Volunteer/Member Recognition Strategies

IEEE Young Professionals Webinar Series

Quick Reference Guide

8 June 2020

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Volunteer/Member Recognition Strategies

IEEE Young Professionals Webinar Series   (from 8 June 2020)

What is recognition?

- *the action of recognizing : the state of being recognized: such as*
  - *a: ACKNOWLEDGMENT*
  - *b: knowledge or feeling that someone or something present has been encountered before*
- "Recognition isn't just about remembering what something looks like — it's also used to describe when you remember that someone has done something special, and decide to recognize their efforts with an award or speech. This type of recognition is a form of acknowledgment, a way to say "we approve" or "good work!"*
  - *via www.vocabulary.com

Why is recognition important?

- Recognition is essential to building loyalty: loyalty can be built when we can recognize many different types of behaviors (volunteering, publishing, attending conferences, and more)
- Recognition programs aim to increase members' sense of belonging and sense of recognition/acknowledgement
- Rewards and recognition can be a strategy to address business needs (highlight programs that need support, new products, drive early renewal, etc.)
- Rewards and recognition strategies provide motivation for members/volunteers, and allow you to measure level of activity and engagement, as well as trends and topics of interest
- Confirms to your volunteers that their work is valued by others
- Shows your volunteers that their contributions are key to the success of the team
- Retention rises
- Overall morale improves
- Volunteers are happy, and more likely to recruit new volunteers
- Gives a purpose
- Increases productivity
- Engagement rises
- It is the duty of a good leader to recognize great team members

What are some volunteer recognition strategies?

- Social Media (volunteer of the week, month)
- Newsletters
- Blogs
- Events (acknowledge volunteers at annual awards event with special seating, grants to attend conferences, etc.)
- Certificates
- Branded goodies (limited edition celebratory pins, coins, plaques, writing instruments)
- Acknowledge milestones (years, projects, etc.)

- Video (record a quick update of milestones, or interview with volunteers)
- Provide the volunteer with a position of more authority and responsibility
- Acknowledge volunteers in your parent OU's media (Section/Society etc. newsletter or Web page, official publications)
- Send a letter to employer on individual's contributions (ask volunteer permission first)
- IEEE Awards
- Loyalty Program
- ** Use more than one strategy to show your recognition.

Strategy to develop an effective recognition and loyalty system

- Recognition is enabled via specific, measurable activities
- It's important to identify and reward those specific behaviors that drive engagement
- Rewards must deliver value that drives ongoing engagement
  - Recognition and rewards unlock additional value in return for ongoing engagement of YPs
- Intrinsic vs. extrinsic motivation
  - Intrinsic motivation involves doing something because it's personally rewarding to you.
  - Extrinsic motivation involves doing something because you want to earn a reward or avoid punishment.
- Approach to developing a recognition program:
- Identify behavior you want to encourage
- Measure the chosen behavior
- Provide rewards that encourage behavior

Examples of pins and certificates

IEEE Fellow Pins

Past Section Chair Pin

IEEE HKN products

IEEE President's coin (2016, 2017, 2018)

Examples of printed IEEE certificates with gold stamp

Additional Notes and Q&A from the Webinar

- How can you establish an award at the Region or Section level?
  - The MGA Awards and Recognition Manual (Section 4) includes the guidelines for establishing a Region or Section award, as well as a couple sample templates.
- What is the best approach to awards for industry members and industry accomplishments/contributions?
  - Define the criteria **very** well and what exacrly is being assessed – this will make it easier to write the nominations, but it will also make it easier for judges to assess to nominations. Consider having a list of items that will be scores, along with rules for scoring (for example, how many points are given to each criteria).
  - There are already a few different awards for YPs in industry, and there is a concern for consistency – one suggestion was for team members to share their strategies for judging these awards and to figure out best practices together.
  - Concerns were expressed regarding the integrity of review and judging committees/teams and how to ensure the results are objective.
- Are there vendors who we can use to order IEEE branded merchandise, such as shipping a goody pack globally?
  - You can order YP branded kits – currently, staff is working on a new process to request them and we will share details as soon as we have them. You can also order IEEE certificates and plaques from the MGA website.
  - For online ordering of branded IEEE merchandise, visit the Specialties vendor portal. If this is your first time ordering, email sourcing@ieee.org, to request credentials for a required username and password. The Specialties website offers IEEE maser brand items. Volunteers can also contact Specialties directly to get a quote on items that are not on the website.
- There should be more recognition forms for volunteers and their contributions to IEEE, as opposed to technical awards
  - There are awards for volunteers at various levels, for example:
    - ➢ The MGA Young Professionals Achivement Award: any Young Professional members in good standing (active member) is eligible for this award, regardless of which part of IEEE they volunteer in. The Award highlights significant achievements and contributions of young volunteers to the mission of IEEE, from local engagement, to humanitarian activities, to involving young members in technical activities. The nomination deadline is 15 November annually, and the up to 6 winners will be announced every year in December. The winner will receive a plaque and $250
    - ➢ Region 8 Young Professionals Exceptional Volunteer Award: this award recognizes Young Professional volunteers across Region 8. Refer to the Region 8 website for more details.
    - ➢ Region 10 Young Professionals Outstanding Volunteer Award: this award recognizes Young Professional volunteers across Region 10. Refer to Region 10 Young Professionals website for more details.

> ➢ The IEEE YP ExCom is working on building a list of all awards relevant to Young Professionals, from across the IEEE. This will be available on the YP website – we will share the information once it is live.

- Awards within Societies/Councils
  - Check the IEEE Technical Activities Board (TAB) Awards and Recognition Manual for with more information about Division/Society/Technical Council awards.
  - You can also search individual Society/Technical Council web pages for their awards.

Examples of YP Recognition Strategies

- IMPACT Blog: Volunteer Spotlight
- IEEE Honors Ceremony YP Theodore J. Hissey Award
- IEEE YP Hall of Fame Award - Submit a nomination
- MGA Young Professionals Achievement Award
- IEEE PES Outstanding Volunteer Award
- IEEE Sensors Council Young Professionals Service Award
- IEEE ComSoc Best YP Award for Academic and Industry
- Region 8 Volunteer Award
- Region 8 Young Professionals Exceptional Volunteer Award 2019 and Region 8 Outstanding Young Professionals Affinity Group Award 2019
- Region 10 Young Professionals Awards (for outstanding Affinity Group and Outstanding Volunteer)
- Award Certificate

Recognition and Rewards Resources

- Order official IEEE recognition products
- Officer Recognition Certificates
- Additional Branded IEEE Certificate Templates
- IEEE Recognition and Awards
- IEEE Awards
  - MGA Student Activities Committee Awards webpage
- Event Guide: Steps for Holding an IEEE Awards Banquet
- Tips for recruiting and retaining volunteers
- The Senior Membership and IEEE Fellow programs are also forms of recognition
- Additional Resources in the YP Google Drive