

## **Estonia Section**

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### **Getting Closer to Industry**

The person elected as officer of industrial relations has to be from industry and involved in industrial organizations (associations). Luckily this is the current case in our section. As a result there were industry visit by our student branch members, meeting with industry representatives during summer seminar etc. It works also well to let industry people to take part of section events (DL lectures, seminars) - it helps to establish contacts, discuss about academy-industry joint issues (e.g. internship) and get engineers to IEEE. It is important to have communication channels open and have information about IEEE benefits for members out of university.

### **Students and Young Professionals**

Our students can be attracted in best by IEEEExtreme, the second attraction is industry visits. Section is ready to pay the first IEEE membership fee of students participating in IEEEExtreme. At the same time IEEE events compete with similar activities at University. It is possible to make IEEE visible on industry visits especially when IEEE members are involved. Section can support some of student visits (e.g. transport) but it is limited. We have not succeeded to set up YP in Estonia, partially because graduates are moving to different workplaces in SME-s where probably are no other members and thus joint activities. The meeting with industry representatives during our summer seminar got very positive feedback and was mutually useful. We plan to support to set up second student branch in Estonia (University of Tartu). In long term it should support setting up YP too once there will be more experienced in student branch graduates.

### **Section Vitality**

Joint seminars, visibility in media and workplaces, recognition. In this year we issued pins in frame of IEEE Membership Loyalty program and it was well accepted. Also DL program is working well, attracting students and industry members too. IEEE symbols (e.g. roll-ups, IEEE coffee mugs) are helping to make IEEE and section visible and recognized. It is important to inform section offices (especially chapter chairs, student branch officers) about new members and also about those who have not renewed to contact them and seek acceptable solution (electronic membership, half-year membership etc.).

### **Miscellaneous / Recommendations / Feedback**

Estonia Section will become 10 years old in 2016. We plan to celebrate it with several anniversary events.