Tips and Tricks for Getting Young Professionals to Volunteer

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WHY WE ARE HERE

To learn how to engage the members who are young professional prospects.
Why?

- How many young professionals are attending this session?
- What motivates you to become engaged in IEEE as a volunteer?
- We’d like to hear from you. Be thinking of the answer to this question while I present a global picture of IEEE.
Higher Grade Without Graduate Students
Segment Distribution

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

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

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

Segment 1
- Disengaged older members
- Not inclined to give back to IEEE
- Prefer others to lead
- IEEE mission is less relevant
Higher Grade Without Graduate Students
Segment Distribution

The Young Professionals

Segment 4 – 20%
- Younger members
- Want to be more involved
  - Do not know how
  - Don’t feel invited
- Feel products difficult to use
  - Lowest satisfaction

Segment 2 – 14%
- Young members
- Connected to IEEE’s vision
- Want to be more involved
- Career services, networking, continuing education are very important
- Use Social Media
Why?

• Before we look at the tips and tricks, let’s hear from the young professionals in the room.

• What motivates you to become engaged in IEEE as a volunteer?

• In your meetings what percentage of attendees were young professionals?
## Team Players -- BUT

<table>
<thead>
<tr>
<th><strong>The Myth</strong></th>
<th><strong>The Truth</strong></th>
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<tbody>
<tr>
<td>A good team member does whatever it takes to help the team.</td>
<td>A good team member deliberately volunteers his strengths to the team.</td>
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Marcus Buckingham – *Go Put Your Strengths to Work*, p. 63
Team Players

A subtle but key question: Do you recruit for people or position?

• **People driven**: Recruit the person and then find a role.
• **Position driven**: Define the role and recruit the person to fill it.
Tip #2

**Technology**

- Use Web 2.0 communication tools (i.e. WIKIs) for as many meetings as possible.
- Keep your meetings short and to the point.
- Insert WIKI video
BE A COACH

What’s In and What’s Out

• “Manage” is a 20th century strategy. We manage stuff—we lead people.

• 21st Century – Two leadership terms that describe volunteer leadership:
  • Engage
  • Coach
Tip #3

BE A COACH

• What is the history of the word coach?
COACHING BEHAVIORS

- **Guidance:** Giving hands-on directions outlining expectations, training and giving constructive feedback.

**Trust:** The total confidence you have that the volunteer will meet all the expectations of the position.
It’s all about passion.
How do we awaken, channel, sustain and unleash all that passion?
Tip #3

BE A COACH

• Be mission driven, not tactical driven. Don’t tell this young generation, “Please do this job and have it done by Friday.”

• Instead, say, “What can you do to help us accomplish our mission?”
Tip #4

Think inside out

Are you inward focused or outward focused?

Humanitarian Technology Conference (IHTC)

Maker Fair

STEM
Tip #5

EMPOWER THEM

• Give me my objectives and get out of my way.

• A typical young professional response: “and I also need flexibility, respect... and snacks.”
• The three empowerment measurables
• The three empowerment measurables

The Project Charter

Scope

Budget
The three empowerment measurables
The four check-up questions

1. How is it going?
2. Tasks that are completed?
3. Tasks that are in process?
4. How can I help you?

As a leader I am going to do all I can to make sure my empowered leaders are successful.
Summary – Answer these questions to see if you are Young Professional friendly.

1. Are you mission driven?
2. Are you a coach to these young individuals?
3. Do you involve this young generation in decision making?
4. Do you recruit them for humanitarian causes?
5. Do you use Web 2.0 for your meetings, communication and training?
Question

• What does IEEE need to do to attract young professionals to our meetings and engage them as volunteers?