The Institution of Engineering and Technology

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Board of Trustees

REPORT ON MEMBER ENGAGEMENT VIA COMMUNITIES

(Note by Alex Taylor. If you have any questions on this paper before the meeting please contact Alex Taylor by email alextaylor@theiet.org)

1. Issue

To update the Board of Trustees on the balance of activity around the world originating from the communities' activity, including engagement with students and early career engineers.

2. Timing

Board of Trustees meeting, 9 September 2021.

3. For Discussion

The Board of Trustees is invited to discuss this report.

4. Background

While the majority of the IET's members are in the UK, the IET has extensive reach around the world. The work of the IET's technical and local networks, including the student and young professional groups, reach engineers in nearly 100 countries, and the necessary pivot to digital engagement brought on by the COVID-19 pandemic has accelerated the IET's communities' reach around the world.

5. Local and Technical Networks

5.1. In 2019, the last year of 'normal' operations before COVID-19 disrupted in-person activity there were 53 Local Networks outside the UK compared to 43 within the UK:

Region	Active LNs	Events	Delegates	Members	Non-members
Americas	9	54	2,428	17%	83%
Asia Pacific	15	510	35,687	23%	77%
EMEA	20	129	9,914	29%	71%
South Asia	9	269	27,489	39%	61%
UK	43	688	79,468	29%	71%
Totals	**96**	**1,650**	**154,986**		

5.2. The Networks outside the UK delivered 58% of all events, and the major cities in the non-UK regions were significantly busier than London, the IET's UK hub in 2019:

City	Events	Region
London	33	UK
Hong Kong	99	Asia Pacific
Singapore	53	Asia Pacific
Kuala Lumpur	58	Asia Pacific
Chennai	69	South Asia
Mumbai	34	South Asia
Nashik	41	South Asia

5.3. The impact of COVID-19 in 2020 necessitated the acceleration of the Technical Networks digital first strategy which launched in Q4 of 2019. This saw the Technical Networks start to engage with global audiences via webinars, and the global engagement grew from 41 countries in 2019 to 95 countries in Q2 2021.

TN Audience reach 2019: TN audience reach 2021:

5.4. The Local Networks around the world also moved to virtual event delivery in 2020 and by the end of the year the IET had supported the volunteer communities to deliver 340 webinars in total, engaging with 47,399 people. This equates to an average of 140 per event, a 34% increase on the average of 93 per event in 2019. Per capita engaging more people for significantly less cost.

5.5. Tables showing the most viewed / attended Local Network and Technical Network events in 2020 can be seen at Appendix A.

6. IET Online Community

6.1. The IET's online community also has good global reach and engagement. In 2020 39% of visitors were located outside the UK, >190k people. Of the total number of visitors 78% are IET members, >379k.

2020 Online Community Visitors	
Americas	57,991
Asia Pacific	51,846
EMEA	56,304
South Asia	24,372
UK	295,712
Total	**486,225**

2020 Online Community Visitors

7. Student and Early Career Engagement

7.1. Among the IET's initiatives to connect with young engineers the majority of the engagement is outside the UK. Many find that engagement with the IET gives them an international network to connect with and a perspective on the global engineering profession that is attractive, especially for those with ambitions to study or work in other countries. This in turn provides opportunity for the IET to engage new members to support the membership growth ambitions over the next 10 years.

7.2. 60% of the IET's OnCampus student groups are located outside the UK, and these groups are supported by 70% of the IET's OnCampus volunteer cohort.

7.3. The IET's Present Around The World (PATW) competition delivers 86% of its heats outside the UK. This initiative remains one of the strongest channels to recruit student and YP members. When PATW had to be cancelled due to COVID-19, the alternative competition, #Presentin10, supporting young engineers to hone their presentation skills in a virtual environment, drew 60% of its entrants from outside the UK.

8. Plans for 2022

8.1. As the world starts to open again and in-person activities become safer and more commonplace, the communities governing body is starting to think about what the future looks like for Local and Technical Networks in particular.

8.2. The Technical Networks Communities Committee is keen to retain the extended global reach and relevance that the introduction of their digital first strategy has created and is considering what a blended approach mixing in-person and virtual might look like in future.

8.3. There is also discussion taking place about what the 'unique value proposition' is for an IET Local Network now that virtual working has extended reach far beyond the traditional 'local' territories.

8.4. The governance structure supporting the Networks around the world is also being reviewed. The carbon footprint of bringing volunteers together for several in-person meetings every year is large and the experience over the last 18 months has shown that this is not always the best way of working. More frequent, shorter, virtual meetings have proven to be very effective at helping maintain momentum. It is likely that communities' volunteers will meet in-person far less frequently than in pre-COVID-19 times.

8.5. In Q4 2021, the new IET Online Community platform is anticipated to launch. After extensive research with engineers, the new platform will enable them to network, learn and collaborate more effectively than ever before. It will also enable the IET to capture and share content, gather views, and identify emerging hot topics from around the world faster and more efficiently than ever before.

9. Risk

No risks have been identified.

10. Resources

No additional resources are required.

Appendix A

Top 10 – Live Views of TN Events in 2020

Community	Title	Date	Registrations	Live views	On-demand views	# Questions asked
Electromagnetics	Electromagnetic Waves: Successfully Surfing the Subject	16 June	783	481	301	88
Control and Automation	The Differences Between DCSs, PLCs, SCADA, and Telemetry and Why They Diverge From IT	25 November	803	446		54
Automotive Road Transport Systems	Automotive Cyber Security	21 October	699	381	71	53
System Safety Engineering	Software Safety: Challenges, security and developments	06 August	616	364	168	59
Control & Automation	The Future of Industrial Cyber Security - (Operational Technology vs Cyber-Physical)	09 April	655	331	272	81
Internet of Things	An Introduction to IoT	19 November	503	317	135	53
Aerospace	Urban Air Mobility Hype or Hope	25 June	629	289	203	65
Project Control Network	Project Controls: Change Management	28 October	888	283	150	51
Project Control Network	Project Controls: Quality	18 November	870	271	127	50
Internet of Things	Storytelling with Data: How to engage audience with data and drive meaningful actions	09 October	458	254	122	121

Top 10 – Live Views of LN Online Events in 2020

Local Network	Title	Date	Total delegates
Wales North	New Laptops for Old - free and open-source software	Jul-20	421
Anglian Coastal	Bringing the F35 Lightning into Operational Service	Sep-20	416
Hereford & Worcester	Alan Blumlein: the story behind the fateful flight	Dec-20	412
Mersey WC	Green Hydrogen displacing Diesel in Commercial Vehicles	Nov-20	395
London	Medium Voltage Distribution Networks	Nov-20	392
Cambridge	Renewable Energy. How to Balance the Electric Grid	Nov-20	386
Wales North	New Laptops for Old - free and open-source software	Aug-20	385
Anglian Coastal	The future of TV: let's make it personal	Jul-20	368
Anglian Coastal	Artificial Intelligence: Truth, Lies and Consequences	Nov-20	345
Anglian Coastal	5G demystified - the what, when and where	Aug-20	324

Top 10 – In-person Event Attendance of LN Events in 2020

Local Network	Title	Date	Format	Members	Non-members	Total delegates
Lancs & Cumbria	Roving on Mars	Jan-20	Lecture	20	120	140
Taipei	AI Forum	Nov-20	Seminar	9	102	111
Hong Kong	Youth Mentoring Programme 2020 Opening Ceremony	Jan-20	On Campus	27	81	108
Aus - New South Wales	University of Technology Sydney (UTS) Careers Fair	Mar-20	Fair	1	106	107
Essex	Battery technology	Jan-20	Lecture	72	33	105
Taipei	2020 International Conference on Mechatronic, Automobile, and Environmental Engineering	Nov-20	Conference	3	100	103

Local Network	Title	Date	Format	Members	Non-members	Total delegates
Malaysia	Volunteering with YPS for Oxbridge & KTJ Engineering Workshop	Feb-20	Workshop	6	96	102
Solent	The challenge of controlling railway noise and vibration	Jan-20	Lecture	50	48	98
Hong Kong	Mini Robocon 2nd Briefing Session	Oct-20	Workshop	5	90	95
Hong Kong	Mini Robocon 1st Workshop	Nov-20	Workshop	3	80	95