STEP Events
Student Transition & Elevation Partnership Program

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Introducing IEEE Young Professionals (formerly GOLD)

- Label for young professional members and graduate student members within the first 10 years after graduation
- GOLD events and initiatives cater to early career professional development
Introducing IEEE Young Professionals (formerly GOLD)

“Graduated from their first professional degree within the last 15 years. There will be an opt-in option available for members that do not meet this criteria.”

- The name, “IEEE GOLD” was not instantly recognized as a Young Professionals Group
- Increase member awareness and engagement
Introducing IEEE Young Professionals (formerly GOLD)

Lots of new Products & Services coming for IEEE Young Professional members in 2014!

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IEEE
Outline

- Who am I?
- How do we retain and elevate Student Members?
- Overview of the Student Transition & Elevation Partnership (STEP)
- How to host a successful STEP event
- STEP event funding opportunities
- Showcase of successful STEP events in 2013
Who am I?

- Ph.D. Candidate at University of Toronto
- Vice Chair of Member Products & Services, IEEE MGA Young Professionals Committee
- Liaison between IEEE MGA Young Professionals Committee and Student Activities Committee – STEP Coordinator
- Chair of IEEE Toronto Young Professionals Affinity Group
- VP Marketing, Solid State Circuits Society, Toronto Chapter
How do we retain and elevate Student Members?

- Undergraduate student members constitute about 8% of total IEEE membership.
Scope of Student Member transition effort

= 25 IEEE Student Branches
**Goal:** Engage student members so that they renew their IEEE membership after graduation

**Transition from Student to Young Professional Member**

- **Student Member**
  - Deliver high quality student member experience for lifelong, professional success

- **Young Professional Member**
  - Help young professionals create the building blocks of a lifelong and diverse professional network
Showcase the benefits and opportunities of full IEEE membership during onset of a career

Introduce graduating Student Members to the new, local IEEE Young Professionals community

Local Young Professional Affinity Groups facilitate the transition & elevation of Student Members by hosting an interactive & exciting STEP event!
Information for Volunteers

Hosting a successful STEP event

- Young Professionals Affinity Group chose an interactive event format – be creative!
  - Dinner
  - Social
  - Networking
  - Seminar
  - Panel
  - Lecture
  - Fair
Information for Volunteers

Hosting a successful STEP event

- Invite industry speakers & participants

Show value in IEEE membership!
Information for Volunteers
Hosting a successful STEP event

› Invite graduating students and Young Professional members

› Publicize the event
  – Social media (Facebook, Twitter, LinkedIn)
  – Email
  – Website
  – Word of Mouth

› Other creative ideas:
  – Raffle
  – Facility tours
  – Race/challenge
STEP Event Funding ($500 USD)

- STEP events are eligible to receive $500 USD per event, once per year from IEEE.

- STEP events are organized by:
  - Young Professional Affinity Groups
  - IEEE Sections

- STEP events are not organized by Student Branches
  - Young Professional Affinity Groups and IEEE Sections should collaborate with multiple Student Branches in their area to host a successful STEP event.

- Funding application available online: https://step.fluidreview.com/
A Year in Review:
Successful STEP events from 2013
Successful STEP events of 2013

Fujitsu Tour and Seminar

IEEE Tokyo GOLD Affinity Group: “Career development as an electronics engineer”
Successful STEP events of 2013
Conference Day

IEEE Guanajuato GOLD Affinity Group:
› “From IEEE student member to entrepreneur”
› “Digital Systems Scientific Innovation and their impact in IEEE”
› “The career of an engineer in industry”
› “The next STEP after University”
Successful STEP events of 2013
Career Development Panel

IEEE London, Ontario, Canada GOLD Affinity Group:
- Speakers from industry, university, and career services shared their experiences and spoke about opportunities
Successful STEP events of 2013
Careers & Latest Tech Innovations

IEEE Western Australia GOLD Affinity Group:
“Step into your future” @ IEEE Tech Fair 2013
Successful STEP events of 2013
GOLD Career Fair

IEEE Sri Lanka Section, University of Peradeniya:

- Speakers from industry and university shared their experiences and spoke about opportunities
Reviewing the transition from Student to Young Professional

Engage Student Members

Engage Young Professional Members

Strengthen the transition to higher membership

Student Member

Young Professional Member
What kind of STEP event will you host in 2014?

For further questions & inquiries:

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