AESS BOG Meeting

Oct 4-5, 2013
Orlando, Florida

Larry Chasteen

VP Membership

Membership Agenda for BOG

- *Membership overview* - Larry Chasteen
- *Chapters* - Erik Blasch
- *Student Activities* - Bob Rassa
- *GOLD Activities* – Cosimo Stallo's report
- *Undergrad Student* - Chris Cullen's report
- *Graduate Student* - Tony Samaritano's report

Key AESS Membership Data
July 2013 vs. July 2012 Data

- IEEE ended July 2013 with 1642 more members than July 2012 (387,450 members, +0.4%).

- Society trends:
  - 20 up over 1%
  - 5 level
  - 13 down over 1%

- AESS ended July 2013 with 43 more members than July 2012 (4,518 members, +1.0%).
  - Our biggest gain was students (now 196, +17.5%)

AESS Membership Development

Plans and Suggestions from April 2013 AESS Strategic Plan

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.

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?
- Need every officer to continue helping with membership and make suggestion on how to improve.

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
  - however, currently not in the budget
- Erik to cover in more detail later.

Student activities – Bob Rassa

- About 25,000 IEEE student members were 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 covered more GOLD in his report

Student Representatives

- Undergraduate Student - Chris Cullen

- Graduate Student - Anthony Samaritano

- They covered their functions and plans in their report
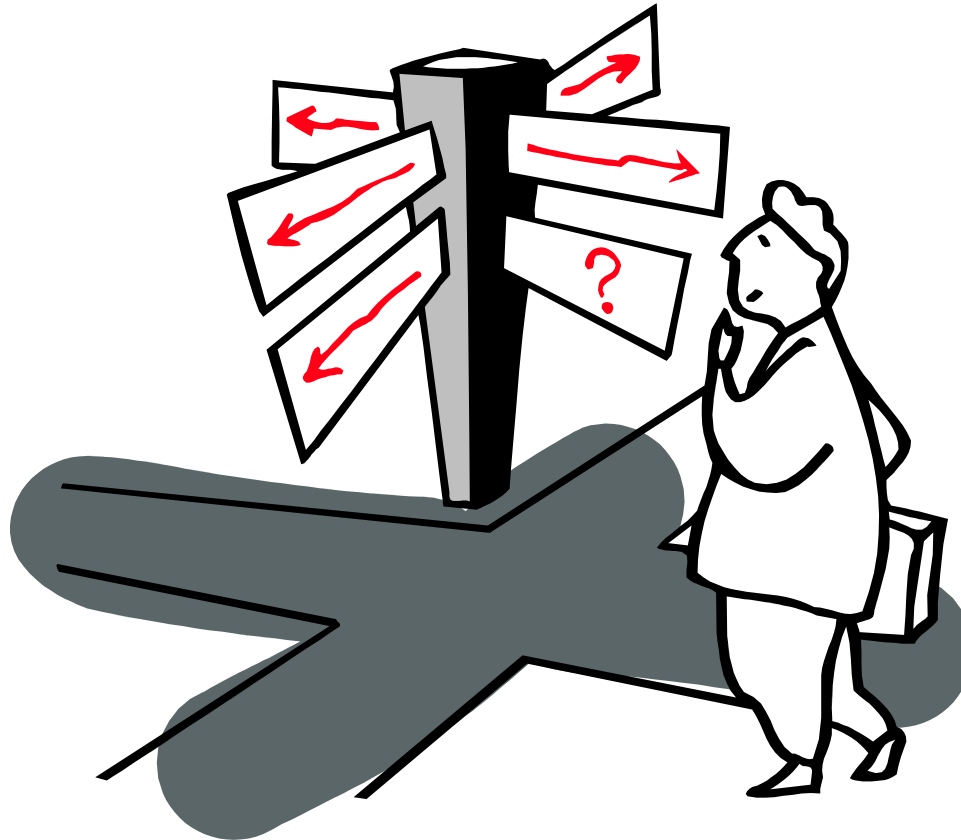
AESS Membership Important Links
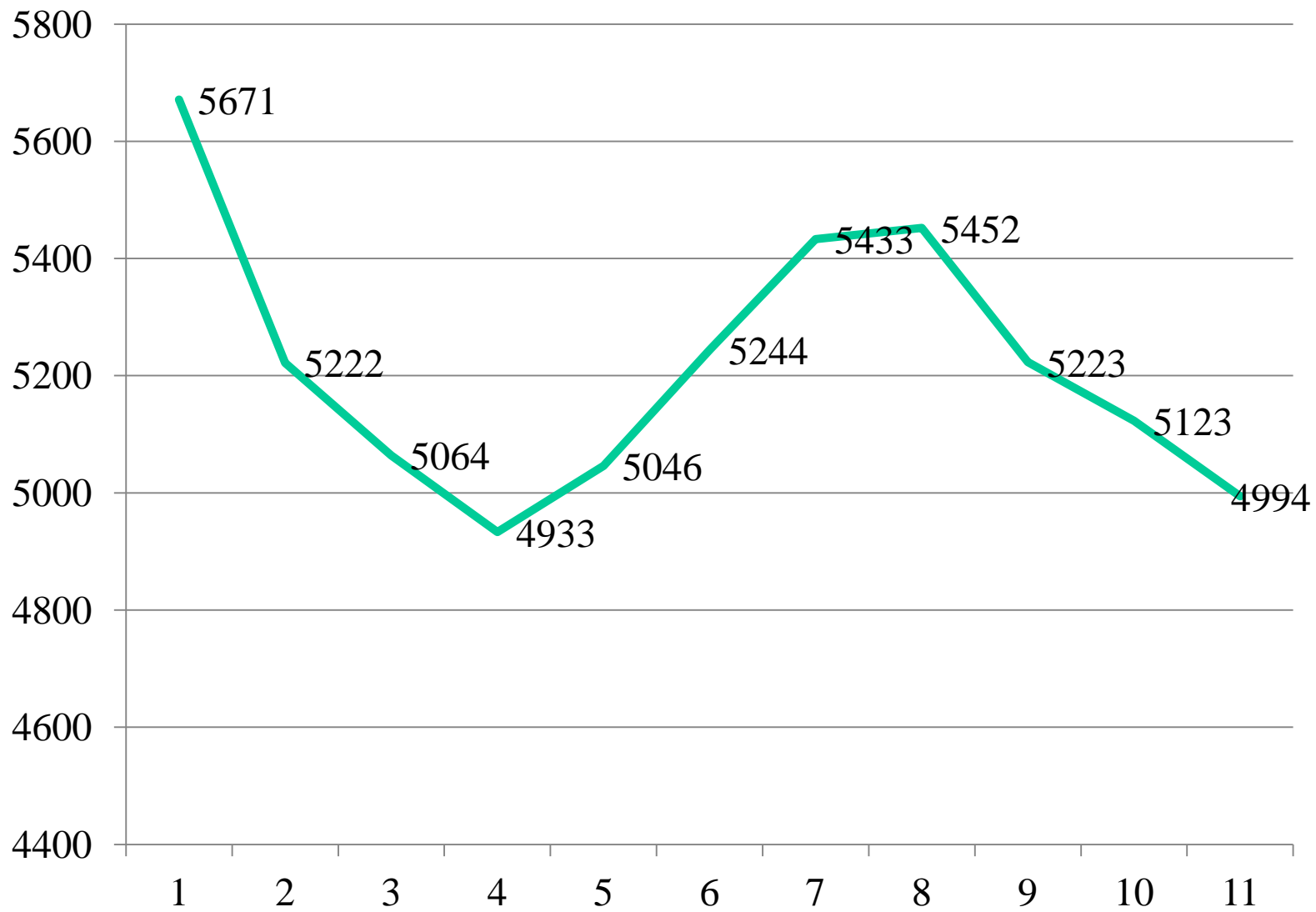
AESS Web Home Page

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

Join AESS Membership Web Page

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

Questions, Comments, Suggestions?

Extras

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.