

IEEE Sections Congress Section/Chapter Activities Track



Elizabeth Johnston
Communicating the IEEE Message
- *IEEE Potentials* magazine

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What is *IEEE Potentials*?

IEEE Potentials is the IEEE publication for students and young professionals. The magazine is a member benefit for IEEE Student Members and Graduate Student Members.

IEEE Potentials explores career strategies and provides latest in research and important technical developments.

IEEE Potentials Format

- Printed six issues per year, bimonthly
- Included with membership dues for IEEE Student Members and Graduate Student Members in the U.S. and Canada (USD \$30)
- Subscription available for students in other countries for USD \$5
- All other IEEE members can subscribe for USD \$15
- All IEEE members have access to electronic version through IEEE *Xplore*

Editorial Board and Staff

- Volunteer Editor in Chief: Suzanne Rivoire
- 6 Assistant Editors
- 1 Student Editor: Elizabeth Johnston
- Contributing Editors and Reviewers
- Staff
 - MGA Liaison: Laura Durrett
 - Editorial: Craig Causer and Geri Krolin-Taylor
 - Design Staff: Janet Dudar and Gail Schnitzer

In Each Issue

- Technical articles
- Feature articles
- Student Branch profiles
- My First Job
- Gamesman Problems
- Editorial
- The Way Ahead
- Letters to the Editor
- Notices about upcoming awards and contests

Editorial Calendar

IEEE Potentials is looking for material for the following issues:

- May/June issue
 - Careers

- July/August issue
 - Graduate Education

How Potentials Communicates IEEE Message

- IEEE is your professional home
 - Large, diverse organization
- IEEE is doing things beyond your student branch, it isn't just a club on campus
- Professional development is important and something IEEE can help you with

How Sections Can Help

- Take stock of what student members in your Section are doing.
- Encourage them to share their activities.
- Share new technologies, theories, and research information written at a student level.
- Help them prepare for their future careers.

Participate Yourself

- We need experienced IEEE professional members who can share their experiences with students with:
 - My first job articles
 - Technology & research articles
- Our volunteer reviewers help our authors refine their ideas by sharing their expertise
- Got a puzzler? Contribute a gamesman problem

How to Submit Articles

- IEEE Potentials publishes manuscripts that deal with any subjects of interest to our student and graduate student members. We accept either full articles or shorter opinion essays.
- Submit your articles to <http://mc.manuscriptcentral.com/pot-ieee>
- Submission guidelines can be found on the Student Concourse under IEEE Potentials. <http://www.ieee.org/potentials>

How to Promote Your Activities

We're looking for news to report about student activities in your Section such as:

- Student congress (recently featured Region 10 and Region 8 congresses)
- New programs or initiatives
- First time section has hosted an established event
- Conferences with focus on students
- Student branch activities (student branch profiles)
- Student branch activities (robotics competition, car races)

Questions? Comments?

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