



Region 2 Report

Chris Dietsch - Young Professionals

*Region 2 Annual Meeting
Hershey, PA, May 3-5 2019*



IEEE

youngprofessionals

- ▶ IEEE professionals within their first 15 years post-graduation
- ▶ Focuses:
 - Career development for professionals
 - Membership benefits for professionals
 - Retention of student members post-graduation
 - Collaboration with industry professionals
- ▶ YP works with everyone!

YP Membership

| Geographic IEEE Young Professional Membership - March 2019 | | | | | | | | | |
|--|----------------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|---------------|
| Region | Higher Grade w/o GSM | | | GSM w/o Students | | | Total | | |
| | 2019 | 2018 | % Change | 2019 | 2018 | % Change | 2019 | 2018 | % Change |
| | # | # | % Change | # | # | % Change | # | # | % Change |
| 1 | 2018 | 2,026 | -2.50% | 1,238 | 1,270 | -4.50% | 3,256 | 3,296 | -3.20% |
| 2 | 1702 | 1,677 | 1.30% | 1,116 | 1,126 | -1.00% | 2,818 | 2,803 | 0.50% |
| 3 | 1839 | 1,876 | -1.30% | 1,698 | 1,715 | -0.40% | 3,537 | 3,591 | -0.90% |
| 4 | 1610 | 1,670 | -4.20% | 1,231 | 1,284 | -4.50% | 2,841 | 2,954 | -4.30% |
| 5 | 1988 | 1,987 | -1.00% | 1,284 | 1,299 | -3.40% | 3,272 | 3,286 | -1.90% |
| 6 | 4104 | 4,139 | -1.50% | 1,990 | 1,984 | -0.70% | 6,094 | 6,123 | -1.30% |
| R 1-6 | 13261 | 13,375 | -1.60% | 8557 | 8,678 | -2.20% | 21,818 | 22,053 | -1.80% |
| 7 | 1618 | 1,547 | 2.60% | 1,833 | 1,590 | 13.30% | 3,451 | 3,137 | 7.70% |
| 8 | 8156 | 8,114 | -0.70% | 8,072 | 7,986 | 0.30% | 16,228 | 16,100 | -0.20% |
| 9 | 1623 | 1,567 | 2.70% | 1,009 | 1,059 | -6.80% | 2,632 | 2,626 | -0.90% |
| 10 | 10750 | 9,731 | 8.80% | 12,891 | 12,592 | 3.40% | 23,641 | 22,323 | 6.00% |
| R 7-10 | 22147 | 20,959 | 4.20% | 23805 | 23,227 | 2.50% | 45,952 | 44,186 | 3.40% |
| TOTAL | 35408 | 34,334 | 2.00% | 32,362 | 31,905 | 1.20% | 67,770 | 66,239 | 1.60% |

Goals

- ▶ Membership Growth
 - Event sponsorship / conference attendance (personal engagement!)
 - Email lists
- ▶ Student engagement
 - Collaborate with SAC
 - STEP and Flagship event
 - Conference trips with industry YPs
- ▶ Industry engagement
 - Collaborate with industry relations
- ▶ Membership benefit awareness
- ▶ Stronger collaboration of affinity groups
- ▶ More affinity group / section events!

Affinity Groups

▶ 9 Affinity Groups

- Baltimore, Cleveland*, Dayton, Northern Virginia, Philadelphia, Pittsburgh, South Jersey, Toledo, Washington
 - *Cleveland: New AG in 2018
- Add one more by year end 2019?

▶ Reached out to all Region 2 YP chairs

- Forming a Slack team to facilitate communications
- Ensuring AG Chair Lists are updated
- Encouraging use of YP committee funding to run events

Event Funding

- ▶ Money available through YP funding portal
- ▶ Replaced SEED Funding
- ▶ For every OU...
 - STEP: Student Transition and Elevation Program
 - Connect students with professionals
 - 10+ student or graduate student members
 - \$500 max
 - Meetups
 - Large events in conjunction with other events (conferences, etc)
 - \$1500 max (for 90+ attendees)
 - Local Activities
 - Everything else!
 - Collaboration with other OUs
 - \$750 max

Events

- Region 1
 - STEP (1)
 - Local Activity (2)
 - Meet-Up(1)
- Region 2
 - STEP (0)
 - Local Activity (0)
 - Meet-Up(2)
- Region 3
 - STEP (0)
 - Local Activity (0)
 - Meet-Up(2)
- Region 4
 - STEP (0)
 - Local Activity (0)
 - Meet-Up(0)
- Region 5
 - STEP (1)
 - Local Activity (0)
 - Meet-Up(1)
- Region 6
 - STEP (0)
 - Local Activity (2)
 - Meet-Up(2)

Goal: Region 2 to have the most YP funded events in IEEE-USA

Flagship Event

- ▶ RISE Conference
 - Funding Concerns
- ▶ New Event
 - Late this year / early next year
 - YP + WIE + SAC Collaboration
 - Goals
 - Connect students with graduates and industry professionals
 - Promote IEEE membership benefits to industry professionals
 - Provide value to members in attendance (talks, networking, etc)
 - **Remain close to budget neutral or profitable!**
 - Planning committee
 - Forming now – contact me!

uVolunteering

- ▶ Platform for recruiting volunteers
 - Online tasks
 - Conference volunteering
 - Event sponsorship tables
- ▶ Great way to get new members involved
- ▶ Develop and distribute promo materials at sponsored events
- ▶ Pilot program
 - Participating sections in R2: Philadelphia
 - Participating societies: Nuclear and Plasma Sciences, Power Electronics, Computer, Communication, Solid State Circuits, HKN

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Xplore Flex

- ▶ Flexible pricing program for IEEE *Xplore*
- ▶ Eligible only to higher grade YPs
- ▶ Pilot program: only offered to 15000 YPs
- ▶ Strong interest, but limited marketing
- ▶ Tangible member benefits for YPs

Table 1 - MDL Subscription Types

| | MDL | MDL Basic | Xplore Flex |
|-------------------------------|------------------|-----------------|----------------------|
| Price/month | \$44 | \$19.50 | \$9.99 |
| No. of downloads/mo. | 25 | 3 | 5 |
| Rollovers | 10 doc. rollover | 3 doc. rollover | no |
| Max downloads/mo. w/rollovers | 35 | 36 | 5 |
| Initial term | 6 months | 12 months | 1 month |
| Eligibility | Any IEEE member | Any IEEE member | Higher grade YP only |
| Re-enrollment prohibition | none | none | none |