



IEEE
youngprofessionals

Business plan | 2018

Progress report **Nov 2018**

IEEE Young Professionals Business Plan Progress Report

November 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 Business Plan Website](#).

1. Xplore Flex (IEEE Xplore content access)

- 1.1 Updated implementation schedule for 2018
- 1.2 Current status
- 1.3 Challenges faced
- 1.4 Recommendations
- 1.5 Financial status (\$k)

2. Micro-volunteering (μ Volunteering)

- 2.1 Updated implementation schedule for 2018
- 2.2 Current status - pilot preparations
- 2.3 Challenges faced
- 2.4 Recommendations
- 2.5 Financial status (\$k)

3. Loyalty program for dedicated volunteers

- 3.1 Updated implementation schedule for 2018
- 3.2 Current status
- 3.2 Challenges faced
- 3.3 Recommendations
- 3.4 Financial status (\$k)

4. Young Professionals Signature Events and meet-ups: increasing presence at technical events

- 4.1 Current status
 - 4.1.1 Attendee feedback
 - 4.1.2 Organizer feedback
 - 4.1.3 Progress on 2018 Goals
- 4.2 Challenges faced
- Recommendations
- 4.3 Financial status (\$k)

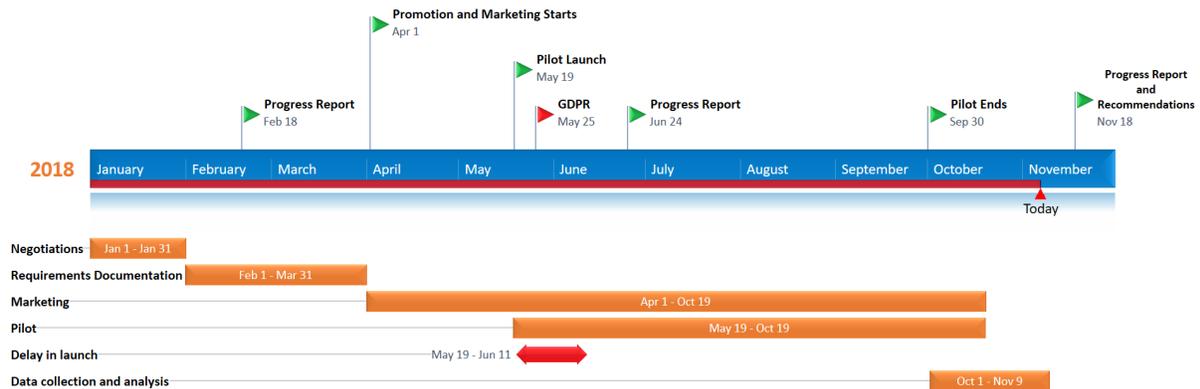
5. Seed funding

- 5.1 Current status
 - 5.1.1 Progress on 2018 Goals
- 5.2 Challenges faced
- 5.3 Recommendations
- 5.4 Financial status (\$k)

6. Success factors

1.Xplore Flex (IEEE Xplore content access)

1.1 Updated implementation schedule for 2018



1.2 Current status

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

Together with the PSPB team we have performed A/B testing to compare the new concept of Xplore Flex with the current offering, MDL Basic. In order to assure the quality of the test and integrity of the results both campaigns have been performed in the same manner: only two marketing emails have been sent to each of the groups of approximately 15000 IEEE Young Professionals. Graduate Student Members were not given the offers. Consequently, the response and intake have been measured. Within five months, 35 members signed up for the IEEE Flex subscription. While 1 (one) young professional signed up for the second well-established product - MDL Basic. Given the limited marketing, these take rates indicate clearly

that there is potential for the *Xplore* Flex solution and a lack of interest in the existing product. In addition, steps were taken to eliminate abuse or corruption. Surveys to measure satisfaction and reasons for rejection of the offers are not yet complete. Although, feedback received thus far regarding download rollovers suggests that attention should be given to ensuring that remaining unused article downloads should pass to subsequent months. In addition, preliminary responses indicate that this is a tangible benefit with relative appeal for Young Professionals, supported by the research.

1.3 Challenges faced

Product owners are protective of the existing MDL product which does not appear to serve their higher purpose or that of young professionals. We detect a resistance to developing new and modern approaches and models in response to member needs and at the same time, are sensitive to revenue generation concerns.

1.4 Recommendations

The Business Plan Task Force recommends to continue the project, and take the following steps:

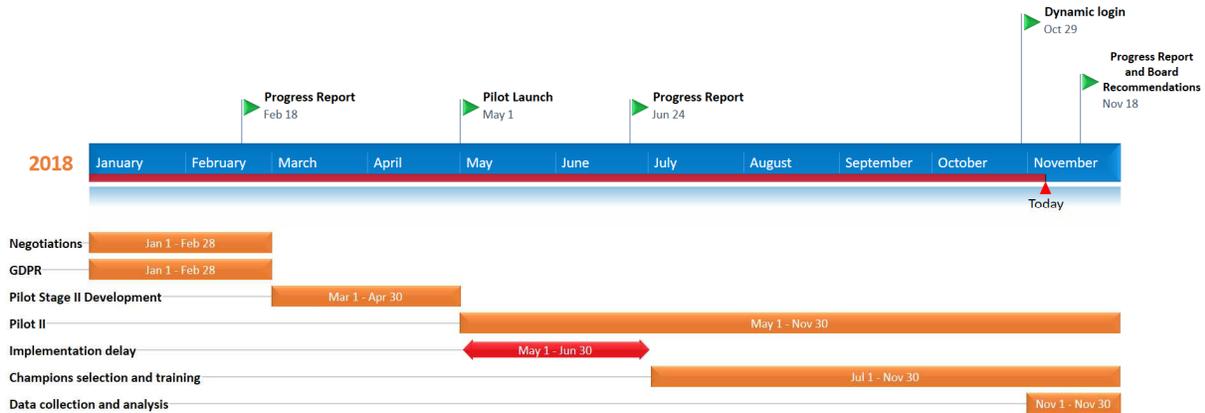
- Cost and implement rollover mechanism
- Develop proper marketing and communications
- Apply precise financial measures to assure that the project is sustainable
- Consider eventual sunset of the current MDL Basic product or at least discontinue marketing of current product to younger members

1.5 Financial status (\$k)

2018 Approved	Projected 2018	2019 Request
25	20	15

2. Micro-volunteering (µVolunteering)

2.1 Updated implementation schedule for 2018



2.2 Current status - pilot preparations

The developed platform allows creation of up to 25 communities, each representing one IEEE organizational unit (OU). The OUs were selected from the pool of respondents to a Call of Interest that was sent out to all Sections, Technical Societies, Young Professionals Affinity Groups (YP AG), and Region and Division Directors. The selection criteria accounted for the OUs application (interest and motivation) to be part of the pilot, their level of activity (number of activity reports on vTools in the past 12 months), and YP's level of engagement in the respective OU if it was not a YP AG. Each unit has a number of champions that are responsible for creating opportunities and be the first contact person, if needed. The champions have been trained and additional video materials have been delivered. Although the project has faced several delays mostly caused by GDPR concerns and implementation issues, the response from the involved OUs and their leaders is more than encouraging. In addition, we started cooperation with HKN by creating a separate community for their members.

The chosen OUs are:

- **Sections:**

- Princeton/Central Jersey (Region 1)
- Philadelphia (Region 2)
- Houston (Region 5)
- Hawaii (Region 6)
- Orange County (Region 6)
- Seattle (Region 6)
- Southern Alberta (Region 7)
- Vancouver (Region 7)
- Tunisia (Region 8)
- Lebanon (Region 8)
- Spain (Region 8)
- Sweden (Region 8)
- Bahia (Region 9)
- Hyderabad (Region 10)
- Kerala (Region 10)
- Seoul (Region 1)

- **Technical Societies**

- Nuclear and Plasma Sciences Society
- Power Electronics Society
- Computer Society
- Communication Society
- Solid-State Circuits Society
- HKN

2.3 Challenges faced

- Delays related to the integration of the IEEE and vendor systems.
- Members/volunteers perception - in a few cases the unit leaders claimed that this project will just bring more burden on their shoulders.
- Certain units needed to be exchanged because after initial interest there was no response from the leaders or ex-coms.

2.4 Recommendations

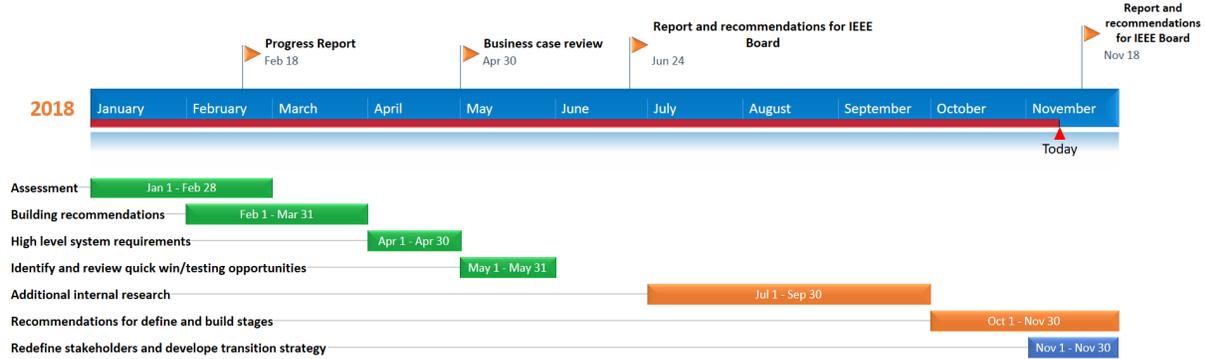
Due to several unforeseeable delays, the pilot will be extended for three months at no or significantly reduced cost. This time shall be used for data collection and proof of concept, assessment of the appropriate amount of support required for active communities, and to explore further integration and long-term solutions.

2.5 Financial status (\$k)

2018 Approved	Projected 2018	2019 Request
200	200	210

3. Loyalty program for dedicated volunteers

3.1 Updated implementation schedule for 2018



3.2 Current status

Table 2 - Proposed concepts and membership loyalty aspects they address

Design Criteria	Recognition & Reward	Career Coach
Reward and recognize transactional and non-transactional activity, across the organization	+	-
Deliver value that is aligned with member activity, both financial and non-financial, as members add value in different ways	-	+
Increase membership retention by driving engagement	+	+
Increase satisfaction among members by continuously improving the value they receive from IEEE	+	+
Drive incremental revenue by guiding members to relevant content, education and conferences	+	+
Drive advocacy and referral	-	+

At its Face to Face Meeting, the Young Professional Committee, together with its Society Liaisons from Technical Activities, recommended further exploration into a Loyalty Program at IEEE with an emphasis on the “Career Coach” concept.

Two workshops were held, at the Region 8 Student and Young Professional Congress and Region 10 Student, Young Professionals, Women in Engineering and Life Members Congress respectively, their participants had the opportunity to present their vision of career resources in IEEE. A significant quantity of material and ideas has been collected from the workshops that will serve as the basis for the IEEE Young Professionals Committee to establish a concrete approach to the career coach concept and career resources for young IEEE members.

The recommendations phase called for additional research about the relative appeal of the concept, the credibility of IEEE in delivering against the concept and the importance of personalization and relevance to Young Professionals. The additional research began very recently with in-person focus group sessions taking place in London, Washington DC, and Philadelphia. Two more virtual focus groups will be arranged to capture input from other parts of the world. Complete data collection and analysis will be presented in February.

3.2 Challenges faced

Many units have expressed an interest in joining forces to advance this project or have developed their own ideas about Loyalty programs. However, the lack of system consolidation poses a concern. Data must be centralized to recognize engagement across the organization. Loyalty can be effective once we have a unified view of the member which requires IT resources to ensure databases are properly integrated.

Meaningful career resources are ranked highly important to younger members and at the same time, are weak and disjointed throughout the larger IEEE. Similar to the lack of system integration, there is a lack of cohesion and centralization of services. The Job Site is very US-centric and many assets are hard to find or access. Questions surrounding the willingness of more seasoned members to nurture younger members require consideration.

Young Professionals and members at large are a diverse constituency that may not be satisfied with a one size fits all solution. Given the nature of IEEE and the rotation of the leadership, the eventual coexistence of solutions benefiting all units can be considerably delayed.

In terms of career resources, the Young Professionals are extremely diversified with current career resources offered by IEEE. Creating one product that will serve all members and all purposes is more challenging than expected.

3.3 Recommendations

Based on the research data collected and the input of the IEEE Young Professionals Committee, the IEEE Young Professionals Taskforce makes the following recommendations:

- Steps should be taken to host the recognition and rewards concept of the loyalty program under NIC umbrella. This concept should be applied to IEEE as a whole, and would thus require the involvement and expertise of members of various IEEE OUs. The IEEE Young Professionals Committee is not able to represent all units but the research results clearly indicate the need and potential of such solution.
- The IEEE Young Professionals Committee will continue exploring the career coach concept of the loyalty program, and develop suitable implementations of career resources for Young Professionals members.

3.4 Financial status (\$k)

2018 Approved	Projected 2018	2019 Request
160	106	0 ¹

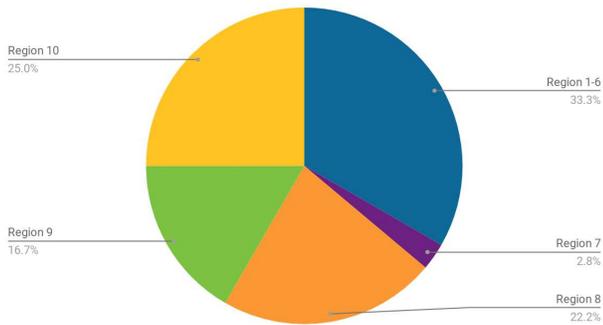
¹ The New Initiatives Committee can be approached to support the enterprise-wide solution and consortium purchasing envisioned.

4. Young Professionals Signature Events and meet-ups: increasing presence at technical events

4.1 Current status

A total of 36 events (32 meet-ups and 4 Signature) have been approved by 5 November 2018. Of these, 19 have taken place and submitted all required follow-up materials. An increase in Region 9 funded events has been observed, in comparison to 2017, while a decrease has been registered in Region 7 funded events (from 10% of funding in 2017 to 2.8% in 2018). Table 3 presents the number of attendees from the 19 organized and reported events.

Meet-ups and Signature Events Distribution Across Regions



Distribution of Meet-up Based on Host OU

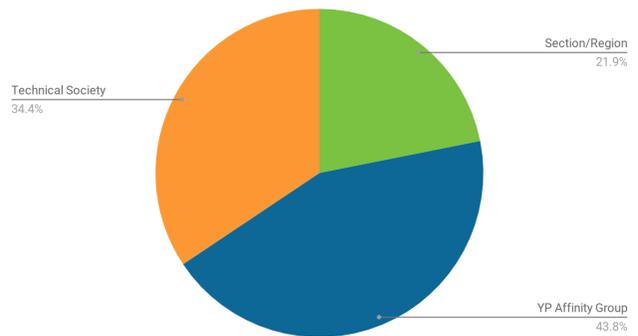


Table 3 - Meet-up and Signature Events attendee status

Signature Events			
Total attendees	IEEE-member attendees	Non-member attendees	Cost per attendee
887	824	63	\$21.30
Meet-up events			
Total attendees	IEEE-member attendees	Non-member attendees	Cost per attendee
1522	921	601	\$14.78
Overall			
Total attendees	IEEE-member attendees	Non-member attendees	Cost per attendee
2409	1745	664	\$17.18

4.1.1 Attendee feedback

A total of 1837 event attendees answered the event feedback survey, of which 95.5% rated the event as excellent or good. An overwhelming majority (97%) stating they want to attend another IEEE Young Professionals event in the future, and that they would recommend such events to their friends.

On average, 95% of respondents were pleased with the event topic and speakers.

Survey respondents were mostly students (67%), and only 15% of them stated they represent industry.

The survey results reflect the opinions of non-IEEE members who attended the events, as they represent 33% of the respondents.

In addition to the attendee feedback survey, the retention rate of IEEE members who attend Young Professionals funded events has been measured. While a total of 900 IEEE membership IDs have been collected through attendee lists from 2018 events, 425 were verified. Of these, 85% have renewed their IEEE membership for 2018.

4.1.2 Organizer feedback

A separate feedback survey for organizers was released in August. To date, 18 different organizers completed the survey.

All respondents were satisfied with the online funding platform, 39% of them rating it as excellent. Only two respondents faced technical issues with the online funding platform, which were immediately addressed.

83% of respondents were either satisfied or very satisfied with the period provided to submit post-event materials, with only one respondent being dissatisfied and missing the 4-week deadline.

4.1.3 Progress on 2018 Goals

2018 Success Metrics	Signature events and meet-ups	Current Status
Amount of Funding Applications	40	36 (90% of goal)
Amount of Organized Events	35 total events (5 Signature, 30 Meet-ups)	19 total events (4 Signature, 15 Meet-ups)
Attendance (members/ non-members)	3500 Members 2000 non-Members	1745 Members (59.85% of goal) 664 non-Members (33.2% of goal)

Event costs \$/per person	<\$15/per person	\$17.18/person (\$2.18 above the goal price)
Internal and external collaboration	3 internal long-term collaborators agreements 1 external partner MoU	No long-term collaborations has been established within IEEE so far Collaboration with DigiKey, which started in 2017, has been extended for a further 12 months, while collaboration with Google Developers has started in Q1 of 2018
Amount of related publications	25 Impact articles 2000 Facebook engagements 5 non-IEEE publications	13 Impact articles (52% of goal) 1633 Facebook engagements (81.65% of goal), with 30,128 unique users reached No information about non-IEEE publications is available
Attendees Satisfaction	>75% in the top box (>80% satisfaction) Response rate >15%	65.60% in top box currently (95.54% satisfaction overall) 36% response rate
Organizers Satisfaction	>75% in the top box (>80% satisfaction) Response rate >25%	39% in top box (100% satisfaction overall) 15%

4.2 Challenges faced

The nature of the IEEE financial cycle, spanning only one year, makes it difficult to become involved with large-scale international technology events, since there is uncertainty over the Young Professionals budget from one year to another.

A better value proposition and strategy needs to be developed when approaching potential industry partners. Challenges in this area relate to the difficulty of coordinating industry interests, with volunteers at various levels and OUs within IEEE.

4.3 Recommendations

The event funding projects of the IEEE Young Professionals Business Plan have had a tremendous positive impact on local communities and left their positive mark on IEEE member retention. Because of this, it is strongly recommended that those projects are continued and incorporated into the general business of the IEEE Young Professionals executive committee.

While the general event funding concept has proven a success, several items should be addressed in the near future:

- Better understanding of funding distribution and impact in order to prioritize event types based on potential outcome
- Reconsider signature events to ensure they accurately address their intended purpose of facilitating large-scale and high-impact events in collaboration to non-IEEE entities
- Automate the recruitment/retention measures for event attendees, aided by a smart event attendee registration system

- Improve the funding platform and adjust the event follow-up material submission process in order to ensure the received materials are more relevant and submitted in a timely manner
- Encourage the diversity of OUs applying for Young Professionals funding for their events, thus enhancing collaboration with main IEEE Boards
- Increase partnership with non-IEEE entities through joint events
- Reconsider the payment process and implement safety mechanisms to ensure payments are received
- Adjust event attendee and organizers satisfaction surveys and their deployment mechanism to increase the validity and volume of responses.

4.4 Financial status (\$k)

2018 Approved	Projected 2018	2019 Request
87.5	87.5	43.75

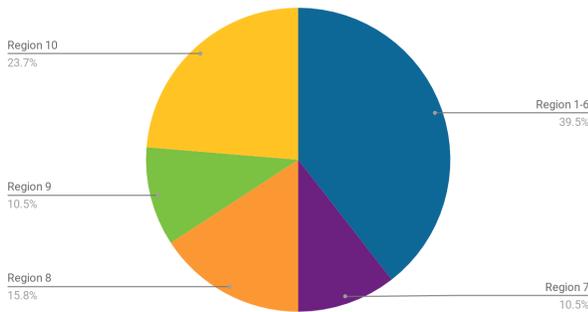
5. Seed funding

5.1 Current status

To date, a total of 38 events have been approved for seed funding, 18 of which have already been organized. A significant increase in seed funded events has been observed in Regions 1-6 (19% in 2017 compared to 39.5% in 2018). Seed funding has also helped newly established Young Professionals Affinity Groups, by providing financial support to kick-off their events. Rochester, Cleveland, and Seoul Young Professionals Affinity Groups, which were all formed in 2018, have all benefited from seed funding for their first events.

While the data regarding the Region and OU distribution of seed funded events is derived from all 38 funded events, the number of attendees presented in table 4 is based on the 18 past events that have submitted all required follow-up materials.

Seed funding distribution across Regions



Seed Funding Distribution based on OU

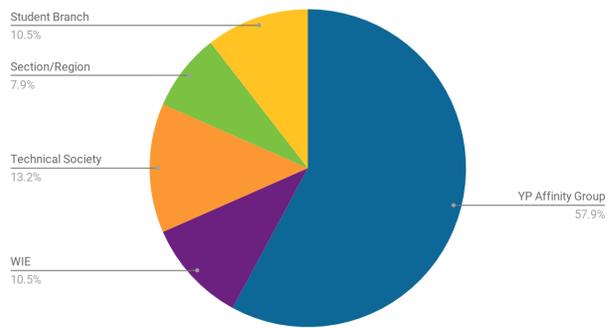


Table 4 - Seed funded events attendee status

Seed funded Events			
Total attendees	IEEE-member attendees	Non-member attendees	Cost per attendee
1825	895	930	\$16.02

5.1.1 Progress on 2018 Goals

2018 Metrics	Seed funded events	Current status
Amount of Funding Applications	55	38 (% of goal)
Amount of Organized Events	50	18 (36% of goal)
Attendance (members/non-members)	2500 Members 2000 Non-Members	895 Members (35.8% of goal) 930 Non-Members (46.5% of goal)
Event costs \$/per person	<\$9/per person	\$16.02/per person (\$7.02 over the goal)
Amount of related publications	5 Impact articles 1000 Facebook engagements	4 Impact articles (80% of goal) 46 Facebook engagements, (4.6% of goal), reached 1675 individual users

5.2 Challenges faced

The naming convention for seed funding still causes confusion or uncertainty regarding the purpose of this particular funding. Otherwise, challenges mentioned in section 4.2 are also relevant to seed funding.

5.3 Recommendations

Although the system has been simplified significantly, we have noticed that our members resist in providing reports, surveys, and Impact articles. Reminders were not sufficient to engage organizers to do their post-event duties. Therefore since November, in order to receive funding, organizer survey and Impact article become an obligatory part of the follow-up material.

It is also recommended that the seed funding program should be reviewed by the IEEE Young Professionals Executive Committee and adjust the program's name and description in order to make it more descriptive and easier to understand.

5.4 Financial status (\$k)

2018 Approved	Projected 2018	2019 Request
50	50	50 (MGA supported)

6. Success Factors

6.1 IEEE Young Professionals membership comparison 2016 vs. 2018

Geographic IEEE Young Professionals Membership - October 2016									
Region	Higher Grade w/o GSM			Students			Total		
	2016	2015	% change	2016	2015	% change	2016	2015	% change
1	4,171	4,484	-7.0%	1,600	1,773	-9.8%	5,771	6,257	-7.8%
2	3,534	4,044	-12.6%	1,447	1,574	-8.1%	4,981	5,618	-11.3%
3	4,115	4,618	-10.9%	1,893	2,007	-5.7%	6,008	6,625	-9.3%
4	3,332	3,756	-11.3%	1,611	1,697	-5.1%	4,943	5,453	-9.4%
5	4,143	4,805	-13.8%	1,548	1,619	-4.4%	5,691	6,424	-11.4%
6	7,743	8,501	-8.9%	2,335	2,731	-14.5%	10,078	11,232	-10.3%
R 1-6	27,038	30,208	-10.5%	10,434	11,401	-8.5%	37,472	41,609	-9.9%
7	3,250	3,715	-12.5%	1,586	1,802	-12.0%	4,836	5,517	-12.3%
8	16,871	18,460	-8.6%	9,160	10,237	-10.5%	26,031	28,697	-9.3%
9	3,444	4,072	-15.4%	1,170	1,342	-12.8%	4,614	5,414	-14.8%
10	19,748	20,811	-5.1%	14,392	13,724	4.9%	34,140	34,535	-1.1%
R 7-10	43,313	47,058	-8.0%	26,308	27,105	-2.9%	69,621	74,163	-6.1%
TOTAL	70,351	77,267	-9.0%	36,742	38,506	-4.6%	107,093	115,773	-7.5%

Geographic IEEE Young Professional Membership - October 2018									
Region	Higher Grade w/o GSM			GSM w/o Students			Total		
	2018	2017		2018	2017		2018	2017	
	#	#	% Change	#	#	% Change	#	#	% Change
1	3,697	3,807	-2.9%	1,485	1,513	-1.9%	5,182	5,320	-2.6%
2	2,968	3,265	-9.1%	1,314	1,301	1.0%	4,282	4,566	-6.2%
3	3,667	3,818	-4.0%	2,028	1,920	5.6%	5,695	5,738	-0.7%
4	2,918	3,004	-2.9%	1,505	1,501	0.3%	4,423	4,505	-1.8%
5	3,677	3,749	-1.9%	1,425	1,529	-6.8%	5,102	5,278	-3.3%
6	7,072	7,516	-5.9%	2,377	2,274	4.5%	9,449	9,790	-3.5%
R 1-6	23,999	25,159	-4.6%	10,134	10,038	1.0%	34,133	35,197	-3.0%
7	3,075	2,968	3.6%	1,823	1,584	15.1%	4,898	4,552	7.6%
8	15,165	15,655	-3.1%	9,012	8,674	3.9%	24,177	24,329	-0.6%
9	3,418	3,439	-0.6%	1,228	1,226	0.2%	4,646	4,665	-0.4%
10	20,164	19,419	3.8%	16,442	14,584	12.7%	36,606	34,003	7.7%
R 7-10	41,822	41,481	0.8%	28,505	26,068	9.3%	70,327	67,549	4.1%
TOTAL	65,821	66,640	-1.2%	38,639	36,106	7.0%	104,460	102,746	1.7%

6.2 Young Professionals data comparison with the overall membership trends, October 2016 vs. October 2018

Overall IEEE Membership: 0.8% → 1.5% **(0.7%)**

Overall HG Membership: -0.1% → 0.7% **(0.8%)**

Young Professionals Membership: -7.5% → 1.7% **(9.2%)**

Young Professionals HG Membership: -9% → -1.2% **(7.2%)**

