



## Introduction

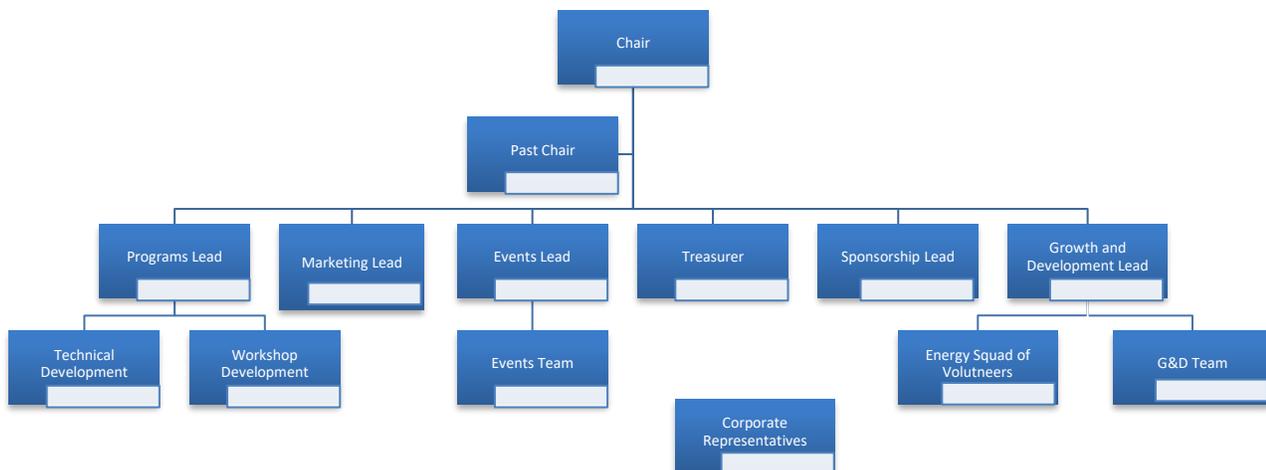
The SPE Young Professionals (YP) is a global initiative designed to serve the needs of SPE members less than 36 years of age and/or with less than 10 years of industry experience. Through a series of luncheons, seminars, social events, and networking opportunities, our objective is to provide valuable technical and soft skill training for young oil and gas industry professionals in the development stages of their career.

The following document outlines the goals and responsibilities of the various roles on the SPE Calgary Section Young Professional Committee. *This document is only meant to serve as an overview. Further information regarding committee expectations and SPE bylaws can be requested by contacting the current YP Chair, Laura Weeden, at [laura.weeden@specalgary.com](mailto:laura.weeden@specalgary.com).*

### Important Cycles

- The board serves from July 01 to June 30
- The fiscal year runs from April 01 to March 30
- SPE reporting year runs from June 01 to May 30
- Events and activities run from September 01 to June 30

## SPE Calgary Section Young Professional Committee Organizational Chart





## Chair

### Goal

To oversee all activity of the programs, events, and G&D teams, and make decisions on the strategic direction of the young professionals committee throughout the year. The chair will also oversee treasurer, marketing lead and sponsorship director, the YP Link of local YP societies, and ensure the committee is well positioned to execute all activities planned for the term.

### Role

The YP chair will be appointed as a Director on the Calgary Section Board and will be responsible for representing the young professionals committee within the Section. He/she will be responsible for leading meetings of the YP committee, ensuring coordination between all teams, and enabling the team leads to fulfill their mandates. The chair, along with the treasurer, will have signing authority on the YP account and will oversee management of the young professionals finances. They will also be called upon to represent SPE YP Calgary in meetings with other professional organizations, potential sponsors and/or partners.

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## Programs Lead & Programs Team

### Goal

Ensure professional development opportunities exist for Young Professionals through the execution of monthly luncheons, seminars, and workshops aligning with the SPE international conference schedule. Programs lead will be responsible to seek new technical and professional development initiatives to incorporate in the portfolio.

### Role

As a Deputy Director, the Programs Lead will work alongside the Program Chair from the Calgary Section representing the Young Professionals to develop the Young Professional's annual program. Shadowing the Calgary Section Program Chair will offer access to support and networks to help develop the YP program.

## Technical Development Advisor – Responsibilities

Work with the Programs team to design and execute a monthly luncheon and workshop/seminar schedule to cater to young professionals; a minimum of 8 talks and 2 workshops/seminars between the months of September – May (can exclude December). Other requirements will include:

- Prepare short presentation at luncheon to update attendees about upcoming SPE YP Events
- Organize catering and submit post-luncheon budget and attendance form to Treasurer
- Work with the Marketing Lead to ensure luncheons and seminars are branded consistently and advertised effectively to our members

### Targets:

- Ensure at least 80 professionals attend luncheons, and over 60% of attendees are Young Professionals under the age of 36
- Ensure at least 30 professionals attend technical seminars, and over 90% of attendees are Young Professionals under the age of 36

## Workshop Development Advisor – Responsibilities

Work with the Programs team and the Chair to design workshops that fit within the interests of the YP membership. This can include soft skills and leadership development. Some technical topics, hands on learning, local themes or topics, etc. Workshops must be designed for young professionals and must be sure to include speakers, topics, and activities that cater to young professionals. Typical workshops are a half day. One in the Fall and one in the Winter or Spring.

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## Events Lead & Events Team

### Goal

To ensure regular networking opportunities are available in both social and professional settings for young professionals.

### Role

As a Deputy Director, the Events Lead will work with a subcommittee of volunteers to design and execute social activities that will provide young professionals with the opportunity to expand their networks and build a stronger YP community within SPE. Activities may include, but are not limited to:

- Monthly Networking Socials (such as Thirsty Third Thursday)
- Annual Ski Trips & Curling Bonspiel
- Holiday & Stampede Mixers
- Summer BBQ & Lawn Bowling Tournament
- Corporate Bowling League
- YP Golf Tournament

The Events Team will be responsible for exploring new opportunities to enhance networking, and are encouraged to add to the portfolio of events on a yearly basis. The Events Lead will be responsible for generating annual budget projections for the team, and managing the events budget and allocation of funds throughout the year to maximize value for members.

The Events Team will also be tasked with designing opportunities for the non-YP SPE members to attend and network with young professionals.

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## Treasurer

### Goal

Ensure that the SPE YP bank account funds are balanced, all incomes and expenses are clearly documented, and maintain active tracking of all upcoming financial obligations to ensure all committee activities are properly funded.

### Role

The Treasurer will assume the role of the financier and administrative assistant, ensuring that the Young Professionals are properly positioned and organized to execute the appropriate activities. The Treasurer will have signing authority on the organization's bank account along with the Chair, and will hold the chequebook for the YP account. Additional responsibilities include:

- Track all deposits and withdrawals to/from the SPE YP bank account, and maintain a backed-up, digital record of all receipts corresponding with specific expenses
- Ensure the bank account is at all times balanced against actual deposits and withdrawals
- Compile an overall budget for the committee using forecasts from team leads, and provide an estimate of funding requirements by month for the entire activities year. This will be used as a target by the sponsorship lead to ensure we have enough funds available
- Actively liaise with Chair and team leads to make necessary adjustments to the budget as the year progresses and update the budget to include actual costs incurred vs. projected costs incurred
- Receive expense reports and receipts from the team leads and Chair, and issue reimbursement cheques
- Provide an update at each monthly committee meeting

## Sponsorship Lead

### Goal

Design and execute sponsorship campaign to ensure appropriate funds are available for Young Professional activities throughout the term.

### Role

The Young Professionals Sponsorship Lead will work alongside the Calgary Section's Sponsorship team to execute the annual sponsorship drive. An annual sponsorship goal will be established based on the level of activity planned for the year and budget projections provided by the Programs, Events, and Growth & Development Leads. The sponsorship lead will also be responsible for seeking sponsors on an ongoing basis for any specific events or initiatives that arise throughout the year and require funding.

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## Marketing Lead

### Goal

To ensure consistent and appropriate public image is maintained for the SPE YP in all external communications which includes the website, emails, and social media (Facebook, LinkedIn). The Marketing Lead will be responsible for determining the best ways to reach members and non-members, and will work with the Marketing Director to share the workload.

### Role

The YP Marketing Lead will be responsible for ensuring professionalism and consistency in the SPE YP brand. The Marketing Lead will also be challenged to identify and implement new techniques on an ongoing basis to expand SPE recognition and outreach within the Calgary Energy Industry. Responsibilities will include:

- Maintain the YP section of the website in coordination with SPE Calgary Office Representative
  - Manage sponsorship logos and YP Committee member profiles
  - Upload documents to be shared with the young professional community
- Handle outgoing YP emails and ensure consistency with the emails sent by the Calgary Section Office
- Oversee social media communication and image for the SPE Calgary YP
  - Facebook, Twitter, LinkedIn, etc.
- Identify opportunities for SPE YP to improve its marketing strategies or event offerings to meet market demand
- Design Marketing Materials
  - Create posters, banners, and advertisements for events as required
  - Ensure appropriate and consistent branding at all YP events and activities
  - Ensure sponsor exposure meets all sponsorship agreement standards

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## Growth & Development Lead & Team

### Goal

To work with the Chair to spearhead the SPE YP Energy Literacy initiative and preparation for the Annual Technical Conference and Exhibition (ATCE) 2019 to be hosted in Calgary. The Energy Literacy initiative takes many forms. This can include but is not limited to presentations in schools for kids of any age, to public events for families and corporate events/presentations for Calgary offices. These events and presentations can involve hands on experiments (Energy4Me) or PowerPoints. The options are limitless. The Growth & Development (G&D) Team will call on the Energy Squad of Volunteers when presenters and volunteers are needed.

The ATCE 2019 will be hosted in Calgary in September 2019. This conference is the SPE's flagship yearly event and attracts attendees from all over the world. The YPs will have an opportunity to help out in the YP specific events and possible involvement in other ways as we approach the event.

### Role

Each Growth & Development (G&D) team member will be required to seek, evaluate, and execute on new opportunities for the SPE YP Energy Literacy initiatives and ATCE 2019 events. Opportunities may include:

- Seeking out and booking Energy Literacy events and opportunities.
- Design of marketing material for target audiences for Energy Literacy consistent with SPE branding.
- Slide deck construction for presentations.
- Experiment design.
- Recruitment of Energy Squad volunteers.
- Brainstorm of possible YP events during ATCE 2019.
- Possible Workshop for ATCE 2019
- Working with ATCE organizers from SPE International on YP event.

#### **G&D Targets and Deliverables:**

- Organize at least one new Energy Literacy public event per year.
- Create marketing material to promote Energy Literacy presentations.
- Organize at least one children's event and one corporate Energy Literacy event.
- Working with Energy Squad to presentations, experiments, activities etc.
- Hold 1-3 brainstorming sessions for ATCE 2019 YP possible workshop or events. Provide a report with recommendations.



## Energy Squad of Volunteers

### Goal

The Energy Squad is a team of volunteers who are passionate about energy literacy and want to share it with Calgary. This is the first year we will be starting this Squad. Volunteers on the Energy Squad will be called upon to work with the G&D team to set up and execute energy literacy events and presentations. These can include but are not limited to; presentations in schools for kids of any age, public events for families and corporate events/presentations for Calgary offices. These events and presentations can involve hands on experiments (Energy4Me) or PowerPoints. The options are limitless.

### Role

As an Energy Squad volunteer you are or will become an expert on your topic. This can be anything from fracking to drilling to pipelines. You may be presenting to a large audience or could be running a station with an experiment for a small group of kids. You are a volunteer for the SPE, but not an officer of the YP committee. You will have an opportunity to attend 1 YP luncheon free of charge per quarter that you are involved in an event/presentation on energy literacy. Responsibilities will include:

- Working with G&D team leads to seek out, book and organize Energy Literacy events and opportunities.
- Present/talk at energy literacy events in a clear and competent manner.
- Comfortable being around kids and explaining key concepts to all ages.
- Experiment design if you have a new idea.
- Preparing material for your event/presentation with the help of the G&D team.
- Helping out with preparation, set up and take down of events.

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## Corporate Representative (CR)

### Goal

To assist the SPE YP with identifying opportunities to enhance its access to young professionals within Calgary's Oil and Gas community. The Corporate Representatives will help increase attendance at events by communicating and advertising them to peers within their companies.

### Role

The Corporate Representative member should be a part of an organization that works in the Oil and Gas Community and will represent the SPE YP within their organization. They will advertise events and act as a liaison between the SPE YP and their company's internal young professional network. The Corporate Representative member will have the following expectations:

- Have an understanding of their internal new graduate development program within the organization they work for.
- Engage with SPE YP to help advertise events to the young professionals within their company
- Solicit feedback from young professionals to evaluate SPE YP activities and provide regular feedback to the Marketing Director and Chair
- Attend at least 2-3 SPE YP Committee meetings within the activity year
- Attend, at a minimum, 2-3 SPE YP Networking and/or other events within the activity year.
- Volunteer for a minimum of 2 events to help out with registration or planning and will be entitled to 2 free luncheon/seminar events per year.

Corporate Representatives are free to run on their own personal schedule. It is not required that all representatives attend every SPE YP event (though they are encouraged to whenever they can), but information on events should be distributed to internal networks at least every month.

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