



## Young Professionals

# Best Practice Guide for Affiliates and Chapters Establishing a Young Professionals Group

### Objective

The objective of this document is to outline the steps to develop a local Young Professionals (YP) group within your Affiliate or Chapter.

### Getting Started

For the first 6 months, suggested actions include:

- a) Find a YP Sponsor – This individual should be at the BOD level of the local affiliate or chapter and will be responsible for helping the YP Champion and other YP Group members to secure funding and sponsorships for YP activities.
- b) Find a YP Champion – This individual is a young professional from the local area who will act as the point of contact for the YP initiative; in other words, the Leader of the YP Group.
- c) Form a committed YP Leadership or YP Committee. The Committee should consist of the YP Sponsor, the YP Champion, and other members of the local chapter committed to establishing a successful YP Group.
  - a. Establish regular social/brainstorming YP (committee) meetings
- d) Develop an understanding of the needs of young professionals in your geographical location
- e) Create a mission statement for your local group
  - a. **Example:** A forum that would provide unique opportunities for young professionals to network, socialize, foster mentorship, and share ideas with their peers to promote career development in the pharmaceutical, biotech and medical device industries.
- f) Create a web site or social networking group (Linked In, Facebook, etc)
- g) Hold several small events to gain momentum and create interest by the end of the ISPE calendar year

### YP Leadership Team or Committee Structure

The team or committee should include a YP Sponsor who is a local Board Director in order to support the different requirements and needs that will evolve through the formation of the YP committee, including securing financial sponsorship.

A local Young Professional Champion or Leader is required in order to move forward with the group. The YP champion should be identified very early and is required to convey the goals and vision for the young professional group.

The core committee for the YPs will take time to develop. The **Leadership Team or Committee** shall have the following responsibilities:

- Develop a core group of people large enough to delegate responsibilities for planning events
- Establish regular meetings (for example, a very active group of a large chapter may meet once a month, while a smaller group may meet once per quarter).
- Develop a financial plan or business plan; plan use of funds for the year
- Routinely communicate with local ISPE advisors and BOD on progress of executing of business plan

**NOTE:** The formation of the first formal, consistent and currently standing Boston Area Chapter YP local committee took 12 months to materialize.

### **Promotion**

Early promotion is critical in order to spread the word of the new YP Group. Promotion of the group should be done at local Affiliate/Chapter events and through venues available to the local Affiliate or Chapter. Typical promotional avenues include event announcements, newsletter, email updates, and public announcements at local speaker events. It is important that the identified YP Champion or members of the YP Leadership make the public announcements in order to develop clear points of contact for YPs.

As the YP Group grows, it is recommended that the YP Group control their own email list for the initial stages of the YP development. The feedback has shown that this technique helped to increase communications and participation by the YPs. Email lists and sign in sheets must adhere to chapter bylaws and should be sent to Tracey Ryan after each event or social gathering where a sign in sheet was used.

Other marketing tools that can be utilized are LinkedIn, Facebook, Twitter, word of mouth, and surveying group members to determine hot topics.

### **Committee/Planning Cost Structure**

For the first twelve months of the YP Group formation, cost should not be an inhibitor for anyone that would like to participate. The costs for initial events could be budgeted and carried by the local Affiliate or Chapter. The initiation of a new YP Group should be seen as an investment for the local Affiliate or Chapter. Consider asking your local board to give the YP Committee seed money to fund the first year. Once events become more popular (year 2 or 3), seed money may not be needed. Alternatively, the YP Sponsor and members of the YP Leadership could seek their own sponsorships from companies who participate in the local Affiliate or Chapter. For example, the YP Sponsor could seek \$1000 sponsorships from Company X and Company Y to cover a social networking event that would allow participants to attend for free.

Costs for the initial meetings/events will vary depending on the number of participants and the amount of seed money donated from the local Affiliate or Chapter, if any. A predetermined limit should be set for these meetings/events by the YP Committee.

- o Example: A social event could include appetizers only and use the seed money to pay for them.
- o Example: An education event could include a dinner from a local sub or pizza shop held at a free venue in order to have minimal start up costs.

### **Web-based Information Resource:**

The YP Committee is advised to retain a repository of information (e.g., Dropbox, Google docs) to serve as the central location for group information such as:

- Logos
- Meeting minutes and agendas
- Marketing materials
- Member directory
- Leadership team member contact list

Additionally, the YP Committee is advised to create social media groups such as LinkedIn and Facebook Groups to advertise and disseminate information:

- Event details
- Message Board
- Sign-up feature
- Member directory

### **Typical Events/Venues/Costs**

The first 6 months may consist primarily of informal planning, social and brainstorming sessions in order to understand the needs and desires of the local YPs who choose to participate. Successful venues for these initial meeting are central/local restaurants.

These sessions and meetings should be led by the YP Champion so the YPs will not be intimidated or afraid to participate in brainstorming ideas. It is important that the YP Sponsor not lead these sessions, but rather act more as a mediator and supporter for the YP ideas.

The need and desire for formal education or social events should be determined by the YP committee.

### **Educational Events**

NOTE: Educational events should be developed and managed by the YPs so that the topic and focus remains on the YPs; however, these sessions are not to exclude any other member of ISPE from attending. Successful events require the participation of both YPs and non YPs, unless the event is predetermined to be an exclusive YP event.

Costs – Costs should be minimized for the first YP events. It is recommended that not cost or a small cost of \$5/member and \$10-\$15/non-member be charged for the initial events. As the participation at events grows, the costs can be slowly increased in order to permit the group to become self sufficient.

Venues – Local companies could be approached to sponsor the initial meetings and educational events. It is critical to minimize the costs associated with events, and good resources for initial events are the companies of senior ISPE members and the BOD. Venues will require audio visual support and conference room or auditorium seating.

Topics – Topics for education should be determined by the YP committee; typical events that have been successful include:

- Career Management
- Biotech 101
- Upstream Processing
- Downstream Processing
- Project Management
- Work Life Balance
- Business Ethics
- Plant tours
- Q&A with industry veterans
- Round Table discussion on relevant topics
- Joint event with Professional Chapter (Entry level and Advanced level talks with joint networking reception)

NOTE: The Boston Chapter holds YP and regular chapter events together showcasing the same topic but on an introductory and intermediate level.

### **Social/Networking Event**

Both informal and formal social events have been utilized to grow and promote the local YP groups.

Informal – These types of events are informal social events at a local establishment. They are sometimes planned before or after a scheduled ISPE event or during an evening after work and are usually initiated by just a few members of the YPs. These events aren't expected to draw large numbers of people.

Formal – These are planned, scheduled and promoted events within ISPE.

Event Scheduling – Either formal or informal events should be scheduled during the week. Events on a Saturday have not been successful whether formal or informal. Attendance at events during the summer has varied and depends on the local chapter involvement. Social networking events such as bowling, picnics, or baseball games have been successful, while other more formalized events have been less popular.

Formal Events – Costs for formal social/networking events must be determined by the local Affiliate or Chapter. Some sponsorship by the local Affiliate or Chapter or local vendors/companies should be investigated in order to defray the costs. These events should not be free; experience has shown that charging the participants a small fee reduces "no shows" for the event.

Venues/Event Types – Successful events include:

- Boat cruise
- Brewery tours
- YP vs. non YP softball game
- Pool Hall Socials
- Professional/College Soccer Game
- Professional Hockey Game
- Amtrak to Professional Football Game
- Comedy Club
- Bowling Event
- Outdoor Activities
- Downtown networking event

# Sample Time Line

## Months 1-3

- Develop core leadership team
- Establish formal positions within the committee
- Develop a group of participants: 30+
- Conduct surveys
- Begin small social events

## Months 3-6

- Implement survey data to plan relevant educational events
- Connect with local Student Chapters to promote YPC
- Contact and enroll the ISPE Student Chapter graduates
- Hold major event

## Months 6-9

- Evaluate success of Business Plan
  - Example business plans from the Boston Area and CASA YP Groups are available upon request.
- Assess direction of YPC for upcoming year
- Evaluate budget use

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