

TO: IEEE Member and Geographic Activities Board - June 2018

FROM: Rafal Sliz, IEEE Young Professionals Chair

SUBJECT: IEEE Young Professionals Committee Report

SUPPORT AND MAINTENANCE

Affinity Groups

Six Affinity Groups have been formed in 2018 (listed below)

- Region 1: Rochester Section
- Region 3: Mississippi Section
- Region 6: Albuquerque Section
- Region 8: Oman Section, Estonia Section
- Region 10: Republic Of Philippines Section

In addition, two Affinity Groups have started the petition process: Madison and Cleveland. Plan of strategy is being developed and will be implemented for Affinity Group expansion and vitality with differentiation between the regions. Impact of the plan will be measured.

Statistics

The data clearly indicates a positive trend in terms of Young Professionals Membership. It is worth emphasizing that the increase of Young Professionals Membership in May was 2.3% compared to 1.6% of overall membership. Nonetheless, Regions 1-6 are very concerning with declining membership, especially Region 2 with negative value of 8%.

IEEE Young Professionals Face-to-Face meeting

The theme of the meeting was "Make a Difference" and while we covered general topics related to IEEE Young Professionals, there was considerable efforts put into discussing and advancing the IEEE Young Professionals Business Plan, serving Affinity Groups and Technical Societies as well as industry engagement among young engineers.

The meeting gathered several IEEE Young Professionals coordinators, Young Professionals Society Representatives and high-level MGA volunteers. During the meeting, two motions have been approved unanimously:

Motion 1

In discussion of retention and conversion of student to higher-grade member, the IEEE Young Professionals Committee recommends that IEEE MGA perform a comprehensive assessment of:

- the current dues model considering price sensitivity amongst younger members
- a more gradual increase in dues at time of conversion from student to higher-grade member

Motion 2

In a review of Business Plan progress and the Loyalty project in specific, the IEEE Young Professionals Committee, together with its Society Liaisons from Technical Activities, recommend further exploration into a Loyalty Program at IEEE. Emphasis on the "Career Coach" concept as presented by the retained consulting firm is of particular interest.

The Committee recommends that the IEEE Young Professionals Business Plan Taskforce proceed with and prioritize further research into the relative appeal of the Career Coach concept and credibility of IEEE in delivering against it.

MARKETING AND COMMUNICATIONS

- New Editor-in-Chief of IMPACT blog has joined the team, Dinuka Jayaweera, with a goal of 26 total articles for 2018.
- IEEE Young Professional newsletter open rate increased from 29.8% in 2017 to 35.0% in 2018.
- Multi purpose event and tool kits including promotional items featuring the new IEEE Young Professionals logo launched February 2018.
- IEEE Young Professionals Facebook total page followers increased from 14,362 in 2017 to 16,409 in 2018 with an average post reach of 1,293.
- IEEE Young Professional website grew 50.23% in users and 35.22% in sessions YOY.
- 1,406 subscribers to IEEE YP Youtube channel with a total of unique 38,470 views.
- TechFlash Series, video features approximately three minutes in length reaching over 20,000 people (collaborations with HKN, Pubs, IEEE Foundation, and Marconi Society).

Young Professionals Awards and Recognition

Every good volunteering organization should have a means of recognizing dedicated volunteers. IEEE and Young Professionals are no different.

Fourteen outstanding applications have been submitted for the 2018 Young Professionals Hall of Fame Award. It was the first year when the Young Professionals Society Groups were eligible to apply. The winners will be announced on 1st of July and will receive a plaque providing the citation for the award granted by the IEEE Young Professionals and \$500 USD cash prize designated for the winning Young Professionals for future activities.

In November 2017, the IEEE Board of Directors has approved the IEEE Theodore W. Hissey Outstanding Young Professional Award, the newest IEEE-level recognition, named in honor of IEEE Life Fellow Theodore W. Hissey for his long-standing support for the IEEE Young Professional community. The deadline for applications was June 15th and the committee executed a strong effort of marketing and advertising within the Young Professionals Community.

STEP Program

STEP provides a dynamic program for facilitating the transition from student member to Young Professional by introducing recent graduates to the Young Professionals and their activities. Till date, 20 applications have been approved with 8 events already submitted their reports.

Applications for 2018 STEP funding are collected through the young professionals funding portal and handled by ShaBox - the event supporting software.

DIGIKEY Sponsorship

IEEE Young Professionals sponsorship by Digi-Key renewed until 2019 April.

- Display ads on official YP website and YP Collabratec community
- Ad placement in YP monthly newsletter
- Sponsored articles to be featured in IMPACT blogs
- TechFlash Series, 14 video features approximately three minutes in length, 3 delivered (reaching over 15,000 people) with 10 in development
- Logo placement on Hall of Fame Award
- Digi-Key signage and presence at 10 Events (5 Signature & 5 Local)

BUSINESS PLAN EXECUTIVE SUMMARY

In 2016, Young Professionals began developing a business plan that helps with understanding young engineers and provides products and services to fulfill their needs. A Task Force was assembled to research, develop and implement five core projects. Please see accompanying business plan document as well as full progress report documents yp.ieee.org/bp. These projects, once built out and sustainable, can be spread across the organization and provide benefits to all IEEE members. The IEEE has pledged financial support for these initiatives, with MGA supporting the regular program operation and related staff support as well as the Seed events and Task Force.

IEEE Xplore access for Young Professionals (IEEE*Xplore* Flex)

The goal of IEEE Xplore access for YPs is to increase the membership satisfaction by providing more affordable access to technical content. The goals for this year are to build requirements and determine costs as well as develop and launch a pilot of a special YP MDL (Member Digital Library) package in May.

However, there were a number of unnecessary disputes with Marketing, Sales and Design and Corporate Activities teams surrounding the A/B test messaging which led to a delay in launch. The message proposals for MDL Basic and IEEE Xplore Flex were re-worked several times in order to "level the playing field" so the messages would be largely the same. In addition, during this period a marketing campaign for the existing product was released with an offer for a free first month, compromising the whole concept of A/B testing, and making adequate comparison between MDL Basic and Xplore Flex impossible. The Business Plan Task Force is concerned about the parity issue which is what delayed the initial launch date.

Financial Status:

2018 Approved 25K

YTD Expenditure 20K

FYE 2018 Forecasted 20K (development and or marketing costs)

Micro-Volunteering (μVolunteering)

The goal of micro-volunteering is to allow volunteers to have access to flexible commitments and to break down barriers demonstrated by research.

25 communities have been created, each representing one IEEE organizational unit (OU). The OUs were selected from a pool of respondents to a Call of Interest that was sent out to all Sections, Technical Societies, Young Professionals Affinity Groups (YP AG), and Region and Division Directors. The 25 selected included 17 Sections and 8 Societies.

Sections:

- Princeton/Central Jersey (Region 1)
- Philadelphia (Region 2)
- Houston (Region 5)
- Hawaii (Region 6)
- Orange County (Region 6)
- Seattle (Region 6)
- Southern Alberta (Region 7)
- Vancouver (Region 7)
- Tunisia (Region 8)
- Lebanon (Region 8)
- Spain (Region 8)
- Sweden (Region 8)
- Bahia (Region 9)
- South Brazil (Region 9)
- Hyderabad (Region 10)
- Kerala (Region 10)
- Seoul (Region 10)

Technical Societies:

- Consumer Electronics Society
- Nuclear and Plasma Sciences Society
- Industry Applications Society
- Aerospace and Electronic Systems Society
- Power Electronics Society
- Computer Society
- Communication Society
- Solid-State Circuits Society

Unfortunately, we have encountered some challenges during the preparation phase for the preliminary pilot post sandbox testing. The main setback occurred because the design for automating the population of the pilot communities would not be in compliance with the new GDPR regulations (mandated on May 25th) without additional programming effort.

In the meantime, as we develop the longer term approach, that will both achieve pilot goals and align with compliance regulations; we have devised an interim approach where we can use IEEE web account sign-in and manually populate non-EU participants into the selected Section communities. In addition, all EU-members and Society members that accepted the new user privacy policy will be added to the system. These users will transition seamlessly into the longer term pilot once the additional programming is completed.

The additional programming effort will occur by way of an amended statement of work, for additional services at \$9.5K, which must go through the procurement and legal processes. We expect the additional coding effort to take 8 weeks to complete.

Financial Status:

2018 Approved 200K
YTD Expenditure 0K
FYE 2018 Forecasted 200K

Loyalty Program

The goal of the Loyalty program is to significantly improve members and volunteers experience and the feeling of belonging to the organization. As a continuation of the discovery and assessment phase that took place in 2017 Q4, a set of high-level recommendations were created, which also include 2 proposed concepts or projects that may be of interested to explore in the following research phase. These concepts are shortly outlines below:

1. **Recognition and rewards for loyal members and engaged volunteers:** an opt-in membership program that unlocks value in return for ongoing engagement with Young Professionals, whereby members' activities and level of engagement within IEEE is measured and rewarded accordingly. This can be done, for example, through "IEEE credit points" that can then be used for various purposes. The overall aim of this program is to highlight the value of the membership, as well as to make members feel like IEEE acknowledges them and their efforts. Because of the fashion in which this program would be put into practice, necessarily involving tracking member behaviors, it would provide invaluable insights into how IEEE can develop and grow in order to better address member needs and interests, thus boosting membership retention and satisfaction in the long- term.
2. **My Career Coach:** a platform for young members to receive (or give) relevant training and guidance tailored for specific career paths, be inspired by technology pioneers who are part of IEEE, and actively engage on a personal level in the global network of IEEE members. The main aspects addressed through this program are personalization of services and benefits, reduce the search time when members seek support from IEEE, and improve learning opportunities. It aims to lay the foundation for a multi-dimensional, long-lasting relationship between IEEE and its members. It would also provide a unique benefit as IEEE's prestige would allow for trustworthy specialized career support, which currently is rather limited on the market.

Noteworthy, to make our work more efficient and more fruitful for IEEE, we started close collaboration with the TAB Society Membership Committee. Thanks to this cooperation we can combine our efforts and understand better the needs of our members and develop appropriate product.

Financial Status:

2018 Approved 160k

YTD Expenditure 2018 25K

FYE 2018 Forecasted 160K (dependent on research and define and build stage timelines)

High Profile Signature Events and Meet Ups

The goals of Signature and Meet up events are to increase member engagement and the visibility of Young Professionals and IEEE at large-scale events, both inside and outside of the IEEE ecosystem and to expand partnerships. Meet-ups and Signatures events both have proven a high degree of inter-unit and external collaboration. A report has been created that includes detailed analysis of impact, outcomes and reach. Surveys have been deployed to measure attendee and organizer experience towards continued improvement of the model. To date, 17 meet-ups and 5 signature events have been approved for 2018, representing 57% and 100% of this year's goals for funded events. Regarding the distribution of funding based on the OU that organized the event, there has been an increase in the amount of Technical Societies applying and being granted this type of funding, in comparison to 2017 (two events were co-organized by several Technical Societies, together with YP Affinity Groups).

Financial Status:

2018 Approved 87.5

YTD Expenditure 2018 35.9K transferred (49.4 allocated)

FYE 2018 Forecasted 87.5K

Seed funding

The goal of seed funding is to increase local engagement and provide support to gain momentum to create and revitalize fully sustainable YP Affinity Groups. The diversity of the organized events and high number of attendees provide evidence that the project attracted attention of event organizers. In 2018 we added a set of new metrics to measure the engagement of our members and non-member prospects. To date, 19 seed fundings were approved, of which 5 events have already submitted the required post-event materials. There has been a significant improvement in terms of the distribution of seed funding across the Regions, showing more diversity and less monopoly held by 1-2 Regions than in 2017. Additionally, a wider variety of OUs have applied and been granted seed funding for their events

Financial Status:

2018 Approved 50K

YTD Expenditure 2018 3.36k transferred (out of 14.25 allocated)

FYE 2018 Forecasted 50K (funded by MGA)

TASK FORCE

The 8-member Task Force (6 volunteers and 2 staff members) will continue to oversee the development of these projects, report on findings and implementation towards fully operationalized, sustainable and scalable initiatives. This occurs annually during 2-3 Face-to-Face meetings in 2018 and near weekly virtual meetings and collaboration.

The final Task Force of 2018 will be held in October 2018.

Financial Status:

2018 Approved 40K
YTD Expenditure 2017 10K
FYE 2017 Forecasted 40K (funded by MGA)

For more detail about these efforts, please see yp.ieee.org/bp or contact yp@ieee.org.

Attachments (2)

- Business plan progress report
- Accompanying slide presentation