

Young Professionals Subcommittee

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Goals

The main goals of the Region 8 Young Professionals team for 2018 are to:

- 1) Improve the status of Young Professionals Affinity Groups in Region 8, consisting of:
 - no inactive or dormant Young Professionals Affinity Groups in the Region;
 - 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;
 - 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, focusing on strategies for getting funding and sponsorship for events and how to increase the publicity and visibility of their activities;
- 3) Bridge the gap between the 3 main segments of Young Professionals by:
 - Supporting Young Professionals Affinity Groups to organize more STEP events and work closer with students in their Section;
 - Supporting Young Professionals Affinity Groups to organize more Meet-ups events and work closer with industry in their Section;
 - Supporting and encourage Young Professionals Affinity Groups to allocate resources to entrepreneurship activities;
- 4) Cooperate with SAC for the continuous success of Cross-Sectional SYP Congresses and the Region 8 SYP Congress;
- 5) Cooperate with the other MA subcommittees and take advantage of each others' strengths to achieve our goals, particularly with SIGHT, PA and LM;
- 6) 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;
- 7) Increase visibility of the Young Professionals program in Region 8.

Status

This year, we will continue to pursue the 2-year term goals defined in the beginning of 2017. For a complete overview of our strategy, please refer to the reports submitted during the previous year.

- 1) Currently there are 50 Young Professionals Affinity Groups in Region 8, 3 of which were formed last year. From these groups, all are active and with their reporting up to date, with exception of 3. The team is closely working with the Chairs of these Sections to revitalise these groups, focusing on their local needs and challenges. In order to keep a close relationship with each of the executive committees, the Affinity Groups are equally divided by the R8YP team members.
- 2) A series of webinars on Publicity & Visibility for YP Chairs' training is ready and scheduled for delivery in March. Additionally to it, other training/supporting material documents are under development, as a "Sponsorship for Dummies" guide, a "Cross Sectional SYP Congress Survival Guide" and a memo on how to quickly go through a petition process using vTools. A Best Practice manual for the next Region 8 YP team is also planned to be ready by the end of the year.
- 3) After much advertising and encouragement of the local Young Professionals AGs to use the funding opportunities available to them, 8 STEP events, 6 Meet-ups and 11 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. Region 8 events reported the highest attendance rate of all the Regions. All the events were evaluated based on success metrics and deliverables, after which the funding was released.
- 4) Last year, 8 successful Cross-Sectional SYP Congresses were organized in Region 8: GCC SYP (1st edition), CEuSYP, MESYP, ASYP (1st edition), WESYP, HSYP, EASYP (1st edition) and NSYP. The organization of two new SYP Congresses in Africa was a significant milestone for its members and our Region. The host Section of the 2018 Region 8 SYP Congress is Portugal and its organising committee from the University of Porto. The Congress is scheduled to take place from the 24th to the 29th of July. For further details on these activities, please refer to the SAC report.
- 5) Collaboration with the fellow subcommittees under Member Activities as so far been successful with:
 - PA - joint efforts on the delivery of content and presence at IEEE flagship conferences as Eurocon and Africon;
 - SIGHT - by foresting the delivery of soft-skills training by local Young Professionals to newly formed SIGHT groups.
 - LM - by involving the subcommittee in the SYP Congress through the delivery of talks and experience sharing.
- 6) 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:
 - Company Branch Program, concept development and proposal finalized. A survey has been distributed to assess the target audience's (IEEE Young Professionals working in industry) impression on the idea and its added value. A total of 388 responses were collected, with a good diversity in terms of working field and years of experience in industry. More than 70% of the participants see the program has valuable or very valuable.
 - YPitch is the new entrepreneur-aimed program from Region 8 YP, consisting of a competition for young start-ups, who need support to take their first steps. Concept development and proposal finalised. Currently involving IEEE N3xT and IEEE Entrepreneurship for collaboration. A parallel proposal was also written to increase IEEE's visibility among the entrepreneurship world.
 - 2 Signature Events were organised 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 aimed 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). The overall experience was positive and effective.

- 7) Increase of the visibility of Young Professionals in Region 8 has been achieved by participation and delivery of workshops in Cross Sectional 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 was released in January and a copy of this edition will be distributed during the meeting in Athens. 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. During the past year, a significant increase of our number of followers on the various social media platforms was recorded 50% in our Facebook page (with a total organic reach of 47k+), 48% in our Instagram account and 20% in our Twitter account, showing the steady growth of the Young Professionals community engagement and the Region 8 YP team's visibility.

Outlook

Based on the experience gained during last year, the Business Plan from MGA YP and the priorities of Region 8, our strategy is designed around 2 main pillars: a strong academia/industry collaboration and the extra step towards the non-volunteer member experience and satisfaction. This said, the team will focus on achieving the goals set for this year through the following directives:

- Continuing the AGs division scheme, reducing the work load per team member and creating a more personalized contact with the local volunteers;
- Working on maintaining a strong collaboration with MGA YP and, within R8, with SAC and PA;
- Developing new links with other subcommittees under MA, e.g. as it is now being done with SIGHT;
- Expanding the Company Branch Program and contribute to the YPitch momentum until it is fully sustainable;
- Continuing the guidance and support of SYP congresses, as well as Meet-ups, working towards new succession solutions and budget optimization;
- Increasing collaboration with TAB and experience sharing with the YP communities from other Regions.

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. 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.

Other Issues to report

