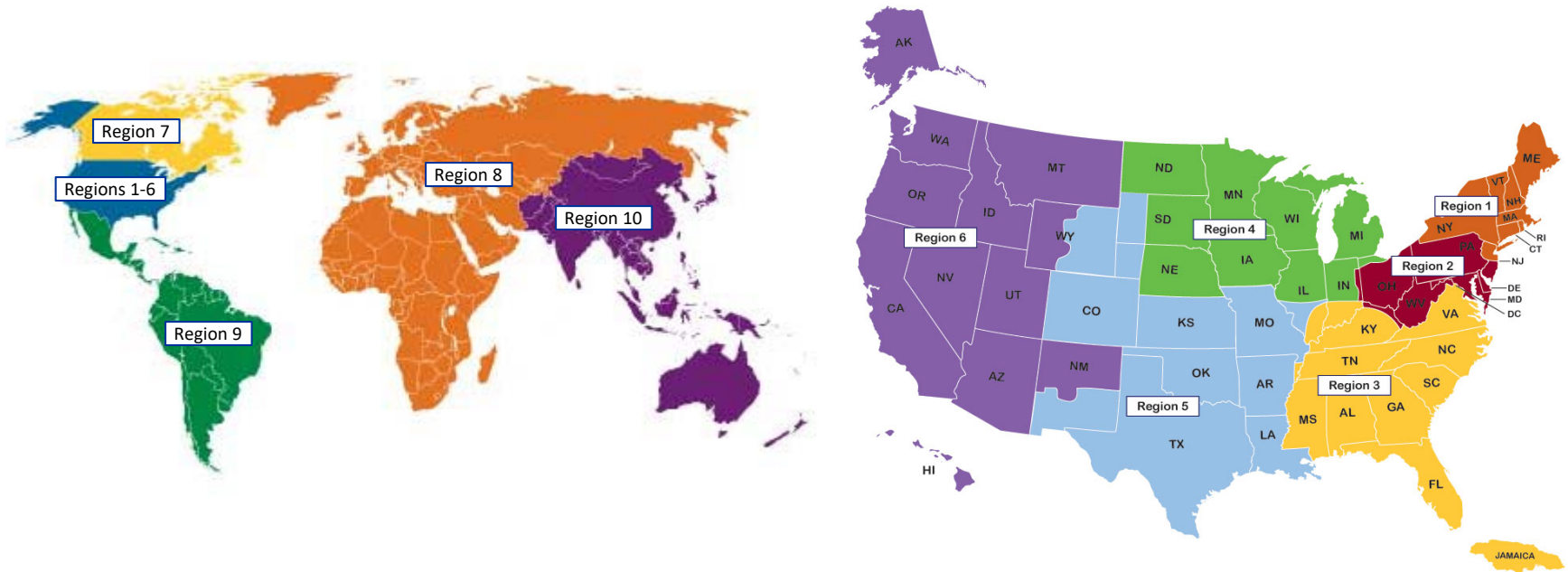


IEEE Region 3 Student Branch Leadership Training Workshop Fall 2013



Introductions

Workshop Leaders

Pat Donohoe (R3 Student Activities Chair)

Mary Lynn Smith (R3 SPAC Chair)

Josh Shank (R3 Student Representative)

Regina Hannemann (Past R3 Student Activities Chair)

Chase Battaglio (R3 Student Activities Committee)

Workshop Participants

Introductions

- Name
- Student Branch and/or Section
- IEEE Position
- Why are you an IEEE member?

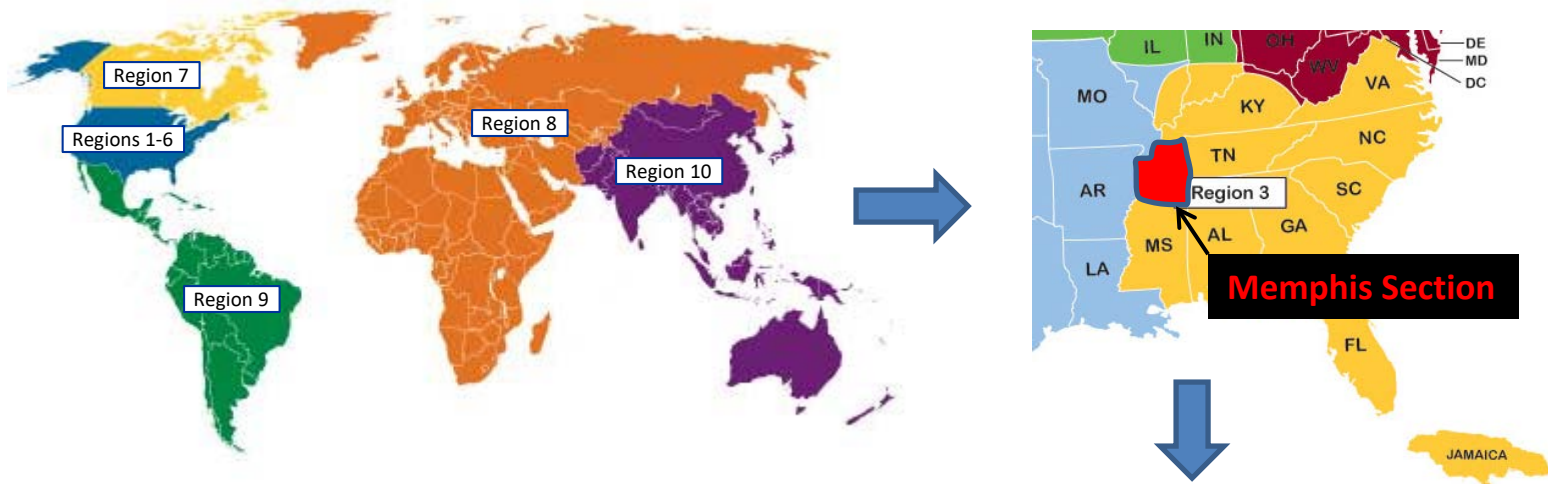
Workshop Goals

- Each Student Branch will leave the workshop knowing what is necessary to operate a successful IEEE Student Branch.
- Each Student Branch will develop a focused set of goals, a realistic budget, and the overall branch plan for the year.

Student Branch Goals?

Games

IEEE Organization



Memphis Section (Student Branches)

- Arkansas State University
- Christian Brothers University
- State Technical Institute at Memphis
- University of Memphis
- University of Mississippi
- Union University

Student Branch Operations

- Design a varied and interesting schedule of events to engage current student members and recruit new student members.

General information for IEEE Student Members

<http://www.ieee.org/students>

(Benefits of membership, news and resources, student branch information, etc.)

Branch Leader News

http://www.ieee.org/membership_services/membership/students/leaders.html

(Leadership training info, SAMIEEE, contacts, etc.)

Student Awards and Other Opportunities

http://www.ieee.org/membership_services/membership/students/awards/index.html

(Student awards and competitions, scholarships, grants, fellowships, etc.)

Student Branch Administration

- Student Branch Officers
 - Chair
 - Vice-Chair
 - Secretary
 - Treasurer
- Branch Counselor
- Branch Mentor
- Other Student Volunteers
(Committees - Program, Membership,
Publicity, Finance, other)

IEEE Volunteerism

Most if not all the people you will work with on IEEE activities are volunteers.

- Be respectful of them and their time
- Make them feel their contributions are important
- Make sure they get recognition
- Thank them for their participation
- Give them titles related to activities
- Seek and get commitments
- Make sure they feel they have input to the process

Student Branch Reporting Requirements

Only two reports are required by IEEE each year (both are submitted online)

Student Branch Officer Reporting (<https://officers.vtools.ieee.org/>)

- Submitted in a timely fashion after officer elections.
- Includes reporting of Branch Counselor.
- Must be submitted each year or offices will be listed as vacant at IEEE.

Student Branch Activity Report (<https://sbr.vtools.ieee.org/>)

- Due 1 May each year or two months after the academic year ends.
- Report of Branch activities for past year.
- Submission of the Student Branch Activity Report qualifies the branch for a rebate of \$2.00 per Branch member.
- Student Branches will receive a combined payment of the Student Branch rebate/allotment. The allotment is \$50 for Branches with 49 or fewer members or \$100 for Student Branches with 50 or more members (based on membership statistics as of 31 December).

Facebook Communication

Student Branch Fundraising

There are 4 different kinds of money you may need to raise:

- *Operating money* - for continual expenses.
- *Seed money* - an “advance” for an event.
- *Subsidy money* - to reduce the cost for members.
- *Capital money* - to buy things.

Most fundraising ideas center on selling stuff (coffee, t-shirts, lab parts, etc.), providing services (car wash, parking cars, etc.), or soliciting donations (student government, industry, IEEE Section, etc.).

- Brainstorming is a good way to think of ideas.
- Need to be aware of University fundraising constraints
- Need to be careful not to tarnish the image of engineering.

Student Branch Fundraising

Money Sources (\$\$ and/or in-kind contributions):

- Branch bank account
- Money from rebate/allotment
- Fundraising events or activities
- School
 - Department Head, Dean, Student's Association, Engineering Student's Association
- IEEE
 - Local Section, Region
 - For S-PACs and S-PAVs: IEEE USA SPAC and MGA/SAC/SPAA
- Local Industry

Student Branch Fundraising

When asking for money....

- Donor must have money to give (not everyone does!)
- Put the request in writing and include a brief budget
- Convince them of the merits of your cause and how their involvement will help both you and them
- Show them that your proposal is well-thought out and that you are soliciting from others as well
- Give them time to make a decision and then follow-up

Student Branch Member Recruitment

Student Professional Awareness Conferences

IEEEExtreme / Competitions

IEEE SoutheastCon Events

Lunch

Branch Planning

- Assess the state of your Branch (resources, people, money).
- Identify the major objectives for your Branch for this year (e.g., membership increase, some big event, retain existing members, seek new equipment).
- Identify the specific goals that will help you meet your objectives and identify the events that will make up your Branch Program to achieve these goals.

Example Branch Activities

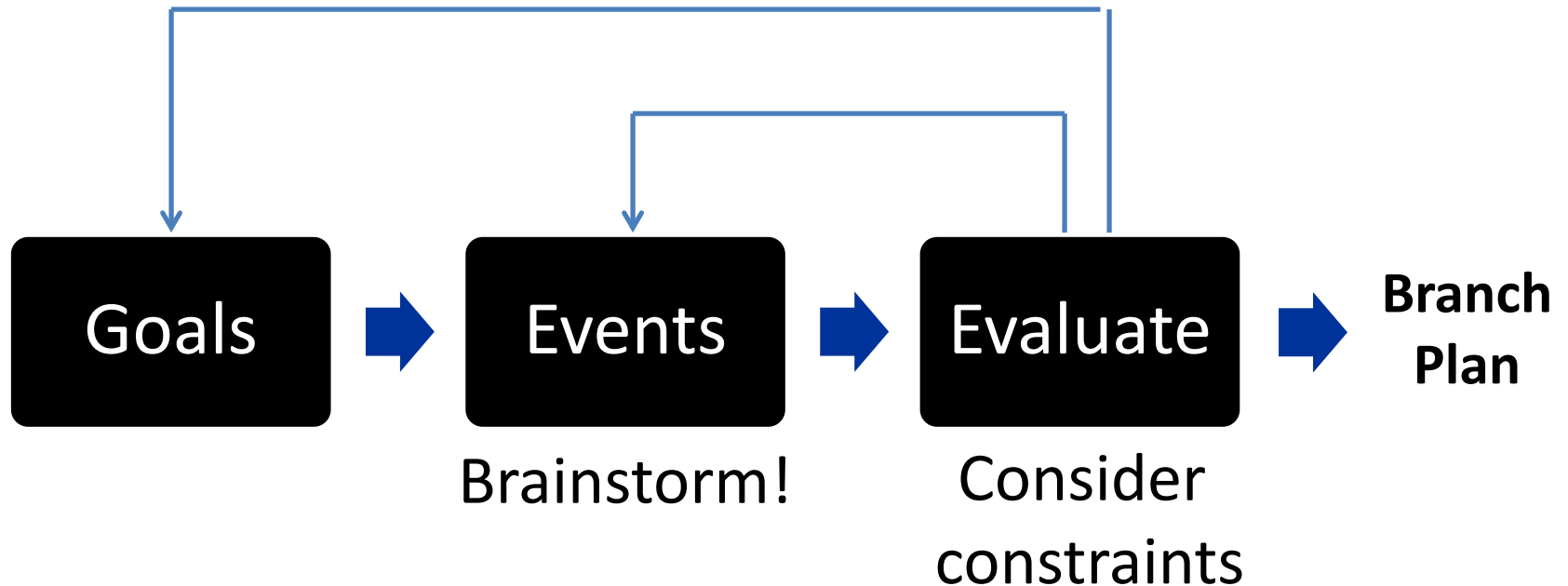
- Invite speakers on technical or professional subjects.
- Enter design competitions (e.g., Regional Hardware and Software Design Contests).
- Hold a Student Professional Awareness Conference (S-PAC).
- Hold a Student Professional Awareness Venture (S-PAVe).
- Organize field trips to Industry.
- Mentor junior students.
- Organize sales of lab kits, lab manuals, resume books, solved past exams.
- Raise funds for charity or Student Branch projects.
- Develop/enhance a Student Branch web site. (IEEE provides free hosting web space at <http://ewh.ieee.org>).

Example Branch Activities

- Use SAMIEEE to access current Branch membership data
<http://www.ieee.org/samieee>
- Participate in engineering awareness programs.
- Visit and organize joint activities with other Student Branches.
- Volunteer at a conference and help staff a membership booth.
- Host an annual “Welcome Back” or “End of School” picnic.
- Work with the local IEEE Section and Region.

Branch Plans

Branch Planning



Branch Planning - Brainstorming

A way to generate ideas fast ... Five Rules of **Brainstorming**:

1. Any ideas are valid (even wacky ones).
2. Write everything down.
3. Don't criticize or evaluate.
4. Don't be a salesperson.
5. Ideas form in molecules, so don't be afraid if everyone is silent

Someone keeps time (you need a limit!) and someone is scribe to capture every idea.

Branch Planning

Evaluate the results---

- Is there enough interest?
- What resources are needed?
- Will it achieve goals?
- What are the constraints of the Branch? (time, money, people)
- Take the attractive alternatives and ITERATE!
(Iteration may make earlier, rejected ideas more desirable)

Branch Planning

Once you decide on a plan, put it into action!

- Assign people to duties
- Set a timeline, and milestones to be achieved
- Be REALISTIC!!
- Establish your financing and cash-flow

Exercise – Develop Your Branch Plan

- Refine the set of goals for your branch
- Brainstorm to find events based on your refined goals
- Evaluate and create your branch plan and timeline of events
- Generate a realistic budget.
- Someone from the group will present (1 slide)
- State your assumptions!

Student Branch Chair

- Serves as the Executive Officer of the Student Branch.
- Manages the general operations of the Branch.
- Presides at all meetings of the Branch.
- Appoints committee chairs.
- Involved in “forward planning” for the Branch.
- Prepares necessary reports for IEEE Student Services.
- Arranges for election of new Officers before leaving office.
- Communicates frequently with other Officers.
- Works with Branch Counselor in dealings with the Department and Faculty and local IEEE Section.

Student Branch Vice-Chair

- Serves as the junior Executive Officer of the Student Branch.
- Chairs the Program or Membership Committee.
- Monitors the progress of Branch programs.
- Fills in for the Student Branch Chair as required.
- At some Branches, automatically becomes Chair next year.

Student Branch Secretary

- Keeps detailed records of all Branch meetings and activities.
- Carries out all necessary communications of the Branch, including the filing of reports with IEEE Headquarters.
- Maintains IEEE forms and supplies as required.
- Posts a calendar of events to keep all members informed of Branch activities.
- Ensures that all Branch activities are conducted under the provisions of the current Branch Constitution and IEEE Bylaws.
- Arranges for orderly transfer of all Branch records to incoming Secretary.

Student Branch Treasurer

- Responsible for ensuring the Branch's finances are in order.
- Deposits all monies received promptly in the Student Branch account.
- Prepares a budget at the start of the school (or fiscal) year.
- Prepares end-of-year Financial Statements.
- Chairs the Fundraising Committee.
- Co-signing Officer (jointly with the Student Branch Chair).
- Arranges for orderly transfer of all accounts and records to incoming Treasurer.

Student Branch Counselor

- Faculty member, active in the IEEE, who serves as an advisor to the Branch and its Officers.
- Appointed by the local Section Chair, upon the recommendation of the Student members and the Regional Student Activities Chair (RSAC).
- Normal term of appointment (or re-appointment) is two years.
- Provides a sense of continuity to the Branch.
- Informs other faculty members of Branch activities.
- Promotes student awareness of awards, contests and membership benefits.
- Helps the Branch establish Industrial contacts and works closely with the Branch Officers and the Branch Mentor.

Branch Mentor

- Designed to maximize the interaction between the Student Branch and the local Section.
- Branch Mentor must be from Industry.
- Appointed by the local Section Chair, in consultation with the Branch.
- A recent graduate with firsthand experience in Student Branch operations is an ideal candidate.
- Meets regularly with the Branch members and the Branch Counselor.
- Assists the Branch to develop effective programs.
- Provides a bridge between the Branch and the local Section.
- Position is optional but can help Branches stay connected.