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GOLD → Young Professionals Transition

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Region 8 Young Professionals Subcommittee

So What Happened?

- GOLD changed its name to IEEE Young Professionals
- The IEEE Board directed all organizational units, to review and update their governing documents, replacing the term GOLD with Young Professional(s)
- The MGA Board approved new criteria broadening the scope of “ten years from first degree” to “fifteen years from first degree” with an option to participate beyond the fifteen year time span

The Rationale Behind the Name

- ▶ The name, “IEEE GOLD” was not instantly recognized as a Young Professionals Group
- ▶ Many similar organizations adopt the name “Young Professionals” in their branding
- ▶ Makes it easier to find information and benefits relevant to young professionals in IEEE, increase member awareness and engagement
- ▶ Enables more reliable reporting by treating as a catalog asset

The Rationale Behind the Criteria

- ▶ Age is sensitive transculturally, does not necessarily correlate with early career need and is not a required field in the member record/database
- ▶ Universal indicator with opt in/opt out honors member control of the record and choice to affiliate as needs change

Key Activity Streams

Timeline/Critical Checkpoints

Governance

- Approvals
- Bylaw updates
- Operations manuals

Nov 2013

Approvals from IEEE Board with requests to all governing bodies

May 2014

Operations manuals revised and updated for identified OUs

Aug 2014

Materials finalized and distributed

Branding

- Design
- Collateral, Websites
- Campaign references

Design and branding finalized, initial web landing page refresh

Collateral, websites, and campaigns continually updated

Debut finalized for SC-2014; Shipment of collateral globally

Classification

- Data management
- Process updates
- Reporting

Classification and I.T. requirements scoped/POC

I.T requirements completed; Programming; QA finalized

Launch with 2015 membership year

Communications

- Volunteers
- Members
- Public

Socialized with Volunteers Societies and AG Chairs

Continued communications to include resources

Full-scale member and public announcements

Next...

- ▶ Help your Unit Understand the Change (we can assist)
- ▶ Change your organizing documents (if applicable)
- ▶ A growing “Tool Kit” can be found at iee.org/yp
- ▶ Know that we are 64,000 strong now and our ranks will more than double in August of this year

Questions?



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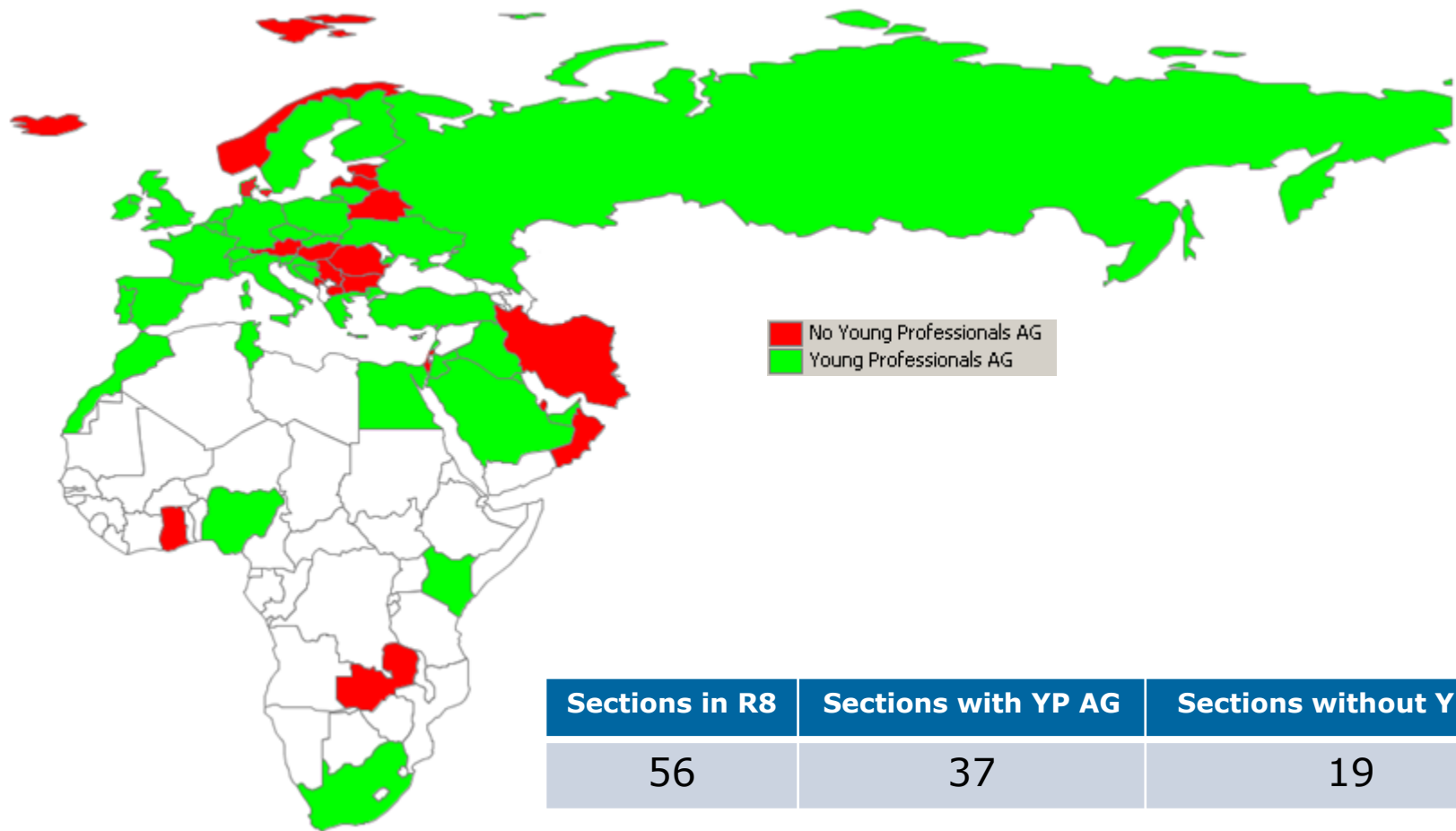
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Young Professionals Affinity Groups Initiation & Revitalization

Region 8 Young Professionals Subcommittee

Current situation of YP AGs in R8



Revitalization approach

- ▶ R8 YP Subcommittee initializes and revitalizes YP Affinity Groups in the IEEE Sections where the amount of YP members is sufficient:
 - Norway (257 YPs, 10 responses)
 - Denmark (294 YPs, 6 responses)
 - Austria (458 YPs, 4 responses)
 - Romania (268 YPs, 9 responses)
 - Israel (204 YPs, 1 response)
 - Russia (143 YPs, 6 responses)
 - Hungary (123 YPs, 4 responses)
- ▶ Currently, five applications are in the final stage: Norway, Denmark, Austria, Russia and Romania

Revitalization conclusion



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- ▶ **Help us and cooperate because Young Professionals are the future of your Section**

Questions



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