Strengthening the global IEEE member network

IEEE Young Professionals program overview

Ramesh Nair
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IEEE MGA Young Professionals Committee
2015-2016 Chair
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30 January 2016
Regions 4/5/6 Meeting, Las Vegas, NV
Geographic IEEE Young Professionals Member Distribution
120,153 Young Professional Members worldwide*

Region 1: 6,445
Region 2: 5,774
Region 3: 6,803
Region 4: 5,571
Region 5: 6,586
Region 6: 11,758
Region 7: 5,667
Region 8: 29,748
Region 9: 5,558
Region 10: 36,252

* based on December 2015 Membership Development report
IEEE Young Professional Affinity Groups
Leveraging local volunteers: opportunity for global impact

- Total number of groups worldwide: **152**
  - Region 4: 10
  - Region 5: 11
  - Region 6: 9
18 submissions from:
2015 Award Winners:

SOUTHERN ALBERTA

LAHORE

ARGENTINA
MGA Young Professionals Committee Structure
2016 MGA Young Professionals Committee
Executive Volunteer Team

Mario Milicevic
Chair
Toronto, Canada
Los Angeles, USA

Eddie Custovic
Vice Chair
Products & Services
PSPB Rep
Melbourne, Australia

Shashank Gaur
Vice Chair
Strategic Partnerships
TAB Rep
Porto, Portugal

Ramesh Nair
MGA Representative
Regions 1-6
Sacramento, USA

Mathew Carias
Vice Chair
Communication & Marketing
MGA SAC-YP Liaison
Toronto, Canada

Rafal Sliz
Vice Chair
Leadership & Training
MGA Rep Regions 7-10
Oulu, Finland

Preeti Kovvali
MGA Representative
Regions 7-10
Hyderabad, India
Regional Representatives
- Regional Young Professional Coordinators (Regions 1-10)

IEEE Board Representatives
- Member & Geographic Activities (MGA) Board Reps (3)
- Technical Activities Board (TAB) Reps (3)
- IEEE-USA Board Rep (1)
- Publications, Products & Services Board (PSPB) Reps (1)
- Educational Activities Board (EAB) Rep (1)

Liaisons and Society Representatives
- MGA Student Activities Committee Liaison (1)
- Technical Society Reps (20+)
2016 MGA Young Professionals
IEEE Professional Staff

Lisa Delventhal
Program Manager
IEEE Students & Young Professionals
Piscataway, NJ, USA

Parshva Bavishi
Product Specialist
IEEE Young Professionals
Piscataway, NJ, USA

Christine Eldridge
Administrative Assistant
IEEE Student Activities & Young Professionals
Piscataway, NJ, USA

Shareyna N. Scott
IEEE Student Branch Development Specialist
Piscataway, NJ, USA

John Day
IEEE Director
Member Products & Programs
Piscataway, NJ, USA
Key Achievements from 2015
New website with member & volunteer resources

http://yp.ieee.org
Rebranding of GOLDRush blog to IMPACT
http://yp.ieee.org/impact

Electrospinning: An ancient nanotechnology rediscovered for modern demands

Electrospinning, the closely related cousin of electrospraying, is a method of using high volt nanofabrication process. Electrospun fibre is commonly between 150 nm to 600 nm with a dimension less than 100 nm and traditional microwire (15 μm). The process has been known since the 19th century when researchers developed the technology to produce high performance gas masks. In the early 1990s [6].

There are three main benefits that electrospun fibres offer [7]. From geometry, the narrow processes. Due to the high degree of stretching the fibre experiences it is likely that the fibres are aligned with the nanoscale. Furthermore, studies have shown that electrospinning intrinsic to its scale, fibre can be used to cause a response in the immune systems because of their exposure without requiring safety equip...
Webinar program
17 webinars held in 2015 for IEEE Young Professional members

- Upcoming webinars promoted monthly through **email newsletter** to all IEEE Young Professional members

- Weekly **social media** promotion for upcoming webinars

**Diverse topics:**
- Personal finance
- Region-specific IEEE insurance benefits
- Entrepreneurship and Leadership
- Technical Society webinars
Launched global entrepreneurship program
http://entrepreneurship.ieee.org
2015 Meetups at Global Events/Conferences/Festivals

GOAL: At least 1 event per Region

Region 10

IEEE TENCON 2015
MACAU 1-4 Nov

Region 8

web summit
DUBLIN, NOVEMBER 3-5, 2015
Where The Tech World Meets

Region 7

IEEE Global Entrepreneurship Event
14 November 2015
Toronto, Canada
MaRS Discovery District
ieee-n3xt.org

Region 9

CONCAPAN XXXV
HONDURAS 2015

Region 6

IEEE IMS

Region 5

IEEE

Region 1

SXSW MUSIC FILM INTERACTIVE

MARCH 13-22, 2015 AUSTIN, TX
Strategic Diversification of Targeted Events/Conferences/Festivals

Region 8
- Non-IEEE Tech Conference

Region 7
- IEEE New Initiative Conference

Region 9
- IEEE Regional Conference

Region 10
- IEEE Regional Conference

Region 6
- IEEE Society Conference

Non-IEEE Tech Festival
“Live” YouTube Video Updates from Events
Showcasing opportunities for IEEE Young Professionals

▷ Continue to collaborate with IEEE.tv

▷ Goal for 2016:
  10 snapshot playlists from each of the 10 Regions
Testimonials from 2015 Meetups Events and Presence at Global Conferences

“IEEE needs higher visibility among young people and potential members”

“Tech events] really give you a feel for what’s going on in the global scene”

“IEEE is bringing Young Professionals exposure and networking opportunities to build new contacts”

“Events like this are tremendously valuable in bringing researchers and members from industry together”

“N3XT brings together business mentors and tech entrepreneurs”
**Signature Events Model**

**Web Summit Presence Example**

- **Foster Sponsorship Opportunities**
- **Create / Revitalize / Expand Affinity Group**

**Global MGA YP Volunteers & Staff**
- Exhibit booth at meetup
- Man-on-the-street video interviews
- On-site video filming

**Local Volunteers, Region, Society**
- Meet-up / panel / other event
- Entrepreneurship (Startup Pitches)
- Career Development / Mentorship
- Hackathon

**Branding Materials**

**Multi-Purpose Event Kit**

**Communication**
Local & Global: Pre-Event, During, Post-Event

**Promo Codes for New Members!**
Signature Events Model
Satisfying the MGA Goals

Membership Growth
- Foster Sponsorship Opportunities
  - Exhibit booths
  - Product demonstrations
  - On-site video filming

Member Satisfaction
- Man-on-the-street interviews

Partner Satisfaction
- Local Volunteers, Region, Society
  - Meet-up / panel / event
    - Entrepreneurship (Startup Pitches)
    - Career Development / Mentorship
    - Hackathons

Volunteer Satisfaction
- Multi-Purpose Event Kit
  - Exhibit booths
  - Hotel reservations

Membership Growth
- Building a global community

Member Satisfaction
- Promo Codes for New Members!
IEEE Young Professionals presence at high profile global events and conferences

Deliver an exceptional membership experience

Develop and support a positive professional development experience for volunteers

Expand IEEE's global membership presence
The Big Picture
Bringing the focus areas together

Leadership & Training
- Website
- Affinity Group Hall of Fame Award
- Multi-Purpose Event Kits
- Good Young Persons List

Communication & Marketing
- Webinars
- Monthly Email Newsletter
- Social Media Posts
- Video Snapshots from Global Events/Conferences
- IEEE Collabratec™

Strategic Partnerships
- IEEE Partners
  - TAB, SIGHT, USA, WIE
- Corporate Sponsorship
- Students Activities (STEP program)

Signature Events Strategy

Products & Services
- IMPACT Blog
- Global Entrepreneurship Program
  - Partnered with TAB and SIGHT
  - N3XT, Community Engagement Workshops, Functional & Tech Bootcamps
Not sure where to start?

Download free manuals and event guides for IEEE Young Professional events!
Download manuals and event guides
http://yp.ieee.org/volunteers/manuals/

Other useful resources:

- How to access member information in SAMIEEE and report events
- IEEE visual branding guidelines
- Guides for Regional Young Professional Committees
- Sample event introduction slides
- Looping slideshow slides
- Standing banner for print
- Graphic, logos, fonts
Need event materials and giveaways?

Order a multi-purpose event kit today!
Order a Young Professionals event kit
http://yp.ieee.org/volunteers/materials/

Young Professionals Promotional Materials kit

This online ordering form is a resource for Young Professionals Affinity Groups.

The kit consists of:
- 1 Young Professionals totes bag
- 1 branded gift box set
- 15 Young Professional business card holders
- 3 posters "Networking on new levels"
- Product sheets (Mentor Centre and ResumeLab)
Need some funding?

Host a STEP event!
Student Transition & Elevation Program (STEP) Events
Supporting the transition from Student to Young Professional

Student Member → STEP Event → Young Professional Member

- Showcase the benefits and opportunities of full IEEE membership during onset of a career
- Introduce graduating Student Members to the new, local IEEE Young Professionals community
- Local Young Professional Affinity Groups facilitate the transition & elevation of Student Members by hosting an interactive & exciting STEP event!
- Sections are eligible to receive $500 USD per year for an event
  - Apply at: http://yp-events.fluidreview.com, or use link on yp.ieee.org

IEEE youngprofessionals
Past examples of STEP events

Fujitsu Tour and Seminar

IEEE Tokyo Young Professionals Affinity Group:
“Career development as an electronics engineer”
Past examples of STEP events

Careers & Latest Tech Innovations

IEEE Western Australia Young Professionals Affinity Group:
“Step into your future” @ IEEE Tech Fair
Hosting a meetup event in your Section?

Tell us about it!
Tell us about upcoming meetups in your Region
http://yp.ieee.org/members/global-events/upcoming-meetups/

Kuala Lumpur
Jan 26 @ 9:00 am – 11:00 am

N3XT Global Entrepreneurship Summit @ MaRS Discovery District
Oct 22 @ 5:30 pm – 7:00 pm
IEEE N3XT convenes the worldwide technical entrepreneur community to foster collaboration and innovation, and provide encouragement and skills building to young entrepreneurs looking to make their mark.
Help us find good volunteers!

Introducing the Good Young Professionals List
Nominate a Rock Star Volunteer

Nominator Details

* Required

Your Name *

Your Position *

Your Email Address *

Proposed Rock Star Volunteer Details

First Name *

Surname *
How do we strengthen and leverage the network?

How can we revitalize our local member and volunteer experience?

How can we be disruptive?
Let’s deliver a World-Class Member Experience!

Vision: Building a strong, unified, global Young Professional network

Let’s use the flexibility that the new brand offers to build great new products and initiatives that make people want to be IEEE members.
Thank you!