

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 organise more STEP events and work closer with students in their Section;
 - Supporting Young Professionals Affinity Groups to organise more Meet-up 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 continued pursuing 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 more than 50 Young Professionals Affinity Groups in Region 8, a steadily increasing number in the last couple of years. From these groups, all are active and with their reporting up to date, for the exception of a minority with whom we are closely working to ensure revitalisation. In order to maintain our close relationship with the local volunteers, we kept the Affinity Groups equally divided by the R8YP team members, method that has been proven successful in the past.
- 2) A series of webinars on Publicity & Visibility for YP Chairs' training has been delivered. The "Cross-Sectional SYP Congress Survival Guide" has been finalised, as well as the "Petition (using vTools) Process Tutorial", which has already been shared with and appreciated by volunteers wishing to start a new Affinity Group. The "Best Practices" manual for the next Region 8 YP team is being drafted.
- 3) Region 8 Affinity Groups maintain the success and visibility of the Region 8, delivering a high number of activities with exemplary quality. This is reflected on the usage of funding provided by MGA YP and on the continues presence of Region 8 volunteers receiving recognition awards.
- 4) Last year, 8 successful Cross-Sectional Congresses were organised in Region 8. The organisation of the two new SYP Congresses in Africa was a significant milestone for its members and our Region. The Region 8 SYP Congress tool place in Porto, Portugal. Tighter reimbursement measures and attendance criteria were implemented with good results. For further details on this matter, 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;
 - SIGHT - by foresting the delivery of soft-skills training by local Young Professionals to newly formed SIGHT groups and by carrying the word of the humanitarian cause as part of the Young Professionals message and mission;
 - LM - by encourage the subcommittee to be involved 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 Professional members:
 - Company Branch Program, now re-branded to "IEEE, Connecting Experts"; after the positive outcome of the survey, showing that the YP members in Region 8 consider such an initiative added value, a couple of companies and societies have been contacted, in order to establish a pilot program. So far, the response is positive and supportive, opening way to the next steps.
 - the YPitch competition has also been re-branded in to a broader program now called "Region 8 Entrepreneurship Initiative". The new scope includes not only the competition, but also a mentorship platform, which could be supported by the Action for Industry Subcommittee's network. Up to this point, the focus has been on creating a strong standing of the entrepreneurship pillar within Region 8, increase the visibility of the initiative, fostering relations with suitable submits and constructing the database of mentors (which can double as judges for the competition). Official launch occurred during the Region 8 SYP Congress.
 - Several meet-up events have been organised across Region. The R8 YP team has focused their efforts in 2: the Young Professionals in Space, which took place in July, in Barcelona, and the European Microwave Week, which took place in September, in Madrid. Both events aimed at exposing IEEE Young Professionals and its mission

inside and outside the IEEE community, while at the same time providing the participants with opportunities of professional growth and networking environments. The efforts have shown to deliver positive results and been highly appreciated by the participants involved.

- 7) Increase of the visibility of Young Professionals in Region 8 has been achieved by participation and delivery of workshops in the Region 8 SYP Congress, support of Meet-up events at technical conferences, redaction and publishing of the YP Newsletter, launch of the Region 8 Entrepreneurship initiative and other online media campaigns. During the past year, we recorded a 20% increase in the number of likes of our facebook page, maintaining the growth trend of the Young Professionals community and its engagement with the Region 8 team.

Outlook

Based on the experience gained in the past few years, the Business Plan from MGA YP and the priorities of Region 8, the YP team advises the next team to design its strategy around the 2 pillars that have shown to be fundamental: a strong academia/industry collaboration and measures focusing on the non-volunteer member experience and satisfaction. The new initiatives, "IEEE, connecting experts" and "Region 8 Entrepreneurship Initiative", should continue being developed until they are fully sustainable. Increasing collaboration with TAB (which in return can provide a stronger relationship to both academia and industry) is strongly advised.

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 continue 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