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**PAPER CLASSIFICATION: OPEN**

**Board of Trustees**

**YOUNG PROFESSIONALS COMMUNITY COMMITTEE**

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**1. Issue**

To give an update on the recent work from the Young Professionals Community Committee (YPCC) and the outcomes of the discussion at the Young Professionals (YP) Community Volunteer Conference in Bangalore about the potential for new and existing initiatives that can support and expand the YP volunteering community and the wider YP membership.

**2. Timing**

Board of Trustees meeting, 11 May 2020.

**3. For Note**

The Board of Trustees is invited to note this report.

**4. Background**

4.1. The YPCC was formed in 2013 to provide a focal point to engage with IET student and early career members and ensure that the voice of young engineers was informing the IET's strategy and future development. In addition, the YPCC was tasked with developing products and services to help the IET engage with young engineers and help them tackle the issues that they face.

4.2. The YPCC operates a project-based approach focusing on key topics. For the 2019-20 session, the YPCC projects are as follows: mentoring service, Young Professional Ambassadors, volunteering career pathway, learning and courses, global challenge review and IET@150 (YP focus). In addition, the YPCC has oversight of the Present Around the World (PATW) competition, On Campus student groups and initiatives like the Global Challenge.

4.3. A summary of the projects for 2019-20 can be found in Appendix A.

**5. Key Points**

5.1. At the Young Professionals Community Volunteer Conference in February 2020, the Board of Trustees set the following questions to the 50 international YP delegates as a World Café interactive workshop session:

5.1.1. Through new initiatives or tailoring of existing approaches, how can the IET:

- Better support and expand its YP volunteering community?
- Better support and expand its YP membership?

5.2. The workshop generated a lot of great discussion and idea generation, the full output of which can be found in Appendix B of this paper. Key themes from the workshop are summarised in the table below and mapped to existing YPCC projects where applicable. Workshop findings have been provided to the relevant project teams for consideration and where there are themes not currently relevant to any project, these have also been identified.

	Mentoring Service	YP Ambassadors	Volunteering Career Pathway	Learning and Courses	Global Challenge Review	IET@150 (YP Focus)
Connect On Campus and student volunteers with wider IET	✓	✓	✓			
Improve visibility and understanding of volunteering roles, opportunities & staff support available	✓		✓			
Improve awareness and understanding of the value of volunteering			✓	✓		
Better promote the value of YP membership	✓			✓		
Provide professional development opportunities and support for YPs				✓	✓	
Provide resources and support to volunteers to promote their events and initiatives		✓				✓
Support YPs internationally with career opportunities						

5.3. As shown in the table above, the majority of themes identified are applicable to existing projects and the transcript in Appendix B has been provided to these projects for consideration. One theme from the Young Professionals Community Volunteer Conference World Café workshop which is not being addressed by YPCC projects is to:

- support YPs internationally with career opportunities, which is captured in the next steps below (entry number 4).

5.4. The request for an IET app was raised numerous times as YPs feel this is an effective way to connect with each other and manage their volunteering tasks, ie submitting event metrics and succession plans. There are discussions already happening through the Communities Resourcing Committee about adopting the IET360 app currently being using in India and with the internal IT department.

## 6. Next Steps

6.1. The Board is invited to note the proposed next steps for the development of the YPCC:

6.1.1. YPCC to continue its current projects and reporting of progress to the Knowledge Services and Solutions Board, ensuring the projects address the themes identified in the summary of the workshop discussions in table above;

- 6.1.2. YPCC to develop an overarching strategy for YP volunteers on how they can support the wider IET mission and strategy;
- 6.1.3. YPCC to provide a report to the Board of Trustees in 12 months' time to update board on project progress;
- 6.1.4. IET YP staff team to review the possibility of how to support YPs internationally with career opportunities, e.g. E&T Jobs as a global offering;
- 6.1.5. IET YP staff team to reach out to the IT department and the Communities Resourcing Committee to discuss progress and possibility of an IET app.

**7. Risk**

None.

**8. Resources**

No additional resources required.

### Summary of Key YPCC Projects

1. **Mentoring Service.** YPs have previously expressed a desire for mentorship through the IET. The existing IET Mentoring service is focused on providing support for those seeking professional registration and the existing YP Buddy support service has received little take up. This project is exploring the reasons why the Buddy service is not more widely used and is investigating the possibility of expanding the current main mentoring scheme to include YPs as well, regardless of their desire for achieving professional registration. This could involve offering mentoring relationships to provide advice on start-up businesses and how to turn innovations into reality. The project team is working with the IET Professional Development team to conduct research to form a proposal to take to the Membership and Professional Development Board.
2. **YP Ambassadors.** The Young Professional Ambassador volunteer role was created in 2019 to engage with a wider pool of rising stars than can be accommodated within the formal governance structure. The role is to help promote YP volunteer talent across the whole of the IET, and the growing network of Young Professional Ambassadors also gives the IET a valuable 'focus group' to tap into to gain insight when required. This project gives direction and focus to Young Professional Ambassadors and ensures they remain active and engaged on behalf of the IET, one of the areas of focus at the moment is to keep the enthusiasm of student volunteers once they graduate. The current community of YP Ambassadors stands at around 100 volunteers globally. With an incredibly engaged Facebook group, their ability to network, share best practice and receive important updates relevant to their roles has dramatically improved.
3. **Volunteering Career Pathway.** This project is working with Volunteer Engagement Board to promote the benefits of volunteering to would-be volunteers and to help current volunteers identify new IET volunteering opportunities. The project has devised a number of different campaigns, including the development of an online interactive quiz to help individuals identify the best volunteer role for them. One of the main aims of the project is to increase the number of YPs taking up volunteering roles, especially within the IET Governance structure.
4. **Learning and Courses.** Our research has shown that training is a key component of what attracts YPs to the IET and this project is looking at how our existing services can be made more appealing to a YP audience. The project team is working with IET colleagues in Membership and Professional Development and Knowledge Services and Solutions to identify where improvements or new initiatives could help to support YPs and increase engagement, this includes helping to raise awareness and drive traffic to the IET Academy.
5. **Global Challenge Review.** The YPCC set the IET Global Challenge in 2014 to help young engineers solve a real-world problem using engineering. In addition, this competition also aimed help the IET to reach a wider YP audience. The challenge has since run 3 times and although the campaigns have generated a lot of engagement, the reach and impact of the competition hasn't been as successful as was originally intended. In 2019, the challenge focused on cleaning up plastic pollution in the oceans. Despite getting nearly 80,000 engagements on social media, this only resulted in 31 entries and the majority of these YP entrants were already known to the IET. This project is reviewing how the IET can better to enable YPs to showcase their innovations that are having a positive impact on real-world problems.

6. IET@150 (YP Focus). To ensure that YPs are engaged with the planned activities for this celebratory year and the project team is working closely with the IET@150 organising committee to add a YP perspective.

## Summary of the Full Outputs from the Young Professionals Community Volunteer Conference Discussion Session

1. Through new initiatives or tailoring of existing approaches, how can the IET:

- A - Better support and expand its YP volunteering community?
- B - Better support and expand its YP membership?

2. A - Support and expand YP volunteering community

### Event Management

- Each LN to have access to upload event media (eg photos) directly to IET website for post-event promotion
- Encourage active event metrics reporting from LNs by making the process easier. This could be done by scanners at all events where attendees show a barcode on their phones if they've registered.
- Encourage LNs to send event details to IET Staff prior to event for better marketing support
- Bring the IET360 app that India is using to other regions

### Volunteer Recruitment

- Have a pre-packed sales pitch and value proposition that includes text, video and infographics to engage new volunteers
- Need clearer visibility and description of volunteering roles available within communities and within the wider IET
- Volunteering roles to tie to a bigger picture and map to personal goals and engineering or technical profiles (a volunteer career pathway)
- Detail the expected time and effort commitment per week for each volunteer role
- Show off active high-profile volunteers in marketing materials
- "Try Volunteering" page to connect volunteers with IET event organisers based on location and personal strengths and areas of interest including behind the scenes volunteering opportunities

### Motivating and Engaging with Volunteers

- Give volunteers and members a purpose or show how they're impacting the wider mission of the IET to 'engineer a better world'
- Present relevant information ie volunteer training, through video, pamphlets and infographics
- Hold inspirational events or webinars on impactful volunteering
- Regularly survey volunteers to understand their emerging needs (IET staff note: we already do this with the annual member survey but the results are possibly not reaching the YP audience?)
- Show inspirational volunteering journeys and stories on website and social media
- Have an annual volunteering event with celebrity speaker to welcome new volunteers

### Supporting Volunteers

- Make registration process to become a volunteer more streamlined and easier
- Data protection and GDPR is becoming a barrier to contact members to engage and recruit them as volunteers
- Build stronger presence on LinkedIn with content relevant to volunteers for them to share with their own network
- Faster social media updates on important volunteer policies and resources

- Improve Office 365 usability and support
- More regional staff
- Current IET staff structure is confusing or unclear in its communication. Unaware of staff roles and responsibilities. Need better visibility

#### Training Volunteers

- Volunteer mentorship program – offer mentorship in volunteering, connect volunteers from around the globe
- Provide special training like training in event management and social media for active volunteers in every local network
- Pair new YP volunteers with more experienced volunteers when they first become involved to ‘show them the ropes’

#### Motivating & Connecting with On Campus Volunteers

- Invite active On Campus (OC) members to Young Professional (YP) events and encourage them to volunteer from the very beginning
- Exclusive training programs and leadership programs to upskill OC volunteers
- Offer academic mentorship to OC volunteers
- Make volunteering with IET count towards academic recognition
- Arrange industrial visits or inspirational engineering opportunities for student volunteers in each local network (LN) and/or region
- Create research opportunities in every LN for students and early career professionals through corporate links

#### Connecting Volunteers

- Mobile app-based volunteering forum for volunteers to connect, share knowledge and to share upcoming events
- Online games and competitions on engineering to keep volunteers engaged on the forum
- Maintain a central database of active and alumni volunteers
- Better connection between local networks through LN member and volunteer exchange programme to keep track of people when they move locations
- Connect members around the world and provide them a purpose to connect and discuss

#### Recognising and Rewarding Volunteers

- Reward active volunteers with travel and networking opportunities, career fairs etc.
- Reduce the cost of commercial event entrance and provide travel allowance
- Exclusive career related perks and better monetary incentives outside of the UK
- Annual celebrations to celebrate volunteers in every network
- Recognise volunteers in LN, regional communities committees (CC) and IET level
- A card or memento for completing volunteering at 1 year, 5 year and 10 year marks
- IET to provide letter of recognition to IET LN committee members
- An official recommendation on LinkedIn from the IET Head Office

#### Supporting YPs within IET Communities

- Every LN to have their own Social Media channel(s)
- More LNs for huge geographical regions and as membership grows
- Standardise a YP committee structure within local and technical networks
- Succession planning – create a guide
- Transition OC members into YPs
- YP membership Lite – each region has its own touch to YP network
- Create standalone YP networks

- Every LN to set aside a budget for the YP
- Increase the visibility of YP chairs / representatives

### 3. B - Support and expand YP membership

#### Membership Fees

- Membership fees to be paid in local currency
- Active YP volunteers nominated by the LN to pay discounted membership fees as part of a reward / incentive
- Introduce lifetime membership from single one-off payment
- Offer free or discounted membership for YPs (IET staff note: Advantage and Signature programmes already do this, more awareness needed Globally)
- Instalment plans for the membership fee payment
- Encourage industries to pay for their employee membership, especially young professionals / early careers.

#### Membership Proposition

- Collaborate with other institutions for joint memberships
- Explore different types of memberships that can be offered
- Benchmark IET with other local institutions and highlight the unique value proposition that IET has to offer
- Add more resources outside of the UK
- Promote INSPEC
- Create more awareness about the services offered by the IET
- Offer free stuff like the swag bags and software
- Introduce digital IET membership card
- Create an IET mobile app
- Create a dedicated website or hub for YP members & volunteers

#### Present Around the World (PATW)

- Introduce an ambition for all Universities to have a PATW heat (IET staff note: we could target IET Academic Partners to begin with)
- Enhance the existing PATW competition to make it more appealing ie better prize money
- Actively follow-up with PATW winners to engage them with LN / YP
- Promote local PATW heats more, provide marketing / PR resources
- Reintroduce free membership for winners (IET staff note: we stopped this as the retention rate of the winners was really low. We could look at this again, but more focus needs to be given to engage with the winners during their year of free membership)

#### Career Opportunities

- Introduce IET scholarships and bursaries every region
- Advertise international job vacancies on E&T Jobs platform
- Create IET events in partnership with potential employers for networking opportunities
- IET professional registration to be recognised and valued everywhere
- More industrial collaborative events and internship opportunities for On Campus volunteers
- Increase association with more industries and corporate companies outside of the UK
- Offer career guidance

#### Learning

- Online training courses on communication, CV writing, technology and soft skills

- More engineering talks online
- Create IET certifications and accredit more courses
- Online IET course content to be better organised, currently in multiple places and isn't joined up
- More IET content online generally
- Member, volunteer and YP discounts with pricing available in regional currency for courses
- Potential IET modules or courses in universities
- Create IET seminar series

#### Events

- Make events like IET Annual Dinner and Young Women Engineer (YWE) of the Year global instead of UK only
- Ensure event organisers are more aware of our ambitions to get a younger demographic in the audience so they can tailor their events
- More fun and hands-on events like tech treasure / scavenger hunt
- Encourage Local Networks to run more engaging events including local site visits, inspiring lectures, charity visits and social events
- More innovative event venues
- Roll out an event package/toolkit with a "How to" guide
- Reduce obstacles like expenses form, budget claims, travel approvals etc. to host/launch events
- Enhanced event page with more info on speakers and attendees
- Engage students with lots of new competitions
- Host exclusive member only events
- More events on the recent topics of interest such as:
  - Cyber
  - Nanotech
  - Medical tech
  - Technical Networks (TN)
- Events covering all disciplines of engineering
- More YP specific events like Present Around the World (PATW)
- Create events to stand out from other general engineering events
- Celebrate successful events
- "Bring along a friend" option for casual events to promote IET
- Market events on a central social network platform
- Online app-based marketing toolkit that is tailored for each region
- Local media (TV and Paper) coverage for IET events
- More social media presence
- Involve non-members where appropriate
- Media coverage reaching wider tech community and general public