TO: IEEE Member and Geographic Activities Board

FROM: Hossam Ali, Student Activities Chair

SUBJECT: February 2022 MGA Student Activities Committee Report

DATE: 21 January 2022

YoY STUDENT MEMBERSHIP January 2022

- Undergraduate Student Membership: 83,836 members
    - Change from January 2021: 23.4% increase
- Graduate Student Memberships: 51,635 members
    - Change from January 2021: 6.1% increase

SAC will continue to contribute to the 2021 MGA Priority Project designed to address the impact of Covid-19 on student membership. SAC will provide support for the promotion of the Board approved student dues discount offering 50% off student membership (new joins or renewal). Progress and plans will be socialized with the new teams at the SAC kick off meeting on 6 February.

Regional Student Activities Chairs, together with staff, will also craft targeted outreach and assistance to those units that have suffered the largest declines.

CURRENT INITIATIVES

1- Student Professional Awareness (SPAx)
The Student Professional Awareness sub team of SAC assembled and merged the former USA initiative with the Region 7-10 activities under SAC in 2020. In 2021, the leadership team approved 28 event applications. At 19, the majority of the approved applications were from Region 10, with seven and four from Regions 8 and 9 respectively. The major and significant achievement was the number of speaking engagements which consisted of 100+ speakers from industry and academia. In 2022, one of the primary objectives of the subcommittee is to market the program to get more activity from Regions 1-7.

The team remains hopeful that restrictions on corporate sponsorship budgets will ease in the coming months so as to provide alternative funding sources.

Primary Objective for 2022: Reboot the program once covid restrictions are lifted. Represent SPAx in sponsorship proposals. Identify and engage Coordinators from every Region to develop and execute a post-covid strategy. Focus on engaging Student Branches, and expand participation into Regions 1-7.

2a - Virtual Speakers Bureau (VSB)

The MGA Student Activities Committee launched the Virtual Speakers Subcommittee in Q2 of 2020 and is managing the Virtual Speakers Bureau (VSB). Through the program, volunteer speakers are paired with Branches to bring presentations free of charge using digital platforms. Typically these are 30 minutes in length with a 30-minute question and answer period directly following. These talks can be technical or professional in nature, can range a broad array of topics, delivered to students anywhere in the world. Volunteers are encouraged to offer talks on as many different subjects as they have expertise, in whichever languages they are comfortable communicating.

This VSB program was designed to allow IEEE Members and non-members alike the opportunity to have the rewarding experience of sharing their knowledge as a thought leader and micro-mentor to our IEEE Student Members. More information about the program can be found by exploring the web pages here, and the list of speakers and topics can be viewed by clicking here. As of 31 December, 2021, the Virtual Speakers Bureau has grown to over 320 presentation topics in 17 languages and the infrastructure is now available to members, volunteers and Student Branches in China. The number of branches requesting presentations continues to grow, and in 2021 approximately 130 pairings were made. Due to process improvements, the average amount of time from request to pairing has been reduced from two to four weeks (2020) to one to two weeks, with the majority taking place within one week.

Overarching goals for 2022: Expand VSB and create four subteams: statistics, requests (pairing Student Branches with Speakers), vetting speaker volunteers, and advertising. Continue to grow the offerings for Branches, engage and recognize the speakers adding to the sponsorship cultivation pipeline.

2b - Student Focused Live Streamed Events

The Virtual Speakers Bureau subcommittee, sometimes in conjunction with the Young Professionals Committee, hosts broadcasted webinars for the benefit of IEEE Students around the world. These webinars are delivered through IEEEtv to a potentially unlimited audience. They are broadcast live

and then recordings are available to view on the IEEEtv Students Channel. Eight events took place in 2021 drawing over 2,500 registrants.

Overarching Goals for 2022: This subteam of the VSB will focus exclusively on coordinating live stream events and our continued partnership with IEEE.tv. Preliminary plans are in place to deliver livestreams with the themes of Student Branch Support, IEEE Volunteering and Career related talks.

3 - Internal and External Partnerships

We had been building partnerships with other IEEE units throughout 2021:
- Humanitarian Activities
- University Program Partnership/*Xplore* team also on a live streamed event
- Industry Engagement Committee
- IEEE-USA

Overarching goals for 2022: Grow relations with additional internal units, emphasizing Humanitarian Activities, IEEE USA, Technical Chapters and IEEE Young Professionals. Represent the programs to corporate sponsors.

4a - IEEEXtreme 16.0

The Xtreme 16.0 contest will occur on 22 October 2022.

Last year's competition drew a 50% increase in team registration. Teams registered from 639 schools, representing 62 countries.

FINAL TOP #
These were the top three teams from this year: 1st place - PSGLGD from the Georgia Institute of Technology in the United States of America; 2nd place - TempName from Tel Aviv University in Israel; 3rd place - qkonb from Xidian University in China.

Overarching goals for 2022: Perform analysis of 2021 contest survey results and resume planning in Q2 for execution of the contest and fulfillment by 31 December. As usual, the primary focus will be on registration growth, distribution amongst regions and a world class member and volunteer experience.

4b - Student Program Awards

The Awards SubCommittee received 641 nominations in 2021. The 2021 winners of Awards administered by SAC are as follows: https://students.ieee.org/awards/results/

Overarching goals for 2022: Improve the visibility of Award winners. Launch a satisfaction survey and effectively engage all applicants/non-winners. Retool budget (net neutral) and increase value proposition and credibility around Student Awards. There will no longer be a Website award. Leverage marketing and communications channels to increase Awards submissions by 5%-10%. Recognize the judging team and perform assessment.

5 - **Marketing and Communications**

The SAC team will continue to have a subteam to develop and execute integrated, omni-channel communications with an emphasis on student membership recovery and the roll out of the Board approved student dues discount. The Branch Leader Newsletter will resume.

Overarching goals for 2022: Assist with the roll out of the student dues discount across existing and newly established channels. Engage Branches in the use of the IEEE Volunteering platform. Launch of quarterly member facing newsletter and revamped website to be delivered in Q1.

6 - University Relations and Branch Vitality

A new Program Specialist, University Relations joined the MGA staff team on 3 January 2022. The incumbent will support several SAC subteams such as Branch Officer Training, RSRs and data quality.

In 2021, many Student Branches struggled to retain or increase membership in their institutions. The University Relations Program Specialist, in conjunction with SAC sub team leads, will design and execute strategies to both determine and address the root causes of these challenges and provide appropriate support and resources to help these units recover and grow. Probations and dissolutions were largely put on hold in 2021 due to the data integrity concerns as well as the challenges posed by the pandemic. 1,114 Student Branch Annual Plans have been submitted in vTools as of this time and 95 new Student Branches were formed in 2021.

Initial goals for 2022: Conduct outreach and data gathering from targeted Student Branches to determine the cause of membership losses and or gains. This personalized support will inform a Branch Leadership survey as well as content for the Branch Leader Newsletter. Encourage new formations on a regular basis and follow newly operating units. Marketing and communications plans to improve Branch level engagement with student activities such as IEEEXtreme as well as with products and services such as Collabratec and IEEE Volunteering. Closer collaboration with TAB and attention to Student Branch Chapters is desired in conjunction with the Branch Chapter Representative and Student Chapter Representative on SAC.

7 - SAC Structure
The proposed committee structure continues to be tested and evaluated.

Overarching goals for 2022: Continue to socialize the proposed organizational structure and drive associated changes to governance documents.

Questions about the Student Program?
Please direct members and volunteers with an interest in additional information to the student website students.ieee.org and to sacchair@ieee.org.