

# Member Engagement through Affinity Group Activities

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# What is GOLD?

- Graduates Of the Last Decade.
- When a Student member graduates, the automatically become a GOLD member of IEEE.
- If someone joins IEEE after they graduate and they fill in their graduation date, they will also be flagged as GOLD.

## How can a GOLD Affinity Group benefit the Section?

- An easy way to include younger members to be part of section activities.
- A bigger pool of volunteers.
- Let's a Section have fun, non-technical actives.
- A good way for a section to network with a younger group of engineers.

# How can a Section benefit a GOLD Affinity Group?

- Gives GOLD members an opportunity to become a leader.
- A GOLD AG can help student members transition to the work place.
- Gives young IEEE members a chance to meet others with the same concerns and interests.

# You need an Active GOLD Group

- These benefits only happen when you have activities to invite GOLD members to.
- You may need to have someone help mentor the GOLD chair. The Regional Coordinator can help as well.
- Plan activities and let GOLD members know.
- Use SAMIEEE to get a list of members.