The following report aims to provide a description of the current status of the IEEE Young Professionals Business Plan as of February 2018.

The IEEE Young Professionals Business Plan is a three-year plan, started in January 2017, in an effort to improve Young Professionals membership rates, and general member satisfaction. For more information regarding the Business Plan, in addition to previous progress reports, please refer to the official IEEE Young Professionals website.

The report addresses each of the five Business Plan projects individually, and sets out the schedule and goals for 2018, along with a description of the current project development stage. Confidential or limited-release information will be released upon individual requests made to IEEE Young Professionals (yp@ieee.org).
1. IEEE Xplore content access

1.1 Implementation schedule for 2018

For 2018, the focus of the IEEE Xplore content access project is to run a pilot to explore the feasibility of and interest in this project from young IEEE members. The pilot objectives and goals for the pilot are presented in section 1.2. The pilot will be conducted in coordination with TAB and PSPB, and will be supported by an intensive marketing campaign to increase the visibility of the project.

1.2 Success metrics and goals for 2018

Objectives and goals of the pilot:
- Gauge opportunity to increase the MDL revenue;
- Create a powerful data set with information about:
  - Implications to society membership
  - Implications to the IEEE membership
  - Implications to the content sales
  - Satisfaction rate, measured through a user satisfaction survey
  - MDL usage
  - Success of the new model
- Develop a proposal for further development, based on collected data
- Understand the dynamic in terms of different article purchase models

The following elements will be tracked to determine the pilot’s effectiveness and success rate:
- Join rates
• Subscription trends over time (we will have to keep in mind that the different minimum terms could influence user behavior)

• User satisfaction survey responses (identical surveys will be sent to both MDL Basic subscribers and to the YP MDL subscribers, close to November 2018, to determine satisfaction)

• IEEE membership renewal rates (though the results will most likely not be conclusive)

1.3 Current status

Based on October 2017 data MDL data, 414 Young Professionals subscribe to MDL, which represents about 0.4% of all Young Professionals. They pay $44 per month for subscription to this service. Such subscriptions represent $18,216 of monthly sales of MDL subscriptions.

In addition to the subscribers to MDL, a further 91 Young Professionals subscribe to MDL Basic, representing about 0.1% of all Young Professionals, paying $19.50 per month. This type of subscriptions represent $1,774.5 of monthly sales.

Table 1 and 2 below represent the financial estimates of the impact the YP MDL subscription model would bring, in terms of financial risks and opportunities.

<table>
<thead>
<tr>
<th>Table 1 - Risk to MDL Business (based on Oct. 2017 data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% MDL downgrade</td>
</tr>
<tr>
<td>$21,859</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2 - Opportunities for MDL Business (based on Oct. 2017 data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total annual Revenue</td>
</tr>
<tr>
<td>If 1.2% of all qualifying YPs subscribe to YP MDL</td>
</tr>
<tr>
<td>$144,680</td>
</tr>
</tbody>
</table>

The IEEE Young Professional Executive Committee (henceforth ExCom) is looking to meet the information needs of YPs by facilitating access to technical content for qualifying Young Professional members. The proposed approach is to implement lower cost access to this community, which has raised concerns among some stakeholders:

• Technical Activities Board (TAB): Concerned about membership and loss of members

• MSD and TAB: Concerned about abuse and loss of product revenue
IEEE Young Professionals: Concerned about meeting members’ needs for access to *Xplore* content

Member and Geographic Activities Board (MGA): Wants to meet all member needs, including access to technical content, and is concerned about budgeted amount of funding to cover subsidy for this access

In order to address the concerns of the various stakeholders, a new MDL subscription model has been developed and proposed, namely the Young Professionals subscription model (YP MDL), as shown in the the table below.

**Table 3 - MDL subscription models, including the proposed YP MDL model**

<table>
<thead>
<tr>
<th></th>
<th>MDL</th>
<th>MDL Basic</th>
<th>YP MDL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price/month</strong></td>
<td>$44.00</td>
<td>$19.50</td>
<td>$9.99</td>
</tr>
<tr>
<td><strong>No. of downloads/month</strong></td>
<td>25</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td><strong>Rollovers?</strong></td>
<td>10 doc. rollover</td>
<td>3 doc. rollover</td>
<td>under negotiation</td>
</tr>
<tr>
<td><strong>Max. downloads/month without rollover</strong></td>
<td>35</td>
<td>36</td>
<td>5</td>
</tr>
<tr>
<td><strong>Initial term</strong></td>
<td>6 months</td>
<td>12 months</td>
<td>1 month</td>
</tr>
<tr>
<td><strong>Eligibility</strong></td>
<td>any IEEE member</td>
<td>any IEEE member</td>
<td>YPs only, no GSMs</td>
</tr>
<tr>
<td><strong>Re-enrollment prohibition</strong></td>
<td>none</td>
<td>none</td>
<td>?</td>
</tr>
</tbody>
</table>

The YP MDL utilizes the same order and access process as the current versions of MDL, in addition to having the following features:

- One month commitment – different from the original proposal of a year
- Young Professionals will be able to order this special version of MDL through the Member Catalog
- Young Professionals will use their IEEE Web Account ID/PW to access MDL
- All IEEE*Xplore* features and functions will be available to Young Professionals

The YP MDL model will benefit from the following discounts:

- Annual subscription with monthly charge of $9.99 for five downloads per month
- Downloads – PDF/HTML – remain accessible for annual subscription period
- Unused downloads will roll to future months if the subscription is in force; cancelled subscribers will lose access to downloads - currently under negotiation
- Development is not seen as a major concern as using existing systems will minimize time to implementation
1.4 Challenges faced

The main concerns evolve around implementation schedule: it seems that implementation will consume more time that initially envisioned, due to the number of stakeholders, and their individual concerns and needs.

1.5 Financial status ($k)

Table 4 - 2018 funding overview for IEEEXplore content access project

<table>
<thead>
<tr>
<th>2018 Approved</th>
<th>YTD Expenditure</th>
<th>FYE 2018 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>0</td>
<td>25 (development and marketing)</td>
</tr>
</tbody>
</table>
2. Micro-volunteering (µVolunteering)

2.1 Implementation schedule for 2018

This year, the main activities in relation to the µVolunteering project revolve around finalizing negotiations with the selected vendor, implementing a second stage pilot, with an extended number of participants in a fully customized online environment, and collecting data to help towards the final implementation stages of the µVolunteering platform and its official public launch.

The timeline below provides a concrete break-down of the main activities for 2018, along with expected implementation start and end dates. Furthermore, deliverables and milestones are marked by the green flags above the timeline itself. The first main activity, vendor negotiations and GDPR compliance, is expected to be finalized by the beginning of March. Once negotiations are finalized, the pilot planning phase will begin, with the pilot itself being launched in the beginning of May. While August and September are dedicated exclusively to the pilot and data collection, along with user experience surveys, once this phase is finalized the collected data can be analyzed.

The main deliverables for 2018 are set to be Board preliminary progress or interim report (June), IEEE Board recommendations (October), and IEEE Board and MGA Board final report (November). Intermediary deliverables may be set, depending on the vendor negotiations and pilot progress.

2.2 Success metrics and goals for 2018

The main goals for 2018 in relation to the µVolunteering project are SaaS implementation and training for core team, along with the pilot launch and associated marketing campaign.

The success metrics that will be used this year revolve around three core aspects:
• Usage:
  ○ 50% of asked members will sign up to the platform
  ○ 30% users will use it more than once
  ○ 15% will use it more than 5 times

• Satisfaction:
  ○ 75% in the top box (>80% satisfaction)
  ○ Response rate >20%

2.3 Current status

Compliance, security and GDPR issues have been reviewed during the negotiations with the selected vendor, in addition to having a negotiated contract to be fully executed in the coming weeks once through legal and procurement processes.

While detailed preparations for the second phase pilot have not yet commenced (implementation of the pilot are not due until 2018 Q2), aspects related to it, such as online platform and services, along with support from the vendor have been negotiated. A detailed report on the related financial aspects is provided under section 2.5.

The vendor’s platform that has been chosen to implement the µV platform, can be used by numerous volunteer administrators, and some of its features include:

• **Encourage Volunteerism at All Levels** - Give members easy access to their profiles, where they can fill out their information with skills, experience and volunteer interests. Use email and notification options to actively push volunteer opportunities that fit your members’ volunteer profiles. The system also helps you encourage, track and reward volunteer participation with gamification tactics like virtual badges, ribbons and a volunteer leaderboard. You can even identify volunteers to be rewarded with more traditional practices such as thank you letters and gifts.

• **Track Offline Engagement** - Measure volunteer engagement at the organization, component and industry levels. Use the vendor’s points system to track individual volunteer opportunities throughout the year and translate to overall engagement points. This system covers general programs and opportunities not often in direct control of the organization for a more comprehensive view. There are also automated options to recognize members for external volunteerism and industry-focused work.

• **Help Manage and Automate the Volunteer Process** – Easily create, find and fill volunteer opportunities that fit every volunteer’s skills, interests, and location. You can personalize and automate messaging to prospective volunteers through matching their interests to open volunteer opportunities listed in the system. The system replaces manual solicitation, selection and tracking of volunteers with automated processes and reporting, to save time and yield better results in the process.
• **Show True ROI with a Volunteer Scorecard** - the vendor’s platform includes extensive reporting capabilities, and executive dashboards show member participation and the direct ROI calculation of true dollar value for every volunteer activity. Compare volunteer types and activities using a volunteer scorecard, where functions such as time, experience level, and dollar rate/value per opportunity can be adjusted to show value levels for different volunteers and programs. This type of volunteer program tracking will show the ROI produced for each program and overall programs for the organization.

Some of the main goals of the µVolunteering platform are:
- Increased volunteer participation due to automation and nomination features;
- Increased member satisfaction, retention, and renewals because of getting new members engaged early;
- Ability to attract new members, volunteer leaders, and content contributors;
- Empower members to network and build a knowledge base full of relevant content;
- Build business intelligence and sync real-time engagement data to IEEE systems;
- Leverage responsive web design and mobile apps for anytime, anywhere access;
- Create non-dues revenue opportunities through advertising and sponsorship.

### 2.4 Challenges faced

Currently, the main challenges faced are pilot planning, populating opportunities on the platform, and successfully marketing the program to the target audience. The challenges are the next step in the project implementation schedule, and have to be adequately addressed before the pilot is launched in Q2. One of the main sources of information are the results of the initial proof of concept and basic pilot that took place during 2017 Q3, and was presented in detail in the Business Plan progress report from November 2017 (available here). Due to this previous experience, and the high-quality feedback we received from testing participants, we are able to better understand how to tailor this larger-sale pilot and marketing. Integration with current IEEE systems is also a concern given the changes to the IT release schedules associated with GDPR compliance.
2.5 Financial status ($k)

Table 5 - 2018 funding overview for µVolunteering project

<table>
<thead>
<tr>
<th>2018 Approved</th>
<th>YTD Expenditure</th>
<th>FYE 2018 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>0</td>
<td>161,750 (10 months)*</td>
</tr>
</tbody>
</table>

*One year contract, from March 1, 2017 through February 28, 2018 ($14,625 per month). Additional contractual details will be furnished upon request to yp@ieee.org.
3. Loyalty program for dedicated volunteers

3.1 Implementation schedule for 2018

2017 was concluded with an ongoing assessment and discovery study of IEEE, and IEEE Young Professionals in particular. Therefore, January 2018 has been dedicated to finalize this study, while the data analysis and results are set to be communicated throughout end of January - February. Once the results are clarified, a set of recommendations are to be built, which will guide the development and implementation of the loyalty program itself. Two main points that will be addressed through these activities include:

- Define IEEE Loyalty and Relationship Marketing Opportunity: Relative to the member, business and competitive landscape, including supporting metrics, desired behaviors, target members, loyalty objectives, opportunities, parameters and risks
- Member Analysis: Review of member behavior, activity and engagement metrics.

April is dedicated to developing high level system requirements and reviewing the business case. May is reserved for identifying and reviewing quick win and testing opportunities. Overall, these months aim to look at the following specific points:

- High Level Business Case: Sizing the financial opportunity for a new loyalty program, making the case for loyalty
- Identify Key Loyalty Implications: For strategy and design, addressing opportunities, bounds and constraints
- Set Evaluation Criteria: Used to weigh alternatives in Recommendation phase, relative to competition, economics, member value and engagement
Some of the main deliverables for 2018 include, but are not limited to:


- Report and recommendations for consideration and approval (June).

### 3.2 Success metrics and goals for 2018

- Ensure the schedule is followed adequately;
- Collect sufficient data to provide recommendation to the IEEE Board of Directors and the MGA Board in June and November about further steps.

### 3.3 Current status

Currently, IEEE Young Professionals are collaborating with a third-party vendor to understand the needs of members, current situation, and areas of potential interest for the loyalty program within IEEE. A summary of the formal results of the assessment and discovery study are provided in the following section.

#### 3.3.1 Loyalty Assessment Overview (January 20, 2018)

**Background**

In Q4-2017, the vendor conducted a Loyalty Assessment for IEEE to evaluate the objectives, parameters and opportunities for loyalty at IEEE. During the Assessment phase, the vendor evaluated the IEEE member experience from a 360° perspective.

**Key Takeaways**

- There is opportunity to leverage the brand story more within IEEE communications in order to create greater emotional engagement with the IEEE brand.
- Research indicates Young Professionals members are seeing less value in their memberships, resulting in declining retention. As a result, the organization needs to focus on new benefits that speak to their greatest areas of interest, most notably career growth and networking.
The micro-volunteering initiative is the right first step toward loyalty, as it tracks and rewards specific volunteer activities. However, in order to truly recognize members for their actions and therefore drive greater retention, IEEE needs to enable tracking of engagement and member spend across the organization.

Operational challenges exist today that must be solved in order to enable loyalty across the organization. Loyalty requires a unified view of the member – with views on their financial support (membership dues, conferences, article downloads, etc.) as well as their non-transactional activity (volunteering, peer review, etc.).

We must recognize that engagement may not always be financial in nature, and that recognition in one area may lead to engagement in others.

Loyalty will leverage Marketo to nurture the relationship via ongoing member communications.

Next Steps

After approval of the Assessment and agreement on objectives, this output will function as the brief going into loyalty recommendations. The recommendations phase will include developing a set of 2-3 recommendations for the construction of a loyalty program design and related relationship marketing.

Overview

The vendor believes all organizations should have a distinct member engagement and loyalty strategy to build member and business value.

This is especially true for IEEE, its members and societies, particularly as the largest technical professional membership organization worldwide. As a forward-looking organization, an effective loyalty strategy and proposition can be leveraged to promote ongoing member value and engagement, drive acquisition, ensure enhanced member experiences including education and networking, raise the competitive bar, and deliver long-term economic value to the organization.

Work done to date by the vendor has addressed a significant portion of the due diligence needed via the Loyalty Assessment, which defined and quantified the loyalty opportunity at IEEE. To address this opportunity, we recommend a scope of work that follows a proven methodology and creates recommendations for a member engagement and loyalty strategy. To this end, the vendor will support IEEE’s objectives via the scope described next.

Approach, Scope and Deliverables

The vendor will develop a set of 2-3 high-level recommendations to address the need for a loyalty program design that drives member engagement. The recommendations will include an evaluation for each option, based on the criteria developed in the Assessment, and will answer the following:

- How will the loyalty program and marketing strategy affect IEEE member engagement?
To what degree will it generate incremental revenue, as well as non-transactional activity, for IEEE? 
What are the operational mechanics for delivering the program? 
How will the existing IEEE platforms be integrated into the loyalty strategy? 
Are there additional technology needs to deliver the optimal loyalty member experience? 
What is the relative cost of (and expected incremental revenue associated with) each alternative?

3.4 Challenges faced

The recommendations phase once completed in two parts will inform any argument for further investment in a loyalty program at IEEE. Collaboration with the IEEE research team will be necessary to address any gaps identified. Though interest from other units has been expressed, buy in on an enterprise wide level will require education, collaboration and approvals to move forward as more about build out costs become known in the coming months.

3.5 Financial status ($k)

Total project fees associated with the recommendations phased will not exceed US$53,000.

| Table 6 - 2018 funding overview for loyalty program for dedicated volunteers |
|-----------------------------------|-----------------|-----------------|
| 2018 Approved | YTD Expenditure | FYE 2018 Forecast |
| 160 | 25\(^1\) | 160 |

\(^1\)the initial 25K has been committed for the first part of the recommendations phase, which will be evaluated before a second $28K is committed. The first part is currently advancing through the procurement and legal processes with an overarching master services agreement and associated statement of work.
4. Young Professionals Signature Events and meet-ups: increasing presence at technical events

4.1 Implementation schedule for 2018

After the overall success of IEEE Young Professionals funding-related projects in 2017 (Signature Events, meet-ups and seed funding (details in section 5 in this document)), 2018 will focus on optimizing several aspects in order to improve even further these initiatives.

In January and February 2018, the official IEEE Young Professionals funding portal is being redesigned in order to optimize the application forms and introduce a degree of automation. This will result in an overall easier funding request process, more timely responses, and improved tracking and data collection abilities. After the enhanced portal is tested, it is due to be publicly released in mid-February, at which point volunteers can apply for funding from IEEE Young Professionals for their events. Furthermore, during January, new metrics have been developed and implemented in order to track volunteer and member engagement and satisfaction, both with the funding portal and the events themselves.

New marketing campaigns are developed for 2018, to increase the visibility of funding opportunities and the positive impact they have on the local communities, as well as the global IEEE community.

The timeline below provides a concrete plan of the activities, milestones and deliverables for 2018.
Two main deliverables for 2018 include:

- IEEE Board and MGA Board report (June)
- IEEE Board and MGA Board report and recommendations (November)
- Final report on 2018 funded events (December/January 2019)

4.2 Success metrics and goals for 2018

Goals:

- Increase sustainability of the program
- Increase collaboration with external (non-IEEE) partners

The success metrics and corresponding goals are listed in table 7 below.

<table>
<thead>
<tr>
<th>2018 Success Metrics</th>
<th>Goals for Signature Events and meet-ups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of funding applications</td>
<td>40</td>
</tr>
<tr>
<td>Amount of organized events</td>
<td>35 (5 Signature Events and 30 meet-ups)</td>
</tr>
<tr>
<td>Attendance</td>
<td>3500 IEEE members</td>
</tr>
<tr>
<td>Event cost per person (US $)</td>
<td>&lt;$15/person</td>
</tr>
<tr>
<td>Internal and external collaboration</td>
<td>3 internal long term collaboration agreements and 1 external partner MoU</td>
</tr>
<tr>
<td>Amount of related publications</td>
<td>25 Impact articles</td>
</tr>
<tr>
<td></td>
<td>2000 Facebook engagements</td>
</tr>
<tr>
<td></td>
<td>5 non-IEEE publications</td>
</tr>
<tr>
<td>Attendee satisfaction</td>
<td>&gt; 75% in the top box (&gt; 80% satisfaction)</td>
</tr>
<tr>
<td></td>
<td>Response rate &gt; 15%</td>
</tr>
<tr>
<td>Organizer satisfaction</td>
<td>&gt; 75% in the top box (&gt; 80% satisfaction)</td>
</tr>
<tr>
<td></td>
<td>Response rate &gt; 25%</td>
</tr>
</tbody>
</table>

4.3 Current status

At the time of writing, the official IEEE Young Professionals funding platform is under testing, finalizing the last aspects before releasing it publicly. Several aspects of automation have been introduced, which will help handle the funding request, satisfaction survey deployment...
and tracking, and follow-up material status in a more efficient manner. In addition to adjusting language on the portal, the satisfaction surveys have been optimized, and the required follow-up materials have been adjusted as to provide more details and accurate information regarding how the events unfolded.

Since 2017 funded events have been finalized and all financial transactions related to them have be completed, a full report of these events is provided in the following section.

4.3.1 Final Report for 2017 Signature Events and meet-ups

During 2017, a total of 19 meet-ups and 7 Signature Events were funded. While the vast majority of meet-ups benefited from the maximum about of funding available for these events, $1500, 2 events were granted less than this sum. A total of $27,000 were distributed though the meet-up funding scheme, depleting the available funding in 2017 Q3. The total cost of Signature Events added up to $20,178, where each event received a different amount of funding, based on needs and context. Since the initial goals for 2017 were set to fund 5 Signature Events and 15 meet-ups, both these goals were surpassed the middle of 2017.

The graph below provides an overview of the Regions and Sections that have benefited and hosted either Signature Events or meet-ups in 2017.
A total of 2774 attendees took part of both Signature Events and meet-ups in 2017, with a details breakdown provided in the table 8.

Table 8 - Attendee breakdown for 2017 Signature Events and meet-ups

<table>
<thead>
<tr>
<th>Total attendees</th>
<th>IEEE-member attendees</th>
<th>Non-member attendees</th>
<th>Cost per attendee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Events</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>713</td>
<td>425</td>
<td>288</td>
<td>$28.3</td>
</tr>
<tr>
<td>Meet-up Events</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2061</td>
<td>1096</td>
<td>965</td>
<td>$13.1</td>
</tr>
<tr>
<td>Overall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2774</td>
<td>1521</td>
<td>1253</td>
<td>$17</td>
</tr>
</tbody>
</table>

The goal set for attendees in 2017 was a total of 3000 attendees for Signature Events and meet-ups, out of which ⅓ would be non-members. While the total number of attendees was not reached, the number of non-members attending these events surpassed the set goal. The high proportion of non-members attending these events points to the unique opportunity of using these events to promote IEEE as an organization and recruit new members.

4.4 Challenges faced

One challenge under 2017 was the low attendance to Signature Events, which were originally seen as the highest-impact events IEEE Young Professionals would fund. Several factors have been identified that may have caused this situation, including host events or co-events that did not resonate with Young Professional members in terms of topic or general audience, targeting groups that did not have a high density of Young Professionals, and others. As a result, in 2018 the IEEE Young Professionals ExCom assumes full control over Signature Events, with the funding opportunity related to this being removed from the public funding platform. This will allow for more thorough examination of the context in which Signature Events will be organized. Cooperation and collaboration with both IEEE and non-IEEE entities remains a priority for these events.
4.5 Financial status ($k)

Table 9 - 2018 funding overview for Signature Events and meet-ups

<table>
<thead>
<tr>
<th>2018 Approved</th>
<th>YTD Expenditure</th>
<th>FYE 2018 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>87.5</td>
<td>0</td>
<td>87.5</td>
</tr>
</tbody>
</table>
5. Seed funding

5.1 Implementation schedule for 2018

Since seed funding shares most of its aspects with meet-up funding, the implementation schedule is the same as the one presented in section 4.1, and will only be summarized here.

As the official IEEE Young Professionals funding portal is being enhanced, the benefits described in section 4.1 also apply to seed funding. Once the portal will be released to the public in mid-February, volunteers will be once again able to apply for seed funding.

Overall, 2018 will be dedicated to increasing the visibility and improving volunteers’ familiarity with seed funding, and conducting a new success analysis based on the data collected throughout 2018, in order to determine if the new efforts invested in platform automation and marketing campaign will prove to have a positive impact.

5.2 Success metrics and goals for 2018

Goals:
- Use 100% of funding by the end of October 2018
- Total amount of attendees: 3000

Table 10 - 2018 Success metrics and associated goals for seed funding

<table>
<thead>
<tr>
<th>2018 Success Metrics</th>
<th>Goals for seed funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of funding applications</td>
<td>55</td>
</tr>
<tr>
<td>Amount of organized events</td>
<td>50</td>
</tr>
<tr>
<td>Attendance</td>
<td>2500 Members</td>
</tr>
<tr>
<td></td>
<td>2000 Non-Members</td>
</tr>
<tr>
<td>Event cost per person (US $)</td>
<td>&lt; $9/person</td>
</tr>
<tr>
<td>Amount of related publications</td>
<td>5 Impact articles</td>
</tr>
<tr>
<td></td>
<td>1000 Facebook engagements</td>
</tr>
<tr>
<td>Attendee satisfaction</td>
<td>&gt; 75% in the top box (&gt; 80% satisfaction)</td>
</tr>
<tr>
<td></td>
<td>Response rate &gt; 15%</td>
</tr>
<tr>
<td>Organizer satisfaction</td>
<td>&gt; 75% in the top box (&gt; 80% satisfaction)</td>
</tr>
<tr>
<td></td>
<td>Response rate &gt; 25%</td>
</tr>
</tbody>
</table>
5.3 Current status

At the time of writing, the official IEEE Young Professionals funding platform is under testing. An overview of all seed funded events of 2017 is provided in the following section.

5.3.1 Final Report for 2017 Seed funded events

During 2017, a total of 31 events benefitted from seed funding, totaling expenses at $23,250. The available seed funding for 2017 was not depleted, since a total of 66 events could have been funded, each receiving the maximum seed funding available of $750. Seed funded events were hosted all over the world, with a breakdown by Region and respective host Section provided in the diagram below.

The seed funded events had a total of 3702 attendees, out of which 2173 of them were IEEE members. Based on these numbers, the estimated cost per attendee was $6.28. The goal set for number of attendees at seed funded events in 2017 was of 2000, out of which at least \( \frac{2}{3} \) would be IEEE members. This goal was achieved and surpassed by the end of the third quarter of 2017, in spite of not depleting the available seed funding. Being able to surpass the attendee goal with little over half of the available funding point to the remarkable potential seed funded events have in attracting both IEEE members and non-members. Additionally, based on 2017 data, seed funded events are the most optimal in terms of low cost per attendee - this cost may possibly decrease even more as members become more familiar with this type of events and their audience is increased through an intensive marketing campaign.
5.4 Challenges faced

The shortcomings in fully depleting available 2017 seed funding budget were caused by the fact that this is a new initiative and volunteers are still in the process of becoming acquainted with it. Based on surveys conducted with funding applicants, there seemed to be a lack of familiarity with seed funding. Furthermore, some applicants chose to request meet-up funding instead of seed funding, since it offered more funds.

In order to counteract this limitation, a new visibility campaign is being developed to aid volunteers in better understanding available funding opportunities and the benefits of applying for seed funding, along with the application criteria. Additional efforts will be put in communicating seed funding opportunities to Regions and Sections that did not apply for it in 2017, in order to ensure the respective volunteering teams are aware of this opportunity. One potential group of interest are Young Professionals Affinity Groups that are in the reactivation/revitalization phase or those which have not reported any events in 2017 or previous years (provided they are still active).

A second minor issue is the fact that a total of 4 events, out of the 35 events that had seed funding approved, failed to submit the required follow-up materials. This resulted in seed funding not being issued to the respective event organizers. Nonetheless, this matter did not have any negative impact on seed funding or other events, and steps have been taken in Q4 of 2017 to ensure that event funding is not allocated to events that fail to submit all the required follow-up materials.

5.5 Financial status ($k)

Table 11 - 2018 funding overview for seed funding

<table>
<thead>
<tr>
<th>2018 Approved</th>
<th>YTD Expenditure</th>
<th>FYE 2018 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>0</td>
<td>50</td>
</tr>
</tbody>
</table>
6. IEEE Young Professionals Task Force

The IEEE Young Professionals ExCom form the Task Force responsible for the implementation of the Business Plan, in addition to two staff members. The responsibilities and tasks of the team members are as follows:

- Rafal Sliz, together with Lisa Delventhal on behalf of MGA staff, oversee the entire development and implementation process, ensuring proper cooperation between the volunteers and staff, liaising with other IEEE units outside of MGA, and managing relations with external vendors.

- Kristen Mahan joined the team as a staff member in late 2017, and her main responsibility is supporting event organization and Young Professionals Affinity Groups.

- Mario Milicevic is responsible for the IEEE Xplore content access project, engaging PSPB and IEEE Xplore representatives in the project.

- Ramesh Nair manages funding request from the official IEEE Young Professionals funding portal, for meet-ups, seed funding, and STEP events (STEP events are not part of the Business Plan, they are a legacy program of IEEE Young Professionals).

- Dinko Jakovljevic creates all visuals for IEEE Young Professionals, aiding in rebranding the IEEE Young Professionals website and the funding portal as needed, as well as providing art for other purposes, like official IEEE Young Professionals presentations and documents.

- Shashank Gaur handles online platforms used by the IEEE Young Professionals, developing automation in the official IEEE Young Professionals funding platform and linked systems, often developing customized services and enhancements for these platforms.

- Flavia Dinca is responsible for the official Business Plan reports, delivered quarterly, aggregation and analysis of data generated by the various projects and associated research endeavors, in addition to supporting the strategic development and implementation of the µVolunteering project.