

Young Professionals Subcommittee

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Goals

The main goals of the Region 8 Young Professionals team for 2017 are to:

- 1) Improve the status of Young Professionals Affinity Groups in Region 8, consisting of:
 - a) no inactive or dormant Young Professionals Affinity Groups in the Region;
 - b) Young Professionals Affinity Groups reporting their activities on vTools through L31 reports in a timely manner, and they all having the minimum required 2 activity reports before the end of the year;
 - c) create at least 1 new Young Professionals Affinity Group in the Region;
- 2) Create and share additional support material and manuals relevant for Young Professionals, mainly guides to successfully running a Young Professionals Affinity Group and simple explanations of the bylaws governing them, strategies for measuring event success and impact, strategies for getting funding and sponsorship for events and other topics;
- 3) Bridge the gap between the 3 main segments of Young Professionals by:
 - a) Supporting Young Professionals Affinity Groups to organize more STEP events and work closer with students in their Section;
 - b) Supporting Young Professionals Affinity Groups to organize more Meet-ups events and work closer with industry in their Section;
 - c) Supporting and encourage Young Professionals Affinity Groups to allocate resources to entrepreneurship activities;
- 4) Relevant partake in the IEEE Sections Congress to be held this August in Sidney, Australia;
- 5) Cooperate with SAC for the continuous success of Cross-Sectional SYP Congresses and the Region 8 SYP Congress;
- 6) Cooperate with the other MA subcommittees and take advantage of each others' strengths to achieve our goals, particularly with SIGHT, PA and LM;
- 7) Focus not only on supporting active Young Professionals volunteers, but also on the development of programs that directly aim to increase Young Professionals members satisfaction based on segmentation studies;
- 8) Increase visibility of the Young Professionals program in Region 8.

Status and Past Contributions

For a complete overview of the followed strategy to achieve the aforementioned goals, please refer to the previously submitted report. In this section, solely the achievements of this first half year will be described, following the same order:

- 1) The year started with 47 Young Professionals Affinity Groups (AGs), 2 of each were in dormant and 2 were at risk of being dissolved. All 4 were successfully revitalized. Additionally, 2 new AGs were formed (Algeria and Romania) and 2 are in the process of submitting their petition. Out of the 49 AGs, only 1 is missing the minimum reporting for this year. It is the 6th year in a row that a Region 8 YP AG wins the MGA YP Hall-of-Fame Award, proving the dedication and quality of work of our YP volunteers. Through collaboration with the respective Section Chairs during the previous Region 8 Committee meeting, a smooth transition was guaranteed for the AGs that required new officers. Out of the 49 AGs, only 2 are of concern on this matter.
- 2) The manuals Guidelines to organize a Cross-Sectional SYP Congress (in cooperation with SAC) and the ready-to-use YP slide presentation for local Young Professionals Affinity Groups have been finalized and distributed. Furthermore, a webinar on Publicity & Visibility for YP Chairs' training, as well as Best Practice manual for the Region 8 YP teams to come are under development. Manuals on how to use the vTools platform for officers and event reporting were put together by IEEE staff and thus been dropped from our task list. The Event Exchange Program is now available online at yp.ieee.org.
- 3) Considerable time and effort have been put in ensuring that the local Young Professionals AGs were aware of the funding opportunities available to them. As a result, 9 STEP events, 5 Meet-ups and 6 Seed-Funding activities have taken place in our Region, fully or partially funded by MGA YP, putting the Young Professionals community in Region 8 in the front row. All the events are evaluated based on success metrics and deliverables, after which the funding is released.
- 4) During the IEEE Sections Congress, the Region 8 Young Professionals Chair will deliver a Breakout Section with the Region 8 Student Activities Vice-Chair on "Engaging Young People: Listening to their Needs" and will be part of the Industry Panel Session "Young Professionals: Challenges and Needs". As a group, the Region 8 YP team will focus on experience sharing and learning of best practices from other Regions. Furthermore, interviews will be held and surveys distributed to expand the understanding of our role in the engineering community and how to effectively grow our impact.
- 5) This year, 7 Cross-Sectional SYPs will be organized in Region 8, GCC SYP (1st edition), CEuSYP, MESYP, ASYP (1st edition), WESYP, HSYP and NSYP. From the 7, 2 have already taken place: GCC SYP (Bahrain) and CEuSYP (Ukraine). All dates are now fixed and all OCs are actively working on the organization of their congresses under YP and SAC guidance. The organization of African SYP, the first ever event of this kind and scale in the Africa area, is a significant milestone for its members and our Region. Regarding the 2018 Region 8 SYP, the second stage call of proposals has been closed and the submissions are currently under evaluation. The final decision will be released on the 31st of July. For further details on these activities, please refer to the SAC report.
- 6) Collaboration with the fellow subcommittees under Member Activities as so far been successful with:
 - a) PA – joint efforts on the delivery of content and presence at IEEE flagship conferences as Eurocon and Africon;
 - b) SIGHT – by foresting the delivery of soft-skills training by local Young Professionals to newly formed SIGHT groups.

- 7) Based on the results from the segmentation study, two main programs and one visibility strategy were designed, focusing on reaching out directly to the Young Professionals members:
 - a) Company Branch Program, concept development and proposal finalized. A survey targeting the young professionals in industry segment has been drafted and is ready for release this month.
 - b) YPitch is the new entrepreneur-aimed program from Region 8 YP. Concept development and proposal finalized. First steps taken into involving IEEE N3xT and IEEE Entrepreneurship for collaboration.
 - c) Organization of 2 Signature Events by R8 YP: one at an IEEE flagship conference, Eurocon, and one at a large scale event, comprising of 3 conferences and an exhibition fair, with around 4000 participants, the European Microwave Week (EuMW). Both events aim at exposing IEEE Young Professionals and its mission inside and outside the IEEE community, while at the same time contributing to a closer collaboration with Academia (Eurocon) and Industry (EuMW). Foremost, the events focus on reaching out to the members and piercing out of the volunteer bubble.
- 8) Increase of the visibility of Young Professionals in Region 8 has been achieved by participation and delivery of workshops in SYP Congresses, support of Meet-ups at technical conferences, organization of Signature Events, redaction of the YP Newsletter and online media campaigns. The YP Newsletter is now finalized and ready for distribution in the next Region 8 Committee Meeting in Sydney. Within the online media campaigns, #YPVoice was extremely successful, being recognized by IEEE staff, who requested permission to use the quotes in the IEEE website and marketing materials. In the last 4 months, there has been an almost 20% increase in the number of Facebook followers, showing the steady growth of the Young Professionals community engagement and the Region 8 YP team visibility.

Outlook

Based on the experience gained during this year, the Business Plan from MGA YP and the priorities of Region 8, the next committee should try to design its strategy around 2 main pillars: a strong academia/industry collaboration and the extra step towards the non-volunteer member experience and satisfaction. A sum of guidelines to introduce the new team to the YP team role are already being written, summarizing best practices and on-going programs, so only a few advices and directives will be pin-pointed below:

- Continue the AGs division scheme, reducing the work load per team member and creating a more personalized contact with the local volunteers;
- Work on maintaining a strong collaboration with SAC and PA;
- Develop new links with other subcommittees under MA and TA, e.g. as it is now being done with SIGHT;
- Expand the Company Branch Program and contribute to the YPitch momentum until it is fully sustainable;
- Continue the guidance and support of SYP congresses, as well as Meet-ups, working towards new succession solutions and budget optimization;
- Do not underestimate the power of social media.

Points of Concern

Young Professionals have always represented a major fraction of the IEEE members, over 25%, but only recently it has become undeniable their impact and contribution to the future of the institution. With retention and satisfaction rates steadily decreasing among young people, IEEE is finally realising that it is essential to adapt to this new changing world in order to remain a relevant engineering organisation. As a result, the Young Professionals program is exponentially growing and becoming inherent to IEEE's strategy.

The Young Professionals community in Region 8 (close to a third of the total membership) is one of the most vibrant and engaging globally, recurrently piloting new programs that end up being reproduced in other Regions. This year, the R8 YP team is reaching out to this community through initiatives as YPitch, Company Branch Program, Signature Events and the expansion of Cross-Sectional SYP Congresses. We hope that Region 8 continues showing its constant support and enables the growth of this program to its full potential, in the same fashion IEEE as an institution is.