Embracing Young Professionals

Sections Congress – Amsterdam
22-24 August 2014

Mario Milicevic Vice Chair, IEEE Young Professionals
Tim Worboys, Vice Chair, Leadership & Training
Tim Wong Chair, IEEE Young Professionals
The Story of My Young Professional Friend, Joel.

Products & Services for early-career success

Mario Milicevic
Vice Chair, MGA Young Professionals Committee
mario.milicevic@ieee.org
My name is Mario Milicevic

- Ph.D. Candidate at University of Toronto
- Chair, Toronto Young Professionals Affinity Group
- Vice Chair, Global MGA Young Professionals Committee
  - Manage Products & Services portfolio for Young Professionals
The Story of My Young Professional Friend, Joel
Meet Joel

Today:

- 24 years old
- Successful software developer at a large, global software company
- Manages a team of 6 developers
- Helps recruit and train new employees
- Speaks about his company’s products at trade shows and conferences
But just 2 years ago...
In his final year of college...

- Wasn’t sure which career path he wanted to take
In his final year of college...

- Didn’t want a typical desk job
In his final year of college...

- Didn’t want to move back in with his parents
So after graduation, he went traveling.
To see where the road takes him

Spent a lot of time meeting new people
Realized he likes making people’s lives easier...

- Wanted to re-invigorate his passion for software development with a people-friendly focus
Back in college, he was an IEEE Student Member...
Renewed his IEEE membership

- Joined the Computer Society to see if he could improve his software development skills, and possibly find a job.
After watching a few technical webinars and applying to some jobs...
Got a temporary contract job in Toronto

- Software developer at a small software company
But unfortunately, he didn’t feel engaged by his work.
He wanted to be involved in the people side of the business

- Wanted to unite his passion for technology and working with people
Then he received an email invite to an IEEE Young Professionals Skills Workshop.
Discovered new ways to be a proactive leader at work

- Realized the importance of building trust among his colleagues
He was so engaged, and wanted to learn more.
Discovered the IEEE Young Professionals webinar series

Topics on:
- Leadership skills
- Oral communication
- Networking
Signed up for the IEEE Mentor Centre

- Established meaningful contacts and pursued a mentorship relationship with senior software developers and managers
Polished his resume with the IEEE ResumeLab tool suite

- Gained confidence through mock interviews, and put together an awesome cover letter
He was confident that he could finally transition to a more engaging career.
Set up several interviews through IEEE JobSite

Products & Services portfolio for Young Professionals gave him the confidence to tackle his interviews
Within days...
Scored a job at a global software development company

Now works with people to develop products for people
Applies the skills and techniques he learned through the IEEE Young Professionals program

- Gives talks at trade shows
- Recruits and trains new employees
It was only a matter of time...
Before he got involved as a volunteer for the IEEE Toronto Young Professionals Affinity Group

Embedded Video

https://www.youtube.com/watch?v=S7XJOVMYRP0

“Toronto Young Professionals Mixer 2014 March 26”

“Toronto Young Professionals Mixer – 2014 March 26”
https://www.youtube.com/watch?v=S7XJOVMYRP0
Thank you, Joel, for sharing your Young Professional story

Joel John
IEEE Young Professionals Toronto Affinity Group
Digital Production Manager
Please spread the word!

Products & Career-Based Services:
- Monthly Webinars
- IEEE Mentor Centre
- IEEE ResumeLab
But just 2 years ago…

IEEE young professionals
Embracing Young Professionals

Tim Worboys, Vice Chair
Leadership & Training
Tim Worboys
Leveraging Leadership and Technology to Change the World
San Francisco Bay Area | Computer Software

Current
LinkedIn

Previous
LinkedIn, Qualcomm Innovation Center Inc, University of Waterloo

Education
University of Waterloo

Edit
• Defining a young professional
• Motivating young professionals
• Benefits of young professionals
• Creating a young professionals affinity group
• IEEE criteria
  – 15 years since graduation
  – Can opt-in

• Millenial Generation
  – Born between 1982 and 1996 (18 to 32 years old)

• Rise of technology
  – Personal computers became popular
  – Electronics became the norm everywhere
  – Became addicted to technology
• **Video Games**
  - Provided us with constant feedback

• **Internet**
  - Constant access to information
  - Created multi-taskers

• **Social Media**
  - Made us more open, willing to share openly
  - Changed the way we connect with each other
  - Always had access to latest news
• Cell phones
  – Always connected

• Home Computers
  – Created flexibility in our lives

• Instant Messaging
  – Worldwide communicating became free
  – We have large international networks

• Web 3.0
  – Content generation to worldwide audience
• Career Changes
  – Average job lasts 2 years
  – Switch careers several times

• Our elders included us
  – We were never told what to do
  – We expect a say in what we do

• To our elders we could not fail
  – Everyone gets a medal
  – Expect recognition
  – High expectations (expect promotion every 2 years)
• Many find it hard to work with us
  - We’re not, we’re just different
  - Conditions shaped us differently than our predecessors
• Motivating volunteers is an unsolved problem
• Tricks exist to motivate young professionals
• Many will work, some will not, don’t give up
  – Try to better understand them, and attempt new methods
• Set expectations
  – We work hard to succeed

• Provide regular feedback
  – Be open, honest and constructive
  – We’re used to instant feedback

• Thank volunteers
  – All volunteers appreciate this
  – Especially young professionals
• Avoid arbitrary rules and deadlines
  – Explain your reasoning
  – Sensible rules are welcomed

• Listen
  – Parents included us in decisions
  – Want to be heard, like everyone
  – Have many great ideas
• Opportunities to help others
  – Largest motivator
  – Explain they are helping!

• Create a community
  – Want to be part of something
  – Value connection with others

• Respect their time
  – They are busy starting careers
  – Work with their time constraints
• Inspire others to lead
  – Lead by example
  – Show enthusiasm and care

• Succession plan
  – Ensure you have one
  – Include young members
  – Seeing others gives hope

Leaders don’t create followers, They create more leaders!
• **Diversity is important**
  – Provides fresh view on solving problems

• **Technological Literacy**
  – In touch with current trends
  – Modernizes your group
  – Engage young members

• **Young people are the future**
  – Provide helping hand now
  – Requirement for sustainability
• High energy and enthusiasm
  – Eager to learn and achieve
  – Work hard

• Fresh ideas
  – Modernize the IEEE
  – Change how we operate

• Tap into their network
  – People want to help and mentor them
  – Can easily tap into other organizations
• Flexible
  – Schedules adaptable
  – Eager to learn

• Significant contributors
  – Grow the IEEE
  – Dedicated

Volunteers are not paid. Not because they are worthless, but because they are priceless.
• Submit a petition with:
  – Section Name
  – Affinity Group Type
  – An interim Chair (who serves until first election)
  – 6 signatures of voting members of the Affinity Group
  – Business plans for first 6 months
  – Written approval from Section Executive Committee

• Can form joint Affinity Groups (e.g. WIE/Young Professionals)

• Petition location: http://bit.ly/1nrm2IG
• Understand your young professionals volunteers
• Learn what inspires them and motivate them
• Create your affinity group
• The benefits of young people will follow
Embracing Young Professionals

Tim Wong
Chair, IEEE Young Professionals
Chairperson – IEEE MGA Young Professionals.

Education: Electrical & Electronics Engineering, Computer Science and Finance.

Lives in Perth, Western Australia.

Hobbies include photography, finance, and networking.

Also volunteers on the Publication Services and Products Board and previously served as GOLDRush Editor-in-Chief and Region 10 GOLD Coordinator.
“To Inspire, Energize, Empower and Engage IEEE Young Professionals to envision and realize their dreams...”
Our Committee Structure

Chair
Past Chair
MELCC Partners
MGA Partners
  » Regional Young Professionals Coordinators and their Affinity Group Chairs
  » IEEE USA Representative
  » GOLDRush Editor-in-Chief

» VC, Leadership & Training
» VC, Products & Services
» VC, Strategic Partnerships
» VC, Marketing & Communications
» TAB Reps & Liaisons
» Society Reps
» PSPB Rep
» SAC/Young Professionals Liaison
Mission: To Inspire, Energize, Empower, and Engage young professionals to envision and realize their dreams.

- 54,252 globally, representing 15% of total IEEE membership
- 46,557 are Higher Grade/ 7,695 GSMs
- Total of 179 Affinity Groups
  - 70 in Regions 1-6
  - 15 in R7
  - 34 in R8
  - 32 in R9
  - 28 in R10
- In 2014 GOLD changed it’s name to IEEE Young Professionals
- This is not just a name change we are changing the member experience through new products and services and engagement strategies

Trending
- Total June 2014 elevations to higher grade memberships – 14,314
- Regions 8 - 10 have highest /most active Young Professionals membership
## Vice Chairs and Focus Areas

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td><strong>Communications and Marketing</strong></td>
<td>Focuses on Market Development. Analyses and disseminates actionable membership data, oversees YP communications and stewards YP awareness, driving both member recruitment and retention.</td>
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<tr>
<td>Acting Vice Chair: Josheel Pranlal</td>
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<tr>
<td><strong>Leadership and Training</strong></td>
<td>Focuses on Volunteer Development. Ensures that meaningful leadership opportunities and associated training, support and succession planning are available to empower volunteers.</td>
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<tr>
<td>Vice Chair: Timothy Worboys</td>
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<tr>
<td><strong>Products and Services</strong></td>
<td>Focuses on Member Satisfaction. Provides the Young Professionals perspective as part of the design, development and evaluation of products, services and programs in IEEE OUs which bolster member engagement.</td>
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<tr>
<td>Vice Chair: Mario Milicevic</td>
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<tr>
<td><strong>Strategic Partnerships</strong></td>
<td>Focuses on Partner Development. Fosters internal and external collaboration between IEEE societies, chapters and organizational units and encourages industry relations, enabling corporate partnerships and sponsorship.</td>
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<tr>
<td>Vice Chair: Robert Vice</td>
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1996  IEEE Sections Congress included a breakout session "The Recent Graduate" - facilitated by Dave Kemp and Michael Van Chau (GOLD Pilot Leaders).

As a result of Recommendation #16 IEEE provided resources to establish GOLD programs in Sections, to help Sections identify potential GOLD members, and to assist recent graduates in finding GOLD programs.

1997 Regional Activities Board (RAB) approved the formation of the Graduates Of the Last Decade (GOLD) Committee.

The GOLD Committee will serve the interests of members in their first ten years (approximately) after graduation.

1998 The GOLD Committee charter is approved by RAB.

2009 A new GOLD vision and mission were developed to meet the IEEE Member and Geographic Activities Board’s (MGA) goals.

2013 The MGA Board approved the name change from GOLD to Young Professionals and a change in the member demographic. IEEE Young Professionals now serves members during the first 15 years after graduation with an option to opt-in.
<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Region</th>
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</thead>
<tbody>
<tr>
<td>1998</td>
<td>Mike Van Chau (Region 5)</td>
<td></td>
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<tr>
<td>1999-2000</td>
<td>Scott Blair (Region 5)</td>
<td></td>
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<tr>
<td>2001-2002</td>
<td>Slawo Wesolkowski (Region 7)</td>
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<tr>
<td>2003</td>
<td>A. Anoop (Region 10)</td>
<td></td>
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<tr>
<td>2004</td>
<td>Ivan Jileta (Region 9)</td>
<td></td>
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<tr>
<td>2005</td>
<td>Gerald Anleitner (Region 8)</td>
<td></td>
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<tr>
<td>2006</td>
<td>Darrel Chong (Region 10)</td>
<td></td>
</tr>
<tr>
<td>2007-2008</td>
<td>Soon Wan (Region 1)</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Adrian Pais (Region 8)</td>
<td></td>
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<tr>
<td>2010-2011</td>
<td>William Somerville (Region 4)</td>
<td></td>
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<tr>
<td>2012</td>
<td>Eva Lang (Region 8)</td>
<td></td>
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<tr>
<td><strong>2013-2014</strong></td>
<td><strong>Tim Wong (Region 10)</strong></td>
<td></td>
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</table>
Segment 1
- Disengaged older members
- Not inclined to give back to IEEE
- Prefer others to lead
- IEEE mission is less relevant

Segment 2
- Young members
- Connected to IEEE’s vision
- Want to be more involved
- Career services, networking, continuing education are very important
- Use Social Media

Segment 3
- Engaged Older members
- More concentrated in educational institutions
- Interested in sharing with others
- They are actively involved with both networking and volunteering.
- Most satisfied with IEEE

Segment 4
- Younger members
- Want to be more involved
- Do not know how
- Don’t feel invited
- Feel products difficult to use
- Lowest satisfaction

Segment 5
- At IEEE for Technical Content.
- Not connected to mission of IEEE
- Tend to have language barriers

* Higher Grade non-GSM, see Jamie (j.moesch@ieee.org) for student segments
The MGA GOLD committee voted to change its name to IEEE Young Professionals in May 2013.

The MGA Board approved the name change and Young Professionals criteria broadening the scope of Young Professionals membership from “ten years from first degree” to “fifteen years from first degree” with an option to participate beyond the fifteen year time span.

The IEEE Board directed all organizational units, to review and update their governing documents, replacing the term GOLD with Young Professional(s).
The Rationale Behind the Criteria

- Age is sensitive transculturally, and does not necessarily correlate with early career need.
- Date of birth is not a required field in the member record/database.
- Universal indicator with opt in/opt out provides the member with control of their Young Professionals membership.
- Organizing units maintain control with regard to volunteer service, continuing to use their own nominations and appointments processes.
Young Professionals Rebranding activities

- Changes to Young Professionals LinkedIn, Facebook
- Roadshow presentations to: MGA, PSPB, IEEE USA
- The Institute "Call Us Young Professionals Please"
- Advert in IEEE Potentials
- Pull up banner and marketing materials being developed
Communications to Members

- Monthly Newsletter – “Three things you need to know this month.”
- “Making the Switch” Webinars
- Articles / Features promoting the new YP:
  - The Institute, Spectrum, Society Newsletters and Potentials
  - Featured in VOLT and MD Webcasts
- Social Media channels
  - Facebook page
  - Facebook and LinkedIn Groups
  - LinkedIn Company Page
    - GOLDRush Blog being revitalized
  - New Twitter account
    - Youtube and IEEE.tv channel
IEEE Young Professionals is a volunteer organization within the IEEE that helps young professionals transition from student to professional life. Most interact with us through their local Affinity... see more

Recent Updates

IEEE Young Professionals We come across negotiations of varying degrees every day, but for when you need some tips for an interview or business meeting:

Be Calm, Flexible and Speak Up in a Negotiation, and Everyone Can Win

How You're Connected

5 first-degree connections
9 second-degree connections
15 Employees on LinkedIn

Ready for your dream job?

Timothy Wong
Webinar Program

Monthly webinars

- March 2014: “Best of CES”
- April 2014: “Electromagnetic Compatibility Society Webinar”
- April 2014: “Humanitarian Frameworks”
- June 2014: “Stay efficient while being busy” (WIE collaboration)
- July 2014: “Leading world class organizations”
- ...many more!

Webinar team

- Mathew Carias, Toronto Section
- Simay Akar, Turkey Section
Career-Based Services

IEEEMentorCentre

- Launched in 2013: http://mentoring.ieee.org/
- Online career mentorship tool for both mentors and mentees
- Mentor and mentees connect based on technical/professional interests

IEEEResumeLab

- Suite of online resume/CV development tools for each step of the job seeking process

Career-Based Services team
- Venkata Chivukula, Eastern North Carolina Section
IEEE GOLDRush

- www.ieeegoldrush.org
- Featuring IEEE Young Professionals member and volunteer news and announcements.
- Contributions should be sent to: goldrush@ieee.org
More Information

www.ieee.org/yp

http://www.facebook.com/ieeeyp
http://twitter.com/ieeeyp
http://www.linkedin.com/company/ieee-young-professionals

Email: young-professionals@ieee.org
QUESTIONS