

124th IEEE Region 8 Committee Meeting  
5 April 2025 • Budapest, Hungary

# Strategic Planning for Student Activities

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*Theodoros Chatzinikolaou*  
*Vice-Chair, Student Activities*

# Our Audience: STUDENTS

Students join IEEE to:

- Enhance career opportunities
- Join IEEE Societies
- Network with others in the profession
- Obtain IEEE publications
- Participate in Student Branch activities or contests

Students renew for similar reasons!



*Findings based on the 2024 Member  
Engagement & Satisfaction Survey*



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# What else do students want from a technical professional organization like IEEE?

- Attend events, consume content, volunteer and exchange knowledge
- Grow their professional network
- Keep them informed of developments in their field
- Provide networking opportunities with peers
- Accelerate their career by connecting them to job opportunities
- Host discussions on vital topics relevant to their field
- Provide access to documents by industry thought leaders

*Findings based on the 2024 Member Engagement & Satisfaction Survey*



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# IEEE MGA SAC Strategic Initiatives



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MGA Goals	Top Priority Initiatives
<b>Improved Member Satisfaction</b>	<ul style="list-style-type: none"><li>● Improve Access to Resources and Learning Opportunities</li><li>● Enhance the Quality and Variety of Student Activities</li><li>● Improve and Enhance Student Branch Mentorship and Revitalization</li></ul>
<b>Improved Volunteer Satisfaction</b>	<ul style="list-style-type: none"><li>● Improve Volunteer Training</li><li>● Improve and Diversify Volunteer Recognition</li><li>● Facilitate Transition from Student to Higher Grade Volunteering</li></ul>
<b>IEEE Membership Expansion</b>	<ul style="list-style-type: none"><li>● Increase Awareness and Visibility of IEEE Benefits</li><li>● Develop New Engaging and Inclusive Programs</li><li>● Foster a Strong Sense of Membership and Belonging to a Global Community</li></ul>

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# MGA SAC Focus Areas and Projects for 2025

- **Training for Students and Counselors**
  - 5 minute videos with tutorials and information for Student Branches
  - Update resources on the Center for Leadership Excellence
  - Online and in-person training for SB leaders and counselors
- **Resources for Regions, Sections and SBs**
  - Creation of templates and guidelines (e.g. how to run a meeting)
  - Resources to organize competitions
- **Connect with Regions, Sections and SBs**
  - Streamlining communications from SAC to SBs

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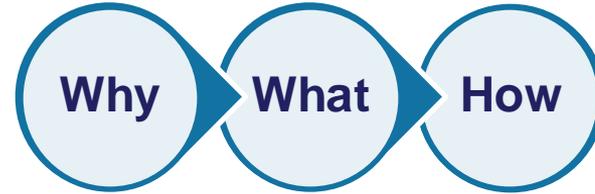
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# MGA SAC Focus Areas and Projects for 2025

- **Opportunities for Students: Learning, Projects, Employment**
  - Employment opportunities (e.g., internships, virtual career fairs)
  - Short-term project engagements (e.g., co-op, industry projects)
  - Competitions: IEEEExtreme, Keyboard Typing Marathon
  - Innovation challenges
- **Professional Development/Student to YP Transition**
  - Online resources for professional development
  - In-person career development sessions @ Congresses and Conferences
- **Industry Relations**
  - Tools and guidelines to streamline industry relations at sections

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# Be purpose-driven



Mission and Goals

Initiatives that drive  
the mission and goals

Activities and events  
that advance the initiatives

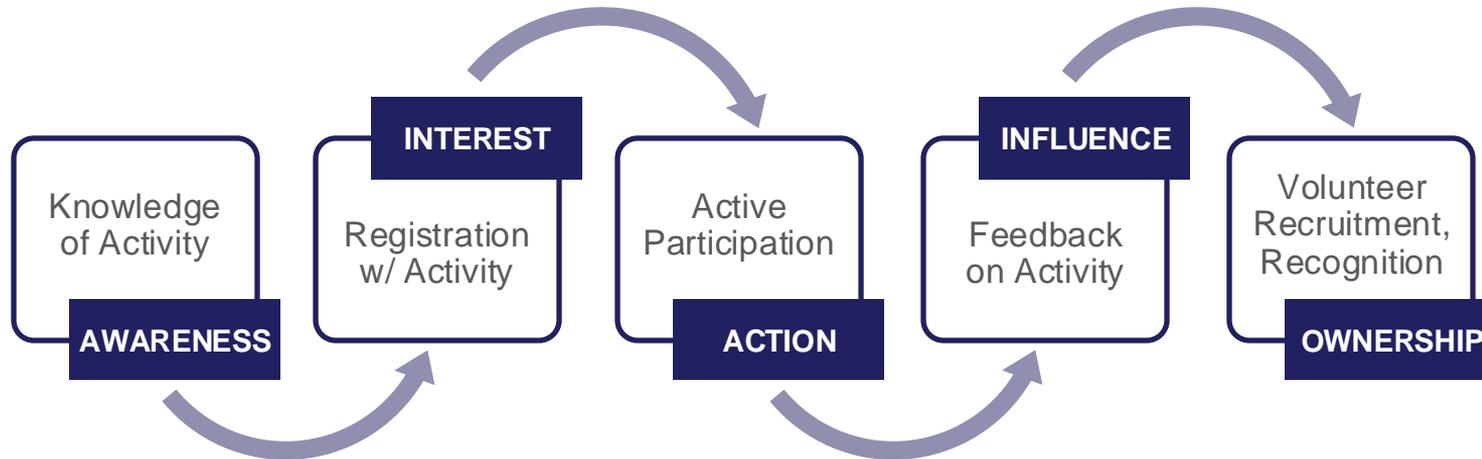
- Obtain consensus around the **Why** before moving on to the **What**
- Obtain consensus on the **What** before moving on to the **How**



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# Approach member engagement along a continuum of successes



- The probability of achievement in subsequent phases is driven by success in the preceding phases
- With progression through the continuum, the number of individuals decreases as the individuals' investment of time increases



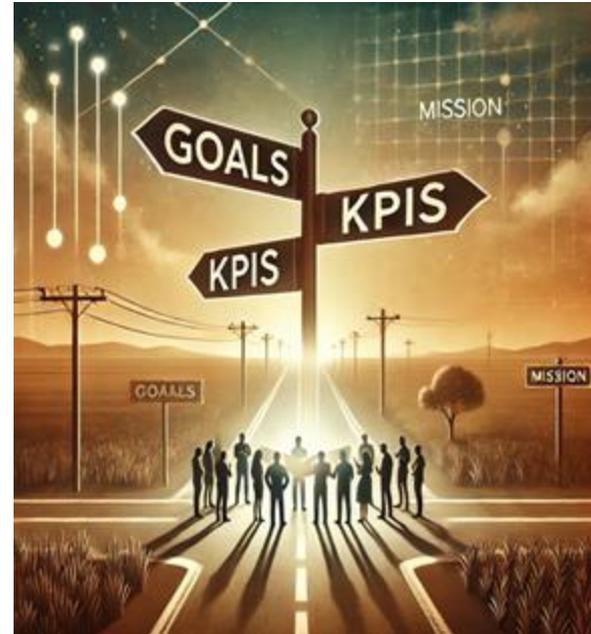
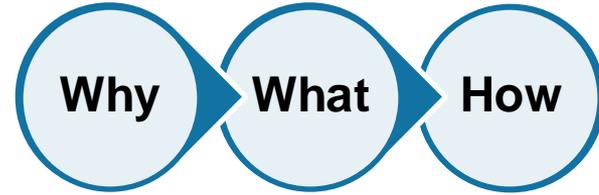
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# Closing thoughts

- Choose a MGA, SAC, or Region initiative to advance
- Proceed to the action plan phase
  - once there's consensus on which initiatives you seek to advance
  - decide what you're going to do
- Expedite your implementations by learning and utilizing the resources IEEE already offers

*For any questions related to the MGA SAC, contact [student-services@ieee.org](mailto:student-services@ieee.org)*



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سپاس  
Dank u Kültos  
Paldies Спацидо Multumesc  
شكرًا Dakujem Gracias  
Asante Obrigado Tanemmirt  
Hvala Teşekkür ederim Дзякую Рахмет  
Tack  
**THANK YOU**  
Grazzi Ευχαριστώ Dziękuje Enkosi  
Ačiū Көszönöm Dankie  
Благодаря Tak Дзякуй  
Takki Grazie Danke Děkuji  
Aitäh Merci Grazia



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