

YEAR END REPORT – PART II

## **PROJECT MODEL – StudPro**

LOCALLY CREATED, INDUSTRY ORIENTED events for student retention and continuation to YP

R10 SAC

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## 1.0 StudPro Model

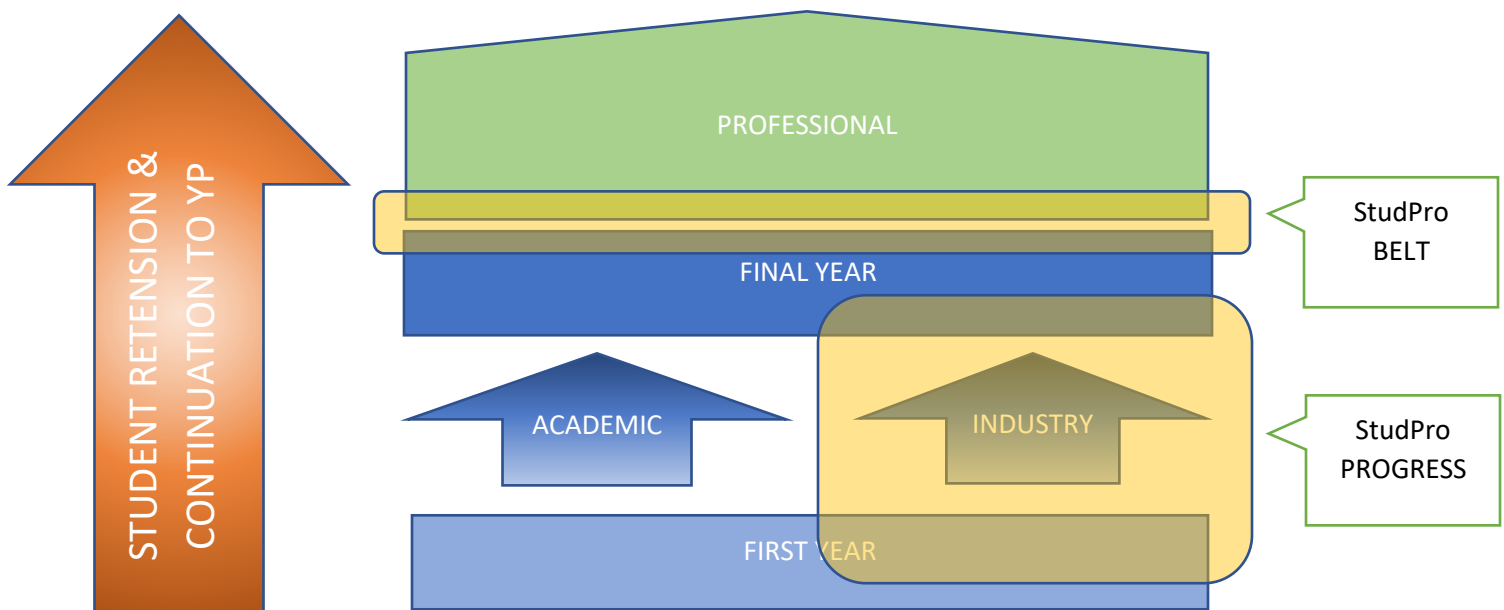
StudPro is not a Project, it is an Industry and Career oriented model for projects as STUDendts become PROfessionals

### 1.1 Background

As SAC approached local sections following-up the process of revamping Student Branches, the common challenge sections pointed out is NOT HAVING SUFFICIENT BENEFITS TO JUSTIFY MEMBERSHIP FEE.

After a thorough study on the matter, SAC developed StudPro model, which could give better explanation to the challenge

#### StudPro Model



The goal of the model is to meet the requirement specified for the Membership Activities Committee for the year 2017 by the Regional Director – “ Student retention and continuation to Young Professional”.

It was identified during initial studies that majority of the students look for a job immediately after graduation and IEEE offers less benefits to such students. Thus, the model emphasizes on Industry Related Activities, and thereby attempt to RETAIN student members by creating projects on StudPro PROGRESS.

To meet the requirement “CONTINUATION”, it is proposed to have direct involvement of Young Professionals in the section when creating projects that operates on StudPro BELT.

The model suggests working on 2 main aspects, as a measure to improve retention and continuation.

A. StudPro PROGRESS

This refers to creating Industry Related Activities to give the student an impression that “IEEE will help me to be familiar with the industry”

B. StudPro BELT

This belt starts from last segment of a students Final Year, passes his Graduation and goes until first segment of his career. Activities directly impacting this time period can give student an impression that “IEEE will help me starting my career”

### 1.2 StudPro- A locally created benefit

Its always a burning issue that not having sufficient benefits to justify the membership fee. StudPro suggest LOCALLY CREATED BENEFITS to student members, which will be more relevant to them, compared to something coming from HQ.

### 1.3 Why StudPro is not a project?

StudPro does not specify even basic details on how to execute a project. It provides a model defining the impact required. The sections are the best entities who know their DEMOGRAPHICS, and they shall tailor the project to meet specified requirements.

Limitations of model imposed in pilot project are follows.

1. Benefits / opportunities derived from the project should be EXCLUSIVELY for IEEE Student Members
2. The event should be DIRECTLY related to the industry, where INDUSTRY PERSONNEL should be a part of

### 1.4 Role of SAC in StudPro

The role of SAC is to ensure that section officials do understand the model, and to ensure that the project will deliver benefits expected.

The model imposes only the essential limitations on project, without which the goals cannot be achieved.

SAC will follow the project to ensure that these requirements are met.

## 2.0 Pilot Project

Pilot project was executed in 3 sections and observed the results.

Section	Sri Lanka	Queensland	Karachi
Event	Career Day	Career Day	Career Guidance
Impact area	StudPro Belt	StudPro Belt	StudPro Progress
Members influenced to renew	55	13	39
Total membership	1018	175	553
Impact on renewal	5%	7%	7%

On average, the project has shown impact on 5% – 7% of student members in its pilot stage.

## 2.1 Renewal for participation

Students were requested to renew to be eligible to participate, and sample responses are as follows.

The screenshot shows a Gmail inbox on a desktop browser. The email being viewed is from Dulma Ireshani to Pasan, dated Nov 23 (8 days ago). The email content is as follows:

Dear Pasan,

Please find my IEEE Membership Card attached herewith as proof of membership for StudPro 2017.

Best Regards,  
Dulma Ireshani

The email includes an attachment: IEEE Membershi Card - Dulma Ireshani.PDF (4 MB).

The Gmail interface shows a search for 'membership' with 24 of about 91 results. The left sidebar lists folders like Inbox (60), Starred, Important, Sent Mail, Drafts (11), ACCA, EE 09, EnergyzEE, Gavel, IEEE, Personal, RSR 2017 (1), SYW15, and Teaching (5).

## **2.2 Conclusion**

Following are the conclusions derived.

1. Sections can be inspired to create LOCAL BENEFITS, if SAC follows them up closely.
2. Students can be influenced to renew if the benefit is important in their CAREER