



IEEE Aerospace Electronic Systems VP Member Services

Lorenzo Lo Monte

2023 AESSE Board of Governor Meeting

5 and 6 May 2023

San Antonio, TX, USA



Lorenzo
Lo Monte



Laila
Moreira



Francesca
Filippini



Kathleen
Kramer



Laura
Anitori



Joe
Fabrizio

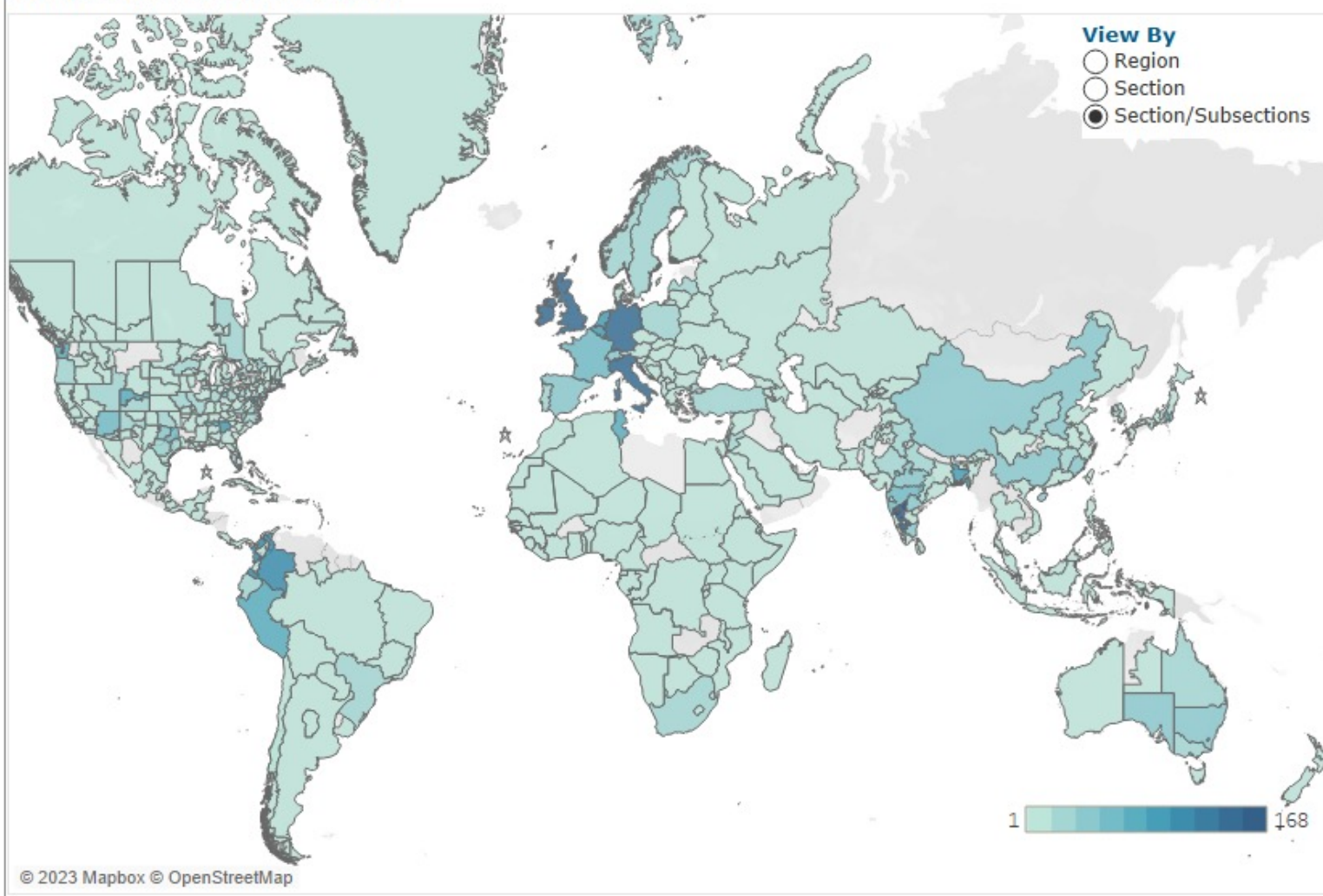


Puneet
Mishra



Philipp
Markiton

Membership Overview (2023)



IEEE Aerospace and Electr...

Top 10 Section/Subsections

Top N 10

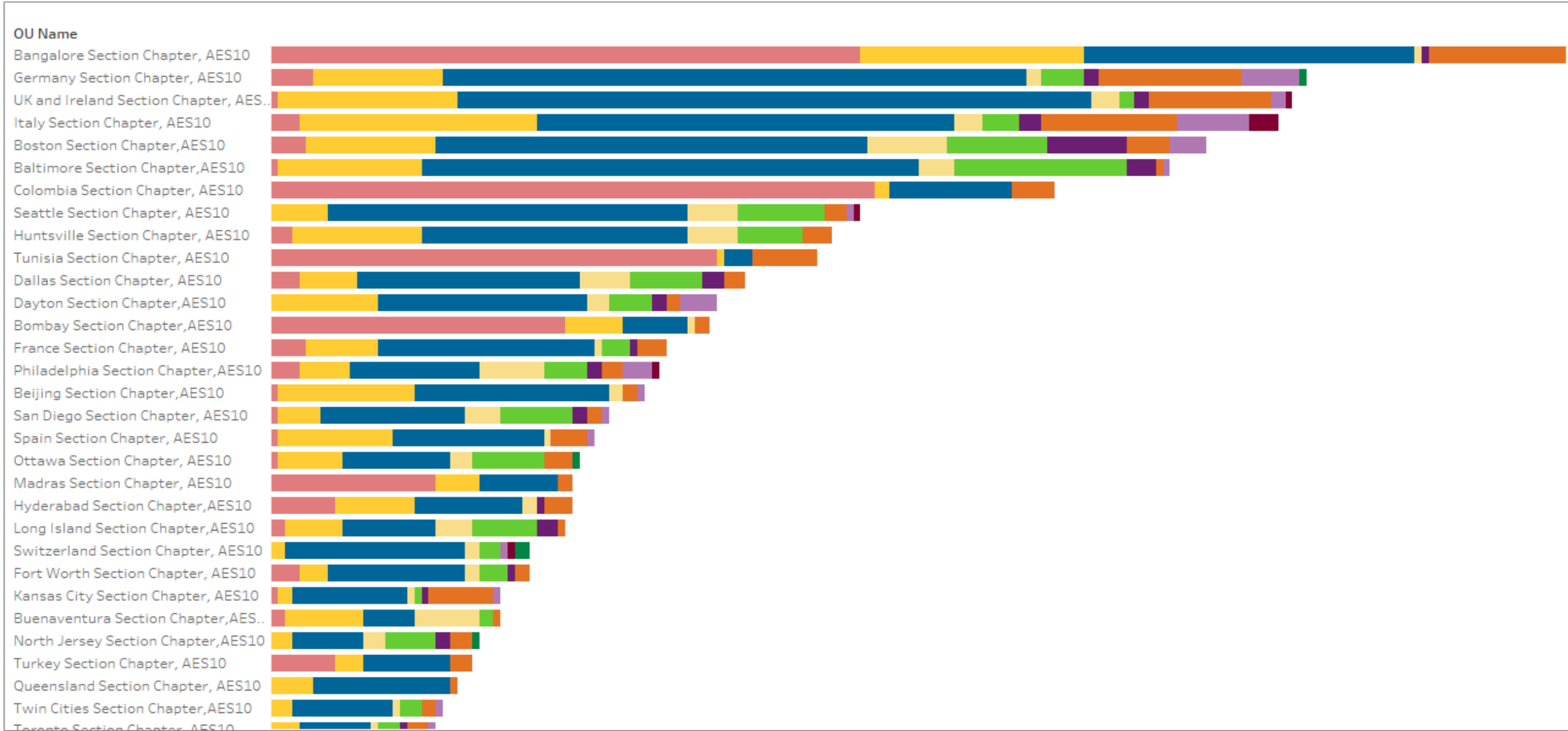


	Female	Male	Unknown
Total Members	323	2,629	235
% of Total	10.13%	82.49%	7.37%

Most Populous AESS Chapters

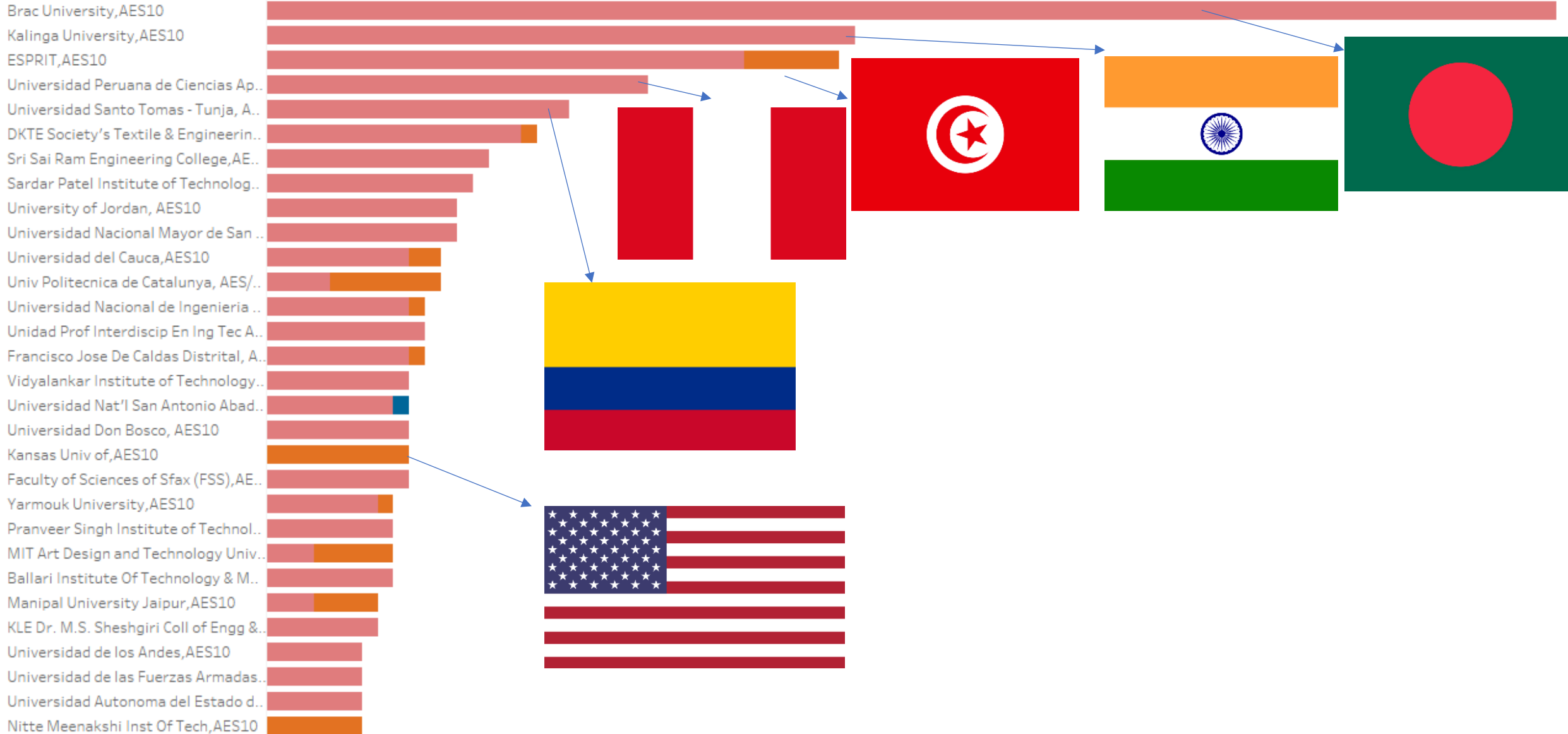


Student Member Senior Member Member Life Senior Life Member Life Fellow Graduate Stude.. Fellow Associate Mem.. Affiliate



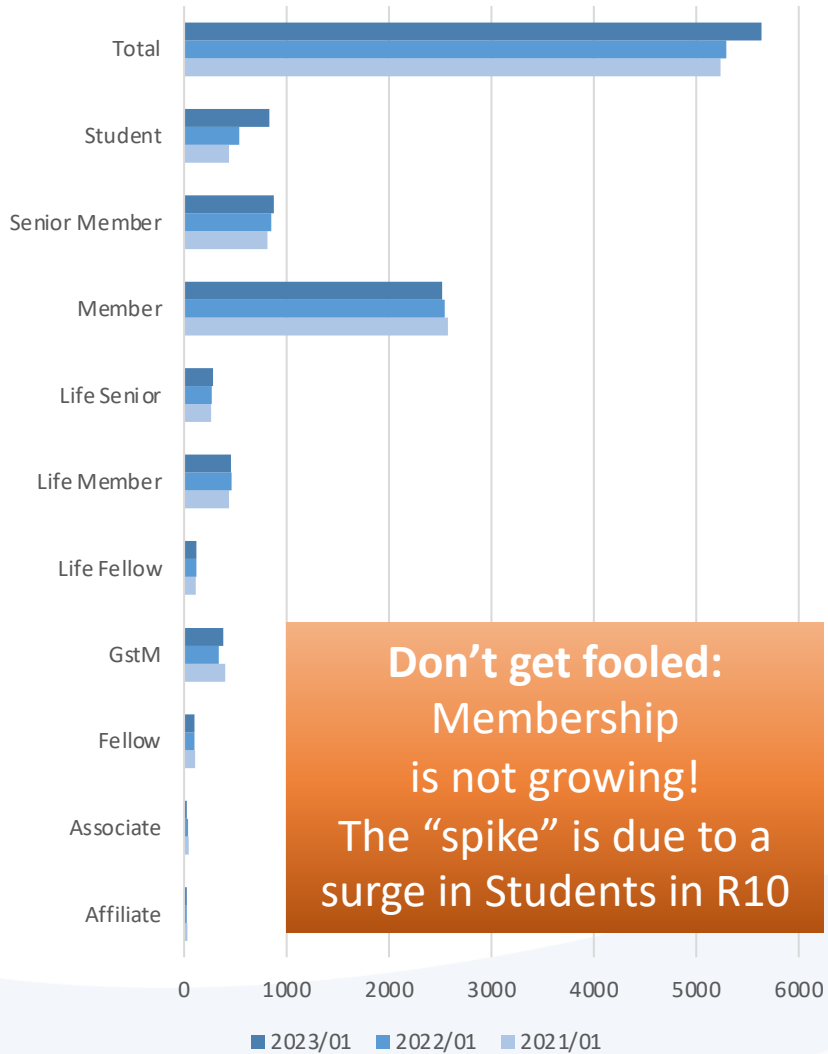
Most Populous Student Branch Chapters

OU Name

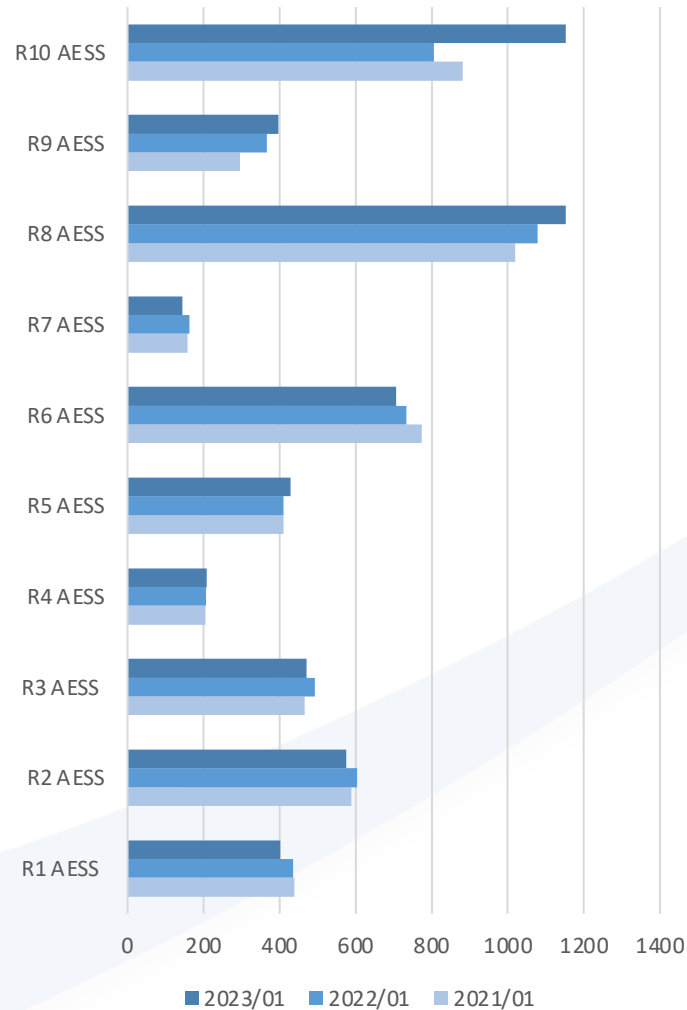


Membership Trends

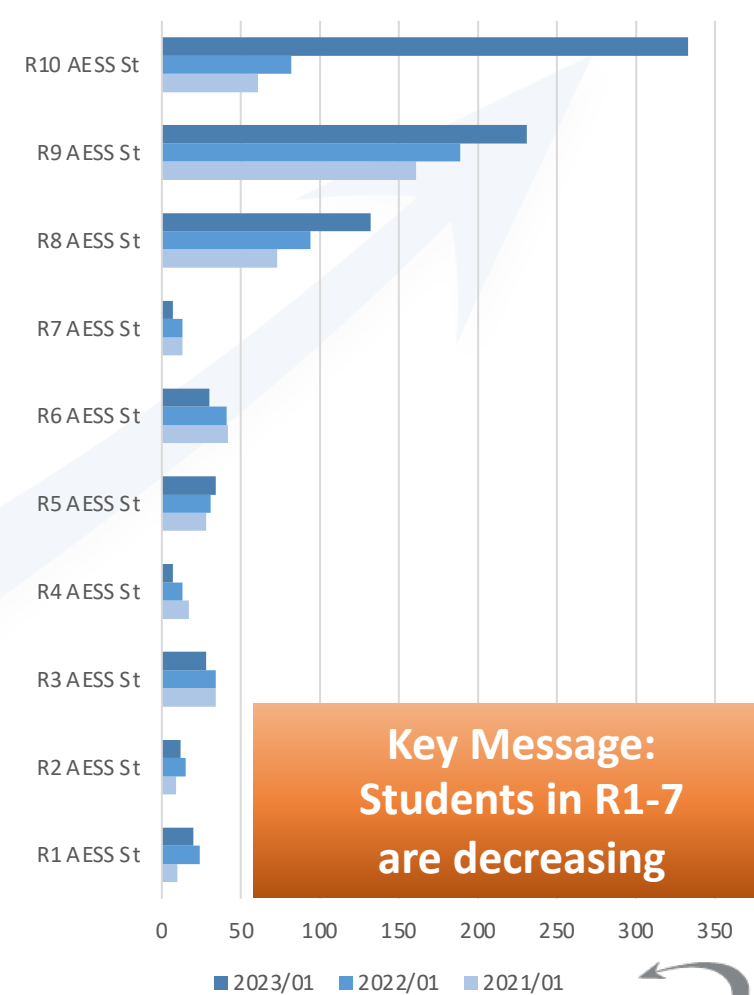
Membership Trend



Membership Trend by Region

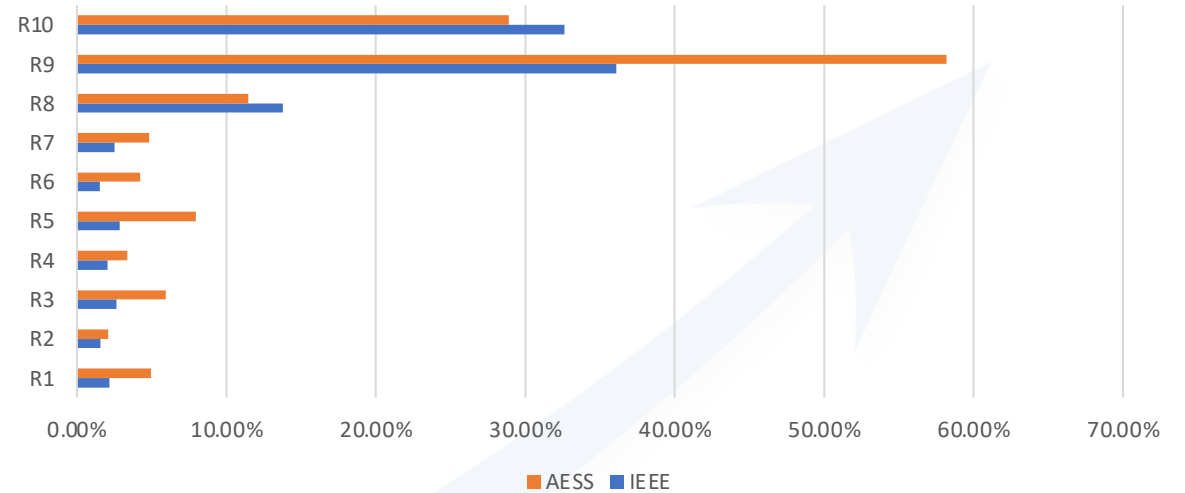


Student Membership Trend By Region

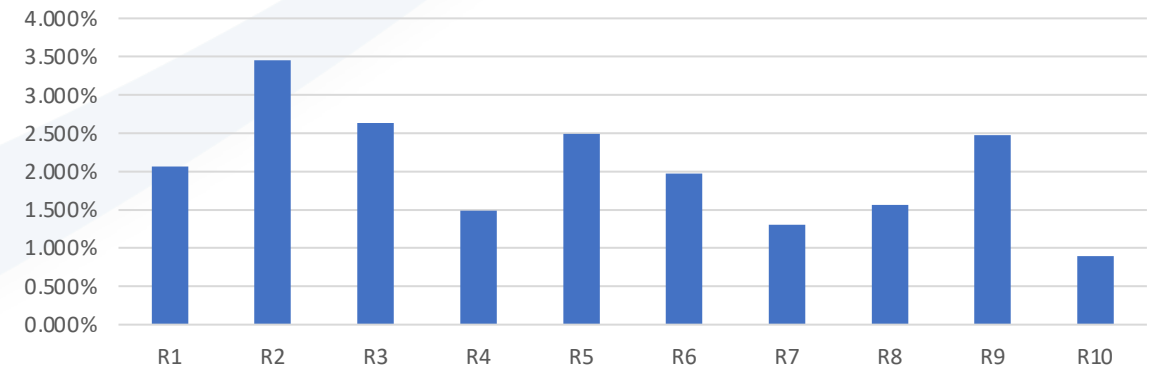


- Despite lack of students in R1-7, This is **IEEE-wide** issue
 - it is far more difficult to be handled as AESS alone...
- Despite already surging, R10 has the potential to grow even further

Membership Student Ratio

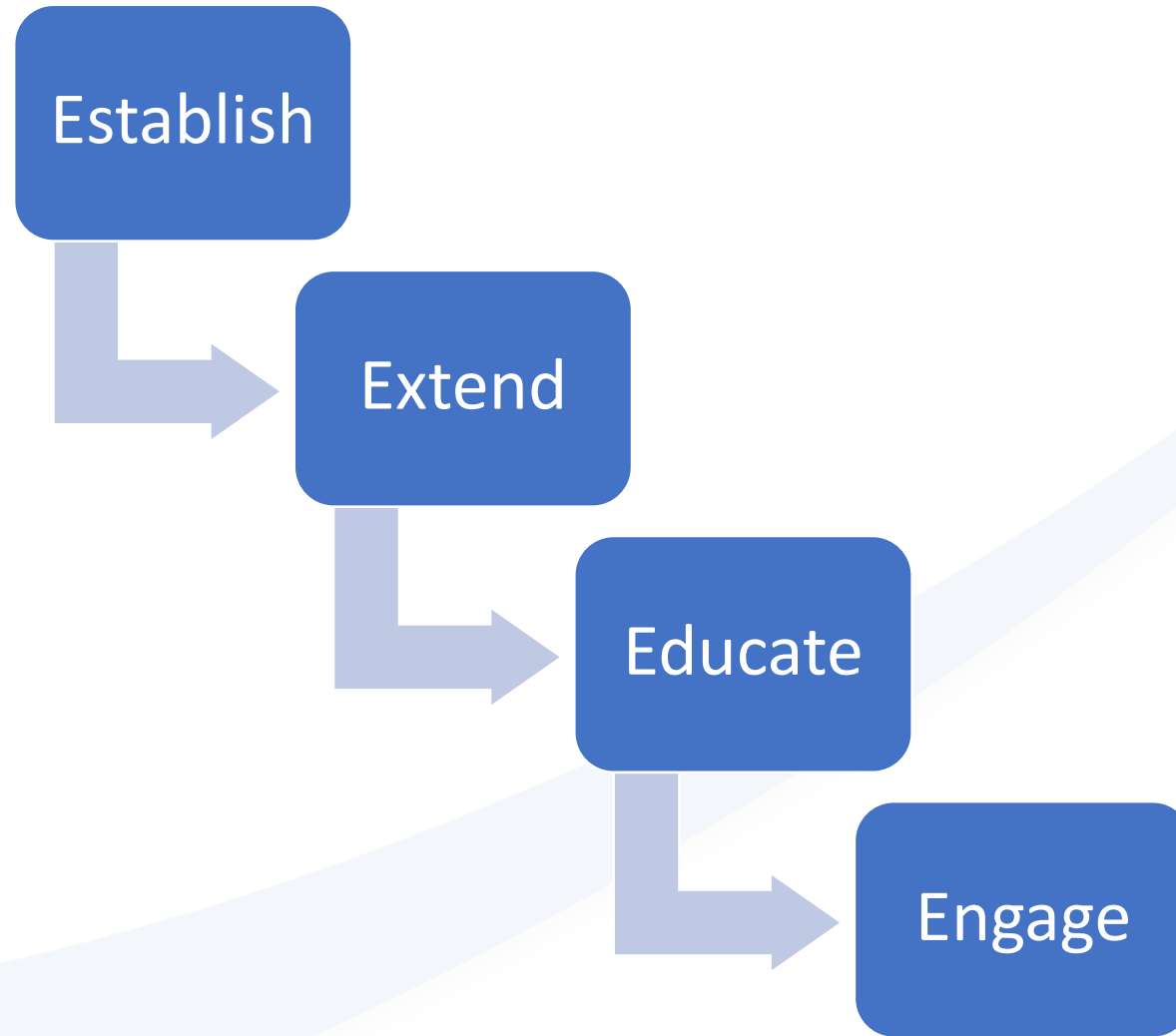


AESS/IEEE



- 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"



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

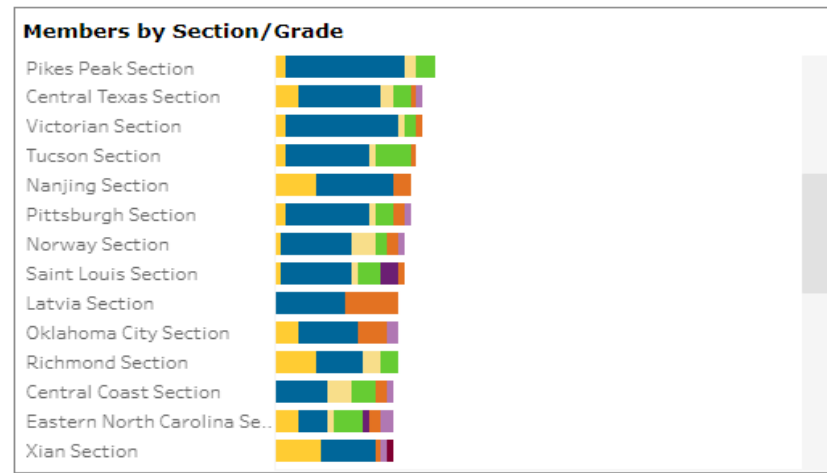
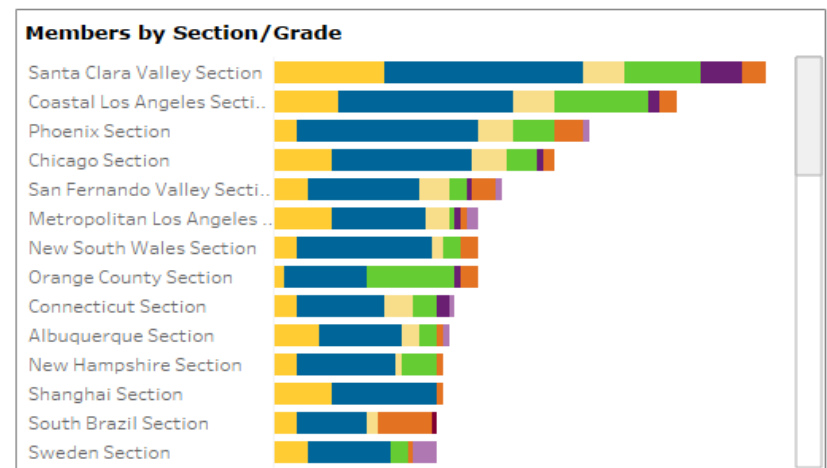
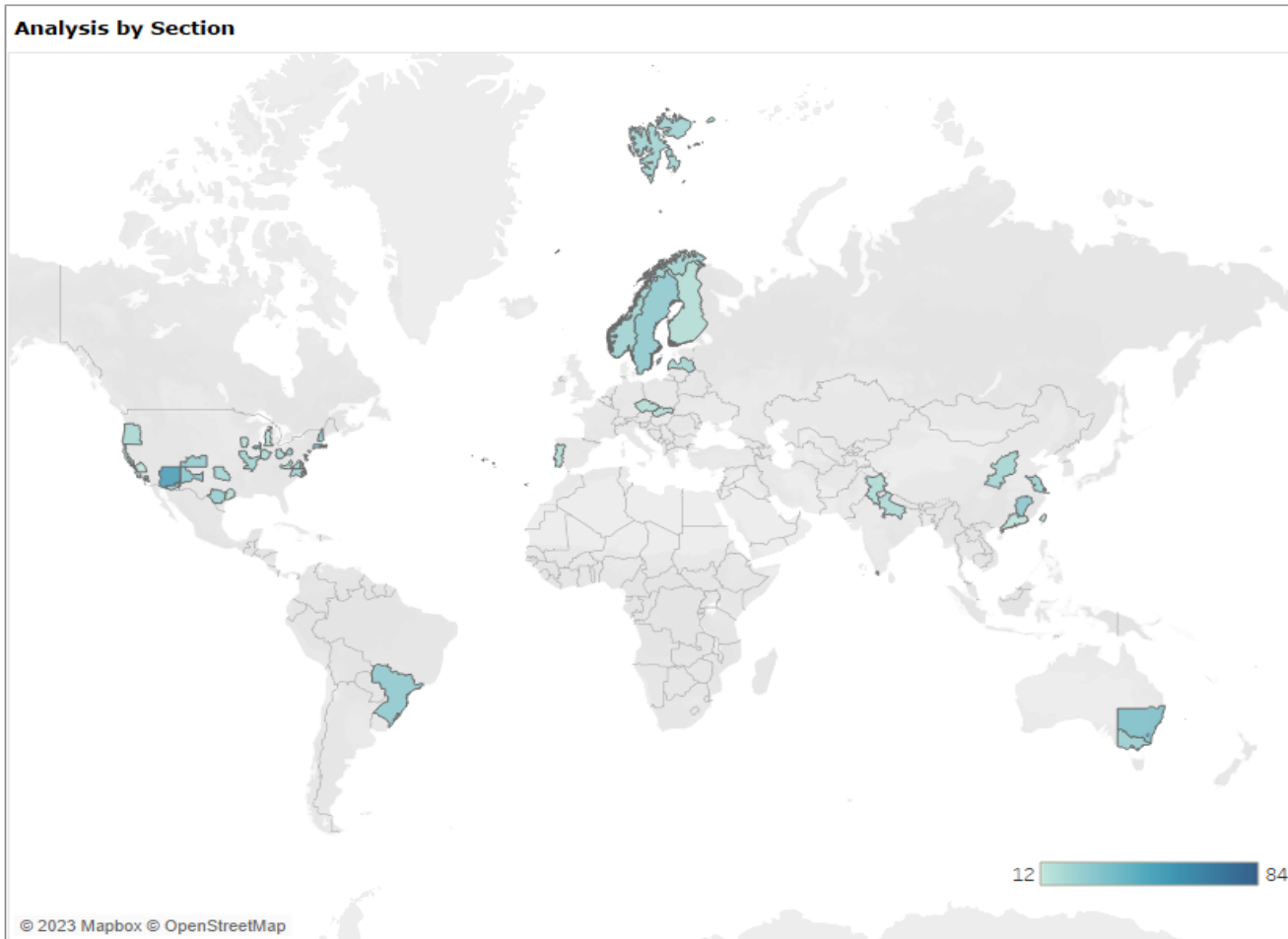
Done!

- **Chapter Major Initiatives Funding**

- Chapter Reports stop at 2019...
- Chapter Handbook stops at 2020 (pre COVID)

Collecting Data for new reports...

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



- 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

- **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...

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

Major Initiative description

A) Initiative Overview
Provide a description of the last initiative for which IEEE support is requested, including its main objectives.

B) Activities and Time Scheduling
Provide a description of the proposed activities and related time schedule.
Name of the activity: Description: Year and Time schedule:

C) Relevance to AGSS
Detail how this initiative can help to respond to the IEEE strategic goals and how far it is related to initiatives provided by IEEE. Also indicate possible synergies with activities already carried out within the Society. Priority request possible: why, how IEEE might further help to make this initiative successful.

D) Targeted Membership
Provide information about the number of members that are expected to be recruited in the business activities. Indicate if the proposal is targeted towards specific member groups (young professionals, students, industry, ... or intended for the wider membership).

E) Involvement of Other Technical Societies
Specify whether other technical societies are involved in the initiative (both within and outside IEEE) and briefly describe how they contribute from their activities. Also mention a POC to other Societies that are supporting this initiative.

F) Budget
Detail how the requested funds will be spent. Also indicate possible co-funding by fundraising, institutional institutions and/or companies.
Activities which need support from the AGSS
Name of the activity: Budgetary Proposal (USD): Comments (if any):

Activities which will receive support from other entities
Name of the activity: Budgetary Proposal (USD): Funding entity: Comments (if any):

List of attachments
Provide a list of support documents that you are attaching to the application form.
For example:
1. Member support table
2. 2021 Chapter Board Summary

Upload support attachments
Please upload your support documents (if any) as attachments. Attachments are reports of previous initiatives, letters of support from members/companies/other entities, etc.
Please name files appropriately prior to upload to avoid confusion, e.g. "2020-Chapter_MemberSupportTable1".
Estimated number of files can be uploaded to this field: 40 MB total.
Allowed types: pdf, xls, docx.

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



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



- 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

Strengths

- Organic Growth
- Student Growth
- Efficient AESS Management

Opportunities

- Nurture Student Branches
- Focus on Underserved Areas

Weakness

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

Threats

- Value Proposition
- Other societies “grabbing” AESS topics

- 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					