



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

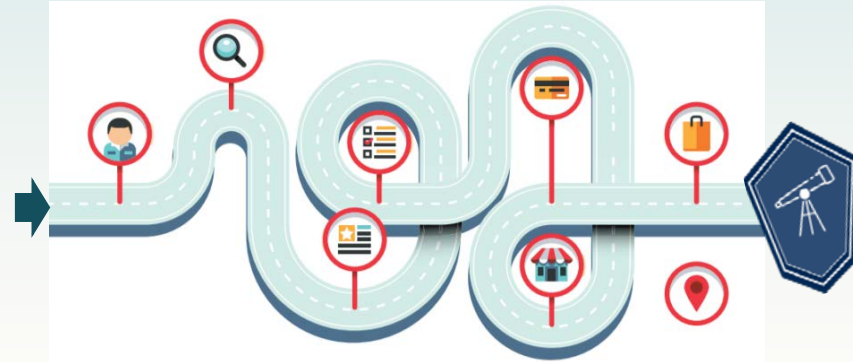
Why Now

- 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



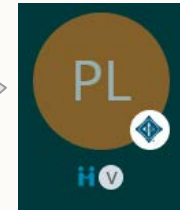
I loved the holistic approach to the Discover Badge. Earning badges through Collabratec makes me feel unique and I am pleased to find this professional network.



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 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

IEEE Section Leaderboard

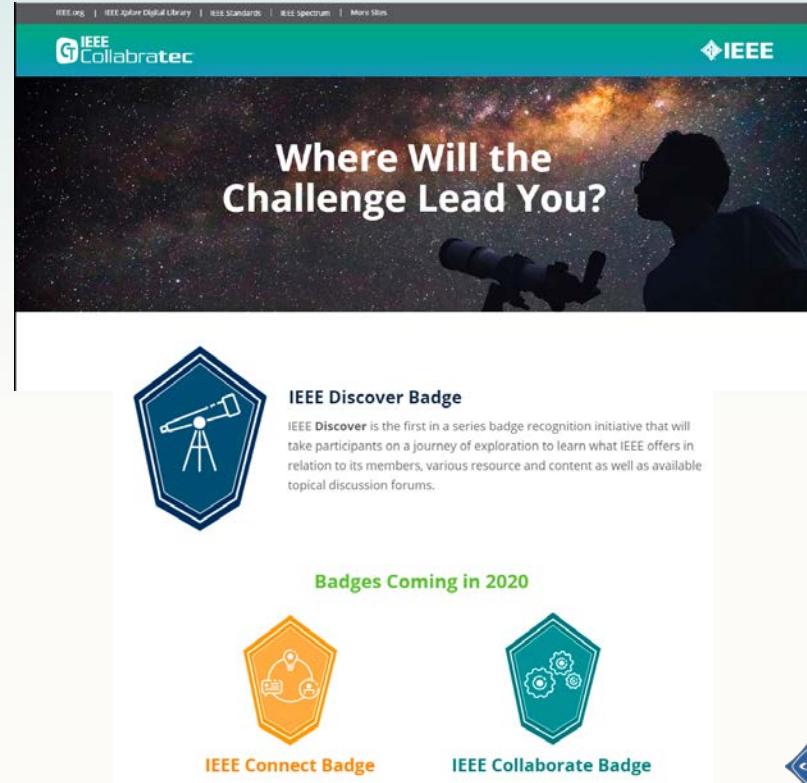
Top 30 IEEE Sections whose Members have been awarded the
IEEE Discover, Connect, or Collaborate badges

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.

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's a navigation bar with links to 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 the text "Where Will the Challenge Lead You?" and a silhouette of a person looking through a telescope against a starry background. Under the banner, there are three badge categories:

- IEEE Discover Badge**: Accompanied by a blue shield icon with a telescope. The text below 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."
- Badges Coming in 2020**: A green heading for the upcoming badges.
- IEEE Connect Badge**: Accompanied by an orange shield icon with a network diagram.
- IEEE Collaborate Badge**: Accompanied by a teal shield icon with gears.

The IEEE logo is visible in the bottom right corner of the screenshot.

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
		8 Apr					
Discover		Soft launch on platform	Extended publicity		Continue earning points for leaderboard >	for	
Connect							Points for leaderboard >
Collaborate							
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













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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 > 