



Making the Switch to IEEE Young Professionals

31 January 2014

Presentation Overview

- ▶ Quick introduction to IEEE MGA Young Professionals Committee Structure
- ▶ GOLD to Young Professionals Transition: Rationale and Activity Stream Timeline
- ▶ Young Professionals Branding
- ▶ Case Studies: Toronto, New Zealand North and HTC
- ▶ Resources and Next Steps
- ▶ Questions and Answers

Our Committee Structure

Chair, Timothy Wong (R10)

Past Chair

MELCC Partners

MGA Partners

- ▶ Regional Coordinators and their Affinity Group Chairs
- ▶ USA Rep
- ▶ Rush Editor & Chief

- ▶ VC, Leadership & Training
- ▶ VC, Products & Services
- ▶ VC, Strategic Partnerships
- ▶ VC, Marketing & Communications

- ▶ TAB Reps & Liaisons
- ▶ Society Reps
- ▶ PSPB Rep
- ▶ SAC/YP Liaison

So What Happened?

- GOLD changed its name to IEEE Young Professionals
- The IEEE Board directed all organizational units, to review and update their governing documents, replacing the term GOLD with Young Professional(s)
- The MGA Board approved new criteria broadening the scope of “ten years from first degree” to “fifteen years from first degree” with an option to participate beyond the fifteen year time span
- The full transition is slated to occur over the next six months with completion by 15 August 2014

The Rationale Behind the Name

- ▶ The name, “IEEE GOLD” was not instantly recognized as a Young Professionals Group
- ▶ Many similar organizations adopt the name “Young Professionals” in their branding
- ▶ Makes it easier to find information and benefits relevant to young professionals in IEEE, increase member awareness and engagement
- ▶ Retention of more prospective young professional members
- ▶ Enables more reliable reporting by treating as a catalog asset

So Now What?

Adopting the Brand

- ▶ Our New Logo



- ▶ What it Signifies
- ▶ Where to Find It and How to Use It

Usage Guidelines

First: We are One IEEE, Our Goal is One

Our logo is right next to the master brand, so:

- ▶ Never modify or recreate the logo art work
- ▶ Always use the correct colors and fonts
- ▶ Always keep clear space around the logo
- ▶ When in doubt, just ask!

Case Studies

In Toronto

In New Zealand

At GHTC



<https://www.youtube.com/watch?v=y6TbpinDhag>

<http://sites.ieee.org/gold/2013/12/10/santa-clara-valley-gold-launches-new-ieee-yp-brand-at-the-ghtc/>

First: Your Online Presence

- ▶ Stop referring to GOLD- What is GOLD?
- ▶ Update LinkedIn, Facebook pages, twitter and create posts noting the news
- ▶ Use the new logo wherever you can
- ▶ Update your Webpages, change the URL to refer to YP rather than GOLD, if you are using an IEEE site please use the URL: sites.ieee.org/<Society Acronym>YP
- ▶ Set old URL to forward to the new location for at least 6 months

Next...

- ▶ Encourage Young Professionals to organize and form an Affinity Group or get involved with an existing one
- ▶ Help your Units understand the change and update your organizing documents (we can assist)
- ▶ Access the “Tool Kit” at iee.org/yp
- ▶ Join the YP Global Facebook and LinkedIn Groups
- ▶ Host an Event! Use Video! Let us know what’s working!

Questions and Support

- ▶ Please direct your own questions, or those from your fellow volunteers and members to:

young-professionals@ieee.org

www.young-professionals.ieee.org

THANK YOU!