

# Pillar 1: Activities - Strategy to improve Region direct member benefits

- STEP Event at SoutheastCon
  - Funded partially by YP MGA
  - Focus is students and grad students
  - Region 3 advantage - Retention of student transitioning to YP
  - Brand enhancement
  - ½ day program in coordination with WIE and SAC
- SYP R3 Congress
  - A flagship annual/bi-annual congress
  - Initially seeded by R3
  - 2-3 day event gathering all YP Student and WIE leaders in R3 for an event targeting 100 participants
  - Focused on
    - Leadership
    - Networking
    - Professional development
    - IEEE planning and org education
  - Could be hosted at a university in the summer break to minimize cost
- Keep track of R3 YP AG health via MGA YP
  - Current numbers and overall trends
  - YP AGs officer roster
  - Membership trends
  - Total monthly activities - 10% Growth
  - Total MGA YP funding
- Nominate 1 R3 YP or AG for Global recognition annually
- Mentoring pilot
  - 10 YPs to 10 LSM/LF members
- Quarterly Webinars - Elevator Pitch Micheal Arnold, Brian Woolfe Presentation Skills, Dana Swarner - Team Building, Paul Werbos - Out of the box? Aline- IEEE-USA EPC

## Pillar 2: Membership development - a Strategy to improve member numbers and indices to gauge performance

- AG numbers YoY target of 20% growth
- Total number YoY member growth (Growth of year before) +5%
- Create pitch and benefit list for R3 for use for marketing purposes
- Link with the MGA YP data - performance of similar regions to compare

## Pillar 3: Communication - Strategy to communicate the value proposition to members

- YP Blog - Fed from vtools and automatically updated
- YP Website
- IEEE President/elect, Region Director and SSC Chair joining together for a Region Annual Online Town Hall open to all R3 YPs
- 6 annual updates eNotices
- Annual YP Online Town Hall/ Quarterly calls

## Pillar 4: Branding - Strategy to Place YP as a well recognized and premier brand

- IEEE R3 YP Leadership award
- IEEE R3 Professional achievements award

## Pillar 5: Governance and leadership: Strategy to ensure sustainability, transparency, equal opportunities and continuity in R3 YP operations

- YP Committee/subcommittee development
- YP Liaison to SOSOC/Awards and SAC
- Develop a team of at least 3 YPs who are already engaged with R3 YP activities

- Develop N and A procedures to provide leadership opportunities to a larger a group as possible in a transparent yet practical manner
- Develop a succession plan
- At least nominate 3 YPs to Region other committee positions
- Nominate 1 YP to IEEE other positions (MGA etc)
- Experience transfer - have at least one R3 volunteer attend R8/10 SYP congresses
- Annual Online Townhall for YPs with Region and Global IEEE leaders