radar Summer School	Radar Summer School, rising stars, IEEE YP event	Radar Summer School	
Continuing Education/ Schools	Resource center, Scholarships, IEEE Learning Network	Resource center, Scholarships, IEEE Learning Network	Radar Summer School, Resource Center	Resource center, IEEE Learning Network, Short course, DL	Resource center, DL, IEEE Learning Network, Short course	Resource center, IEEE Learning Network, DL	IEEE Learning Network	Resource center, IEEE Learning Network	
Conferences	Radar challenge	Radar challenge	IEEE YP Events, Rising Stars, Radar challenge	Industry panels, exhibitions					