

## Action for Industry Sub-Committee

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The committee started with definition of its goals and milestones for 2024, determination of key performance indicators (KPI) and development of an action plan for 2023. The committee organized around the seven key goals (Mentorships, Internships, Industry Events, Section Industry Ambassador Coordination, Awards, Entrepreneurship, and Communication) by forming sub-teams of 3 to 6 members per goal. Each sub-team is currently developing their action plan and defining the KPIs and, therefore, their numeric values shall be presented later. The goals and their progress will be summarized below.

### Goals

Goal description and key performance indicators:

1. **Mentorships program:** The Action for Industry (AfI) mentorship program is focused in bringing mentors (Senior and Fellow members of IEEE) and mentees from participating companies together. Match making is performed via an online program implemented in Collabratec. The AfI committee focuses on promoting this platform for companies engaged with IEEE for the purpose of establishing a mentor-mentee partnership. *Number of established connections* is used as the primary KPI for this program.
2. **Internships program:** IEEE Student and Young Professional (SYP) members are a valuable asset for industry. SYP members are all well-educated, engineering oriented people with diverse practical experience. The ultimate objective of the AfI internships program is to facilitate the placement process both by obtaining job descriptions from companies and vetting the student base to offer to the companies a selection of able young engineers. The primary objective for the current term, however, is to develop digital tools for mediation of internships. *Number of internships mediated* and *number of MoUs* between companies and AfI signed are used as KPIs for this program.
3. **Industrial events program:** IEEE organizes number of events that cover many industries relevant topics. Some of the events engage industries but others do not. This program will focus (a) on promoting those events that already engage industries (e.g. through organizing exhibitions or other type of industry relevant program) to companies across Region 8, and (b) seeks to engage with central IEEE sponsored conferences that currently engage less with industries and works together with the organizers to produce industry relevant program, such as industry workshops or site visits, to the conference agenda. Two such conferences have been identified where AfI seeks to engage with during 2023: Africon2023 and RTSI. *Number of industry relevant events promoted* and *workshops (or other types of engagements) organized* are used as KPIs for this program.
4. **Section Industry Ambassador (SIA) Coordination program:** Each Section is asked to appoint an Industry Ambassador amongst their local members to liaise with the AfI SIA Coordination team. The Industry Ambassadors are local representatives of AfI and the primary contact point to the local industries. The purpose of the SIA Coordination program is to nurture the network of Industry Ambassadors by providing support for their work. The SIA Coordination team maintains the record of SIAs, inducts new SIAs, supports SIA with their outreach to companies, for example, by providing them with relevant information on the value of engaging with IEEE and support for performing the formally engagement with companies by signing and Memorandum of Understanding (MoU). *Number of meetings organized* and *MoUs signed* are the KPIs for this program.
5. Recognition of Active Companies – **Awards program:** Commitment of companies to collaborate with various programs is a key to the success of many AfI program. The award program is established to formally recognize some of the most important collaboration partners. The first objective is to define the nomination, evaluation and presentation practicalities. The goal is to have the award in place during 2023 so that the first presentation of the award could still take place within 2023 at the Region 8 autumn meeting.
6. **Entrepreneurship activities program:** There are number of actions and activities organized around entrepreneurship both inside and outside of IEEE. This program seeks to engage and collaborate with relevant IEEE activities on internship and select activities external to IEEE in reaching out to entrepreneurs. The AfI entrepreneurship sub-team is looking opportunities to focus on certain select geographic regions to maximize the impact of the engagement efforts. *Number of startups engaged* and/or *entrepreneur focused events organized* are/is the central KPIs for this program.
7. **Communications (website & social media):** The ultimate objective of the communications function is to increase the awareness of AfI, its value to industry and its ongoing activities. The new communications strategy will focus on directing the main messaging more towards companies (instead of existing IEEE members) by refreshing the existing website and creation of social media presence. The website will be upgraded to include new content, for example value proposal for companies, updates of all AfI sub-teams working on the discussed goals, testimonials of active industry ambassadors, and promotions of industry relevant events of IEEE. Social media channels will be used to communicate essentially this same information but in a different, more engaging format. *Refreshing the website* and *creation of social media strategy* will be the KPIs of this function.

### **Progress against goals since the last report**

The committee started its term in January 2023 and has organized around the seven key goals discussed above by forming sub-teams of 3 to 6 members per goal. Each sub-team will develop an action plan for 2023 that projects to the overall goal described at the end of the committee term in 2024.

### **Points of Concern**

There are currently no points of particular concern but the human resourcing (esp. number of full committee members) may turn out to be low with respect to the number of goals. Also, realization of some of the goals, the internship platform in particular, will most likely be requiring funding that goes beyond the normal operation budget of the committee. Additional sources of being investigated.

### **Proposals for improvements/Other Issues to report**

No other Issues to report.