

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

Strategic Planning for Student Activities

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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?



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

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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

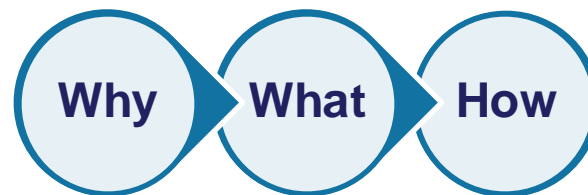
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MGA SAC Focus Areas and Projects for 2025

- **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

Be purpose-driven



Mission and Goals

Initiatives that drive
the mission and goals

Activities and events
that advance the initiatives

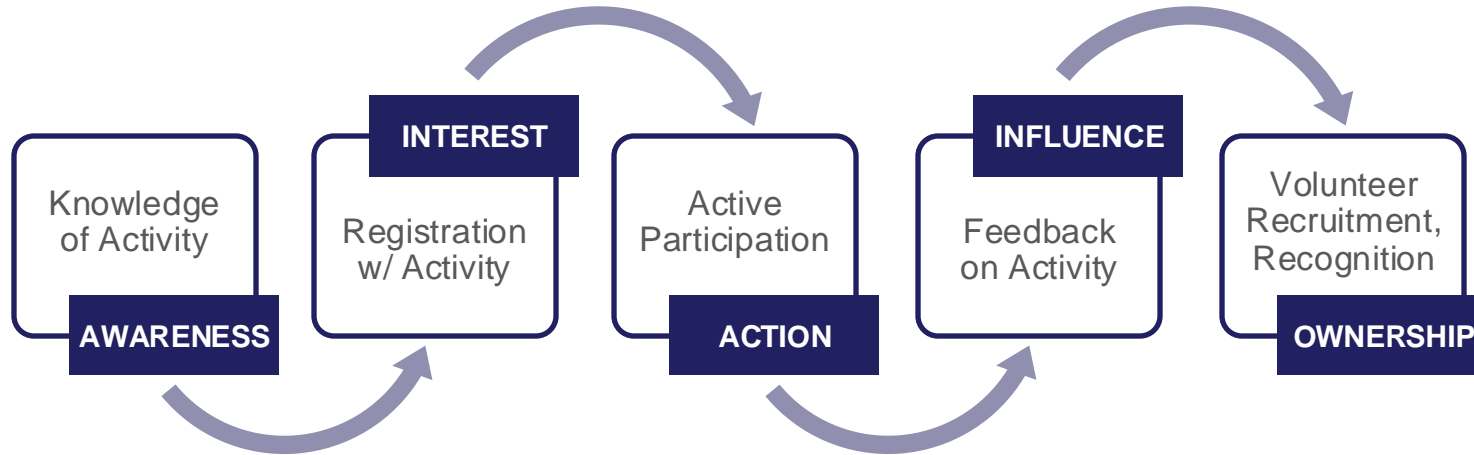
- Obtain consensus around the **Why** before moving on to the **What**
- Obtain consensus on the **What** before moving on to the **How**



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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



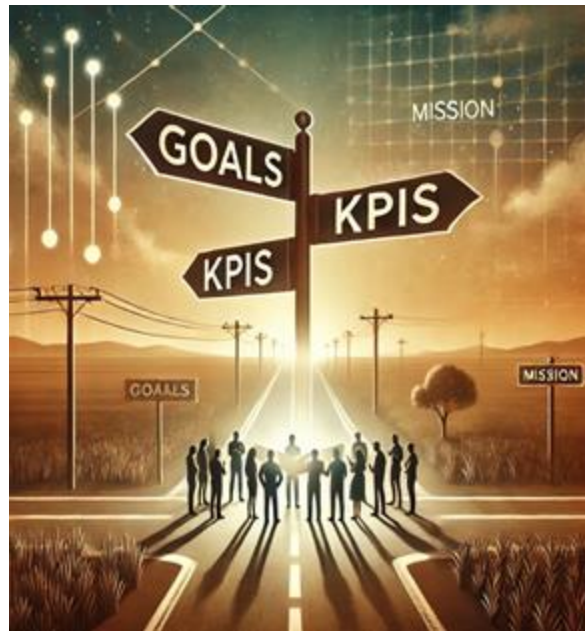
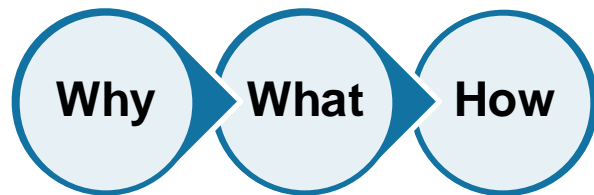
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Closing thoughts

- 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*



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تشكرم Tack
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Takh Grazie Danke Děkuji
Aitäh Merci Grazia



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