



IEEE Badge Challenge

Intro & Status

Why the IEEE Badge Challenge



- Introduces / reinforces the breadth of resources offered by IEEE
- Offers IEEE Members and like-minded professionals a virtual means to engage IEEE, at a time convenient for them
- Advances Member engagement during a difficult period of time
- Recognizes participation, contributions, networking, and support of each other
- Provides Section recognition for their Member participation and engagement

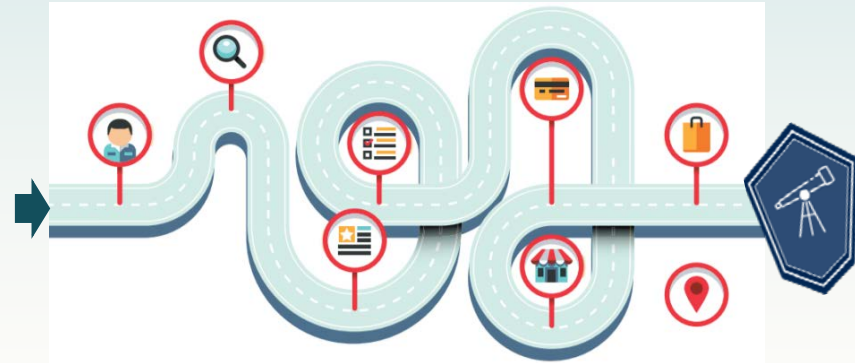
Why Now

- Pandemic response varies globally - those quarantined to home filling time increasingly with entertainment, social connectivity, personal interest reading*
- Opportunity to keep the IEEE global technical community engaged during period
- Offers a novel way for Members and like-minded professionals to engage IEEE resources and support

What is a Badge Journey / Goal?



- Participants follow a set of clues located throughout Collabratec, and perform the activities specified
- Badges automatically conferred and displayed on profile with successful completion of journey
- Badges can be shared on Collabratec and/or social media
- After earning badges, participants can continue participating to accrue points; top point recipients recognized on badge leaderboards



During first month of IEEE Badge Challenge

- 1,250 have joined the badge hub community
- 400 participants have earned the IEEE Discover Badge

What IEEE Members Have Valued



I really enjoy this type of math hack challenges. I enjoyed traveling the communities and finding the answers. I have visited many technical articles and of course learnt a lot. It will enhance my knowledge of recent technologies. It is amazing to get congratulations poster by cracking the passcode. Waiting for part-2.



Sakib Ahmad
IEEE Student Member
Bangladesh, Apr 2020



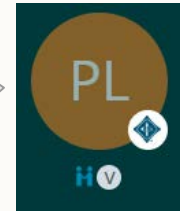
I loved the holistic approach to the Discover Badge. Earning badges through Collabratic makes me feel unique and I am pleased to find this professional network.



Pruthvi Katta
IEEE Member
India, Apr 2020



Participation in the badge journey introduced me to someone with common interests I would not have met otherwise.



Hayes Lewis
IEEE Senior Member
Texas, USA, Apr 2020

IEEE Sections Recognized for Their Members' Participation



IEEE Discover Badge

Uniting the IEEE Global Technical Community


IEEE PANAMA SECTION EARNS ITS FIRST BADGE !

12 Apr 2020 ... PARTICIPATION UNDERWAY IN GLOBAL BADGE CHALLENGE ON IEEE COLLABRATEC ...

ct.ieee.org/badges

IEEE

IEEE BADGE CHALLENGE



Uniting the IEEE Global Technical Community

- IEEE Discover Badge *AVAILABLE NOW*
- IEEE Connect Badge *COMING JUL 2020*
- IEEE Collaborate Badge *COMING SEP 2020*

Open challenge for all engineering and technology professionals

Random prize drawings for IEEE Members awarded badges

Learn more at: ct.ieee.org/badges

IEEE Section Leaderboard

Top 30 IEEE Sections whose Members have been awarded the IEEE Discover, Connect, or Collaborate badges

status 15 May 2020

Rank	Section / Subsection	Badges Earned	Rank	Section / Subsection	Badges Earned
1	Gujarat (India)	232	16	Guatemala	1
2	Hyderabad (India)	19	17	Fort Worth (USA)	1
3	Kochi (India)	14	18	Boston (USA)	1
4	Mumbai (India)	9	19	Northeast Brazil (Brazil)	1
5	Kerala (India)	6	20	Kolkata (India)	1
6	Bangladesh	5	21	Thailand	1
7	Sri Lanka	5	22	Nagpur (India)	1
8	Vizag Bay (India)	4	23	United Kingdom & Ireland	1
9	Delhi (India)	4	24	Chicago (USA)	1
10	Bangalore (India)	2	25	Chile Sur (Chile)	1
11	Guadalajara (Mexico)	2	26	Colombian Caribbean	1
12	Greece	2	27	Miami (USA)	1
13	Karachi (Pakistan)	1	28	New York, Tucson, Houston (USA)	1 ea.
14	Argentina	1	29	Morocco, Spain, Nigeria	1 ea.
15	Uttar Pradesh (India)	1	30	Madras, Malabar (India)	1 ea.

IEEE Collaboratec IEEE

Where to Send Members to Learn More

ct.ieee.org/badges

Page will include other badging opportunities, the Collabratec video, and direct users to join the BageHub community

The screenshot shows the IEEE Collabratec website. At the top, there is a navigation bar with links for IEEE.org, IEEE Xplore Digital Library, IEEE Standards, IEEE Spectrum, and More Sites. The main header features the IEEE Collabratec logo and the IEEE logo. Below this is a large banner with a starry night sky background and the text "Where Will the Challenge Lead You?" next to a silhouette of a person looking through a telescope. Underneath the banner, there are three badge icons: a blue shield with a telescope (IEEE Discover Badge), an orange shield with a network diagram (IEEE Connect Badge), and a teal shield with gears (IEEE Collaborate Badge). The text "Badges Coming in 2020" is centered above the Connect and Collaborate badges. The IEEE Discover Badge description states: "IEEE Discover is the first in a series badge recognition initiative that will take participants on a journey of exploration to learn what IEEE offers in relation to its members, various resource and content as well as available topical discussion forums."

APPENDIX

Tentative Timeline

→ 2Q/3Q



All IEEE Members (active status) who have earned badges are entered into random prize drawings

Badge launch schedule is flexible, incorporating learnings from previous badge(s)



Points / Participation leaderboards



Section Recognition @ conclusion of 2020 membership year

Badge Recognition	MAR	APR	MAY	JUN	JUL	AUG	SEP
<i>Discover</i>		8 Apr 	Soft launch on platform	Extended publicity	Continue earning points for leaderboard >	for	
<i>Connect</i>					Points for leaderboard >		
<i>Collaborate</i>							
Section Recognition	MAR	APR	MAY	JUN	JUL	AUG	SEP
		Sections Leaderboard (IEEE Members with badges) >					

*** Important: As global situations change, schedules may be modified

Tentative Timeline

→ 4Q













All IEEE Members (active status) who have earned badges are entered into random prize drawings



Points / Participation leaderboards



Section Recognition @ conclusion of 2020 calendar year

Badge Recognition	OCT	NOV	DEC
Discover 			
Connect 			
Collaborate 		Leaderboard > 	
IEEE QuestMaster	   Have earned <u>all 3</u> badges >		
Section Recognition	OCT	NOV	DEC
	Sections Leaderboard > 