

# IEEE Young Professionals

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on behalf of Kameron Lacalli, YP Representative

# Who is a Young Professional

- All IEEE members who have graduated from their first degree within the past **15** years
  - Older members can also opt-in
  - As such, YP can be Graduate Student Members, regular Members, Senior Members, or even Fellows!
- YP is NOT a membership grade.
- YP is an affinity Group and it's free of charge
- YP are 25% of the entire IEEE membership

# What Young Professionals Need

YP are interested in

- Elevating their professional image
- Expanding their global network
- Connecting with peers locally
- Giving back to the community

# What IEEE Can do for YP

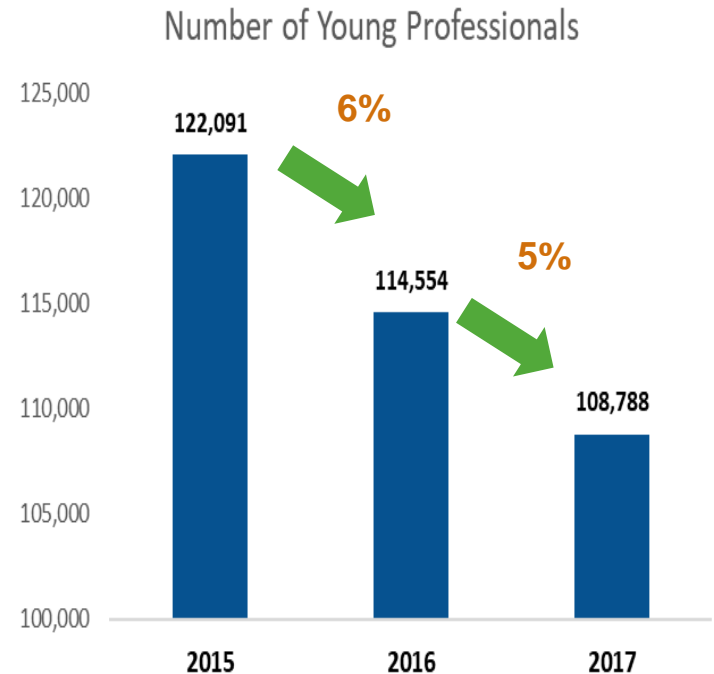
IEEE is committed to helping YP by:

- evaluate their career goals
- polish their professional image
- create the building blocks of a lifelong and diverse professional network

**The YP Chair job is to support your members and to help them grow**

# The Sad Reality...

- Students aren't converting to higher grade membership
- 20% of millennials cancel their membership or let it lapse in the past year
- 25% of millennials refer to professional organizations as "Old School"



While the number of Graduate Student members declined 8% in the last 2 years, Higher Grade Young Professionals declined by 13%

# What U.S. YP Think

45%

% non-renewing members able to afford the price of IEEE membership, but did not perceive enough value  
(n=1,876)

43%

% non-renewing members found enough value in the IEEE membership, but could not afford the price  
(n=1,876)

Research indicates that half of the non-renewing YPs don't see value in IEEE's offerings while the other half thinks the price is not justified

# GLOBAL OFFERINGS

# YP Benefits: Webinars

**Google+**  
**PEOPLE - a closer look**

Percentage of Market Value Related to...

Year	Intangible Assets (%)	Tangible Assets (%)
1992 <sup>1</sup>	~10	~90
2002 <sup>1</sup>	~25	~75
2012 <sup>1</sup>	~55	~45

Source - Brookings Institution analysis of S&P500 companies

**World Class Organizations**

18:38 / 38:44

**2014 Webinar Series**  
by IEEE Young Professionals • 2/4 videos

- 1 Out with the GOLD and in with Young Professionals by IEEE Young Professionals
- 2 Leadership Excellence Part 3: Leading World Class Organizations by IEEE Young Professionals
- 3 Why Engineering Matters for Women by IEEE Young Professionals
- 4 How to be a Star Engineer by IEEE Young Professionals

**Leadership Excellence Part 3: Leading World Class Organiza...**  
IEEE Young Professionals  
Channel settings  
262 views

+ Add to Share More



# YP Benefits: Career Boost



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



- [www.ieee.org/resumelab](http://www.ieee.org/resumelab)
- Suite of online resume/CV development tools for each step of the job seeking process



# LOCAL OFFERINGS: THE KEY TO SUCCESS

# YP Geographical Structure

- YP can only have Affinity Groups (AG).
- YP don't have Chapters or Student Branches
- There can be only one YP AG per Section

- ▶ It's now very easy to create a new AG
  - You need to identify a YP Chair
  - You need to fill out some forms online
  - <https://yp.ieee.org/volunteers/manuals/>
  - That's it
  
- ▶ You need to come up with social events and other ideas to entertain the young members
  - How ?

# YP Chair Bare-Minimum Tasks

- At least **TWO** Activities per year
  - If not, the AG becomes suspended (i.e., no money!)
  - If AG is suspended for 3 years, it gets dissolved!!
  
- Attend your Section ExCom meetings
  - Also Section Social Events
  - You may get ideas and grow your network

# Your 1<sup>st</sup> Event!

- Host Kick-Off Event – aim to make a personal connection with every member who attends and take photos.
- Give a brief introduction to YP and your Section
  - Find material on [yp.ieee.org](http://yp.ieee.org)
- You should introduce yourself to the group and privately thank everyone for attending at the event.



# Some Tricks for your 1<sup>st</sup> Event

- Hosting events near your members
- Many neighborhoods many be difficult to get to in peak-traffic hours, so consider asking for help from an additional YP member to alleviate logistical demands of planning events in parts of the Section that you do not live in.
  - Make these additional members vice chairs, co-chair, secretaries, or similar..
- make your first event an “easy one”, so that you can learn **L31** reporting and how to use **vTools** properly (and without stress)

# Some Tricks for your 1<sup>st</sup> Event

- Advertise your Kick-Off Event through ***vTools***.
- Plan to send at least two event-related emails through your Section list server
- For IEEE marketing and logo standards, see Design System:  
<http://yp.ieee.org/volunteers/manuals/>.



# A note on vTools

- vTools is a set of tools built and managed by IEEE Volunteers
  - Check tutorials online
- You should focus on
  - vTool Events
  - vTools eNotice
- OU Analytics is a query tool that provides access to member data
  - You may need it for personalized emails
  - Very complicated: ask for help!

Google Custom Sea



## Quick Links

- «« IEEE Section Vitality Dashboard
- «« vTools eNotice
- «« vTools Events (Meetings)
- «« vTools Officer Reporting
- «« vTools Student Branch Reporting
- «« vTools Voting
- » Doodle
- » GoogleApps for OUs (G4Os)
- » IEEE Collabratec
- » IEEE Events Finder (Android)
- » IEEE Events Finder (iOS)
- » IEEE Web Hosting
- » Listserv
- » Remote Conferencing and Screencasting
- » SAMIEEE
- » Survey solution – FourEyes (free plan recommended)
- » WebEx Request Form

# Lack of ideas ??

- Look at the Event Exchange Programs
  - <http://yp.ieee.org/volunteers/event-exchange/>
- Contact neighbor YP Chairs
- Contact **YP Region Coordinator**
- Look at YP Facebook
- Look at vTools YP Events



# Event Kit and Material

- YP Website has an online order form to request YP-specific Gadgets
- Also IEEE MGA has an online form with general IEEE material
  - [https://www.ieee.org/about/volunteers/membership\\_development/index\\_membership\\_development.html](https://www.ieee.org/about/volunteers/membership_development/index_membership_development.html)



# After the Event

- Always send out a thank you email with photos from the event
- Post an online article (either through social media, IEEE section newsletter, IEEE section website) discussing the event and highlighting the photos – send the article out to attendees.
- Write a report to YP Impact Blog
  - <http://yp.ieee.org/impact/>
  - Mandatory if YP gives you funding





# YP FUNDING OPPORTUNITIES

# YP Funding Opportunities

- Young Professionals can directly fund events!
- They are divided in

**MEET-UP PROGRAM**

aims to stimulate and improve networking among Young Professionals in the same geographical or technical area

**STEP**

provides freshly graduate students the opportunity of familiarizing themselves with Young Professionals and their activities

**SEED FUNDING**

provide funding support for volunteers to deliver engaging experiences to their local IEEE Young Professionals community

- Get funds here:

<https://yp-events.fluidreview.com/>

# Student Transition and Elevation Program (STEP) \$500

- This program was specifically designed to bring together students (mainly Graduate Student Members) and Young Professionals. It aims to introduce members who will soon graduate to what Young Professionals do, and how they can get involved. In order to boost your event's popularity, think in terms of what can help soon-to-graduate students transition more easily to a professional career.
- STEP events have to be organized in collaboration with one or more local Student Branches.
- A minimum of 10 Student or Graduate Student Members should attend your STEP event.



# Meet-up (\$1,500)

- Meet-ups are meant to engage members and volunteers living in the same geographical location, and enhance their professional networks. Such events can take the form of technical talks, panels, Q&A, followed by networking sessions.
- The main focus is providing networking opportunities, where members can expand their professional networks.
- Meet-ups should take place in conjunction with large scale events. Conferences or technical congresses, Regional events or cross-Section congresses are all suitable candidates. At such events you can reach a larger audience, and create additional benefits to Young Professionals through attending such events.
- Meet-ups are meant to be large events. The maximum amount of funding will only be granted to events with 90 attendees or more, where it is also justified by expenses.

# Local Activity Funding (\$750)

- This type of funding provides financial support for Young Professionals volunteers to implement new initiatives, programs and activities at the local level, which are meant to engage the local Young Professionals community.. The events or programs can be either technical or non-technical in nature, and can take any form.
- Any kind of event, activity or initiative can benefit from local activity funding.



**IEEE**

youngprofessionals