GOLD → Young Professionals Transition

Elena Pareja, Ana Katalinic, Flavia Dinca, Rafal Sliz

Region 8 Young Professionals Subcommittee

yp.ieeer8.org
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 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

### Governance
- Approvals
- Bylaw updates
- Operations manuals

### Branding
- Design
- Collateral, Websites
- Campaign references

### Classification
- Data management
- Process updates
- Reporting

### Communications
- Volunteers
- Members
- Public

### Timeline/Critical Checkpoints

<table>
<thead>
<tr>
<th></th>
<th>Nov 2013</th>
<th>May 2014</th>
<th>Aug 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approvals from</td>
<td>Operations manual revised and updated for identified OUs</td>
<td>Materials finalized and distributed</td>
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<td>IEEE Board with</td>
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<td>requests to all</td>
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<td></td>
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<tr>
<td>governing bodies</td>
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<tr>
<td>Design</td>
<td>Design and branding finalized, initial web landing page refresh</td>
<td>Collateral, websites, and campaigns continually updated</td>
<td>Debut finalized for SC-2014; Shipment of collateral globally</td>
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<tr>
<td>Collateral, Websites</td>
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<tr>
<td>and campaigns</td>
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<td>continually</td>
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<tr>
<td>updated</td>
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<tr>
<td>Data management</td>
<td>Classification and I.T. requirements scoped/POC</td>
<td>I.T requirements completed; Programming; QA finalized</td>
<td>Launch with 2015 membership year</td>
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<td>Process updates</td>
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<tr>
<td>Reporting</td>
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<tr>
<td>Volunteers</td>
<td>Socialized with Volunteers Societies and AG Chairs</td>
<td>Continued communications to include resources</td>
<td>Full-scale member and public announcements</td>
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<td>Members</td>
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<tr>
<td>Public</td>
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[yp.ieeer8.org](http://yp.ieeer8.org)
Next...

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

 IEEE young professionals

 yp.ieeere8.org

 r8yp@ieee.org

 www.facebook.org/Region8YP
Young Professionals Affinity Groups Initiation & Revitalization

Region 8 Young Professionals Subcommittee

yp.ieeer8.org
Current situation of YP AGs in R8

<table>
<thead>
<tr>
<th>Sections in R8</th>
<th>Sections with YP AG</th>
<th>Sections without YP AG</th>
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</thead>
<tbody>
<tr>
<td>56</td>
<td>37</td>
<td>19</td>
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</table>

No Young Professionals AG
Young Professionals AG
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
Help us and cooperate because Young Professionals are the future of your Section
Questions

IEEE youngprofessionals

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