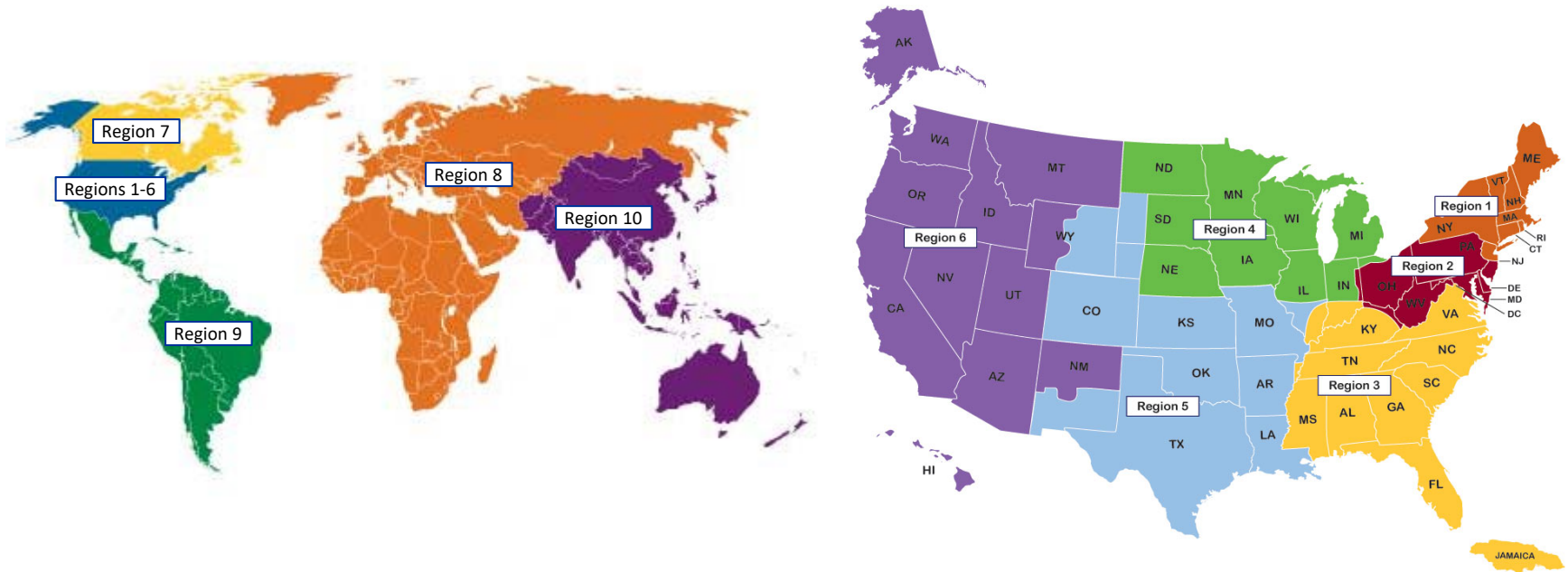


IEEE Region 3 Branch Counselors Training SoutheastCon 2014



Introductions

Region 3 Student Activities Chair

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Introductions

- Name
- Student Branch
- IEEE Section
- Why did you first join IEEE?



Alabama
Atlanta
Broward
Canaveral
Central Georgia
Central North Carolina
Central Savannah River
Central Tennessee
Central Virginia
Charlotte
Chattanooga
Coastal South Carolina
Columbia
Daytona

Eastern Tennessee
Eastern North Carolina
Evansville-Owensboro
Florida West Coast
Gainesville
Hampton Roads
Huntsville
Jacksonville
Jamaica
Lexington
Louisville
Melbourne
Memphis
Miami

Mississippi
Mobile
Northwest Florida
Orlando
Palm Beach
Piedmont
Richmond
Savannah
Tallahassee Area
Tri Cities
Virginia Mountain
Western North Carolina
Winston-Salem

Region 3 Student Activities Committee

Pat Donohoe (R3 Student Activities Chair)

Mary Lynn Smith (R3 SPAC Chair)

Josh Shank (R3 Student Representative)

Regina Hannemann (Past R3 Student Activities Chair)

Rachel Wilson (R3 Student Activities Committee)

Chase Battaglio (R3 Student Activities Committee)

Student Branch Resources – 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 Resources – Branch Operations

IEEE Region 3 Website

<http://www.ewh.ieee.org/reg/3/>

(Region 3 EXCOM contacts; Region 3 Conferences and Events; Region 3 Sections, Councils, and Student Branches; Region 3 Newsletters; Region 3 Services; Other Region-specific student information)

- Awards Information (Larry K. Wilson Award, Outstanding Branch Counselor Award, IEEE Regional Exemplary Student Branch Award)
- Student Conference Manual
- Student Branch Training Manual
- Region 3 Student Branch Travel Policy
- Student Professional Awareness Conference (S-PAC) information and resources

IEEE SoutheastCon Events

Student Program

- **Student Branch Leadership Training***
- **Branch Counselor Training***
- Hardware Competition
- **Student Paper Competition***
- Software Competition
- Ethics Competition
- Student Branch Website Competition
- T-Shirt Competition

** Student branch travel reimbursement - per diem based on participation in these events*

IEEE Region 3 Student Branch Travel Policy

Mileage:

Each student branch will be reimbursed for the roundtrip mileage of one (1) vehicle at the mileage rate authorized by the IEEE Controller.

Per Diem (food/lodging/incidentals):

- (a.) Branch Chair at \$40/day, 2.5 days maximum, contingent on attendance at the Student Branch Leadership Training meeting
- (b.) Branch Counselor at \$40/day, 2.5 days maximum, contingent on attendance at the Branch Counselor Training meeting
- (c.) Student Paper participant (one per branch) at \$40/day, 2.5 days maximum.

Online Student Branch Travel Expense Reimbursement Form

https://docs.google.com/forms/d/1O6Dz2RguvuBuJAPTLwBbwNA7eEoE8rTuvCOOTu3g_ZU/viewform

- Online form link is provided on the IEEE Region 3 Students Facebook page <https://www.facebook.com/IEEEStudentsRegion3>
- Link will be e-mailed to all participants of the Student Branch Leadership Training meeting and the Branch Counselor Training meeting.
- E-mail RSAC if you do not receive the online form link.

Student Branch Administration

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

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.
- 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.

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).

Student Branch Website - Content

- Convey information in a manner useful to the reader
- IEEE should be the focus of the website
- Include current contact information
- Past, current and future activities
- Info on how to join IEEE
- Must include the IEEE Master Brand on the homepage, and should link to www.ieee.org
- IEEE Brand Identity Toolkit
<http://www.ieee.org/about/toolkit/index.html>
- Include useful links to other IEEE units (e.g., your Section)
- Audience most likely includes students (prospective members), alumni, faculty, employers, etc.

Student Branch Website - Design

Guidelines from the IEEE Student Branch Website Contest:

- **Solid Content** (as previously discussed)
- **Presentation** - how well is the content conveyed to the user, backgrounds enhance readability, multimedia loads as options.
- **Navigation** – all links up-to-date and working, logical structure
- **Originality** – in the content itself, and how the content is presented.
- **Portable** – website should be portable across different browsers

Facebook Communication

<https://www.facebook.com/IEEEStudentsRegion3>



 **IEEE**
Advancing Technology
for Humanity

IEEE Region 3 Students
278 likes · 14 talking about this

Update Page Info 3 Liked Following

Non-Profit Organization
Students in the Southeastern United States and Jamaica working to advance technology for humanity.

 **IEEE**
Advancing Technology

 **278**

 **IEEE**
Advancing Technology

IEEE Student Branch Goals
applications workshop
freshman, make

About Photos Likes Events Notes 2

Student Professional Awareness Conferences (S-PACs) and Ventures (S-PAVes)

- S-PACs are student-organized conferences that involve discussions on various professional development topics.
 - Career Development
 - Professional Integrity
 - Personal Skills
 - Engineers and Public Policy
 - The Practice of Innovation
 - The Art of Communication
 - Humanitarian Grand Challenges
- IEEE student branch leaders plan and organize S-PACs in collaboration with faculty advisors and the regional coordinators of the IEEE-USA Student Professional Awareness Committee.

Student Professional Awareness Conferences (S-PACs) and Ventures (S-PAVe)

- S-PAVe are projects or activities conceived, planned and implemented by IEEE Student Branches to develop awareness of engineering professionalism.
- IEEE student branch leaders plan and organize S-PACs in collaboration with faculty advisors and the regional coordinators of the IEEE-USA Student Professional Awareness Committee.
- S-PAC and S-PAVe funding sources
 - IEEE (IEEE-USA, MGA, Region 3, Section, ...)
 - Institution (Student Branch, Department, College, ...)
 - Industry
 - Ticket sales

http://www.ieeeusa.org/volunteers/committees/spac/general_info.html

Student Branch Leadership Training Workshops

- The purpose of the workshops is to provide student branch leaders with the tools necessary to develop and implement a successful branch plan for the upcoming school year.
- One-day workshops (10:00am-4:00pm) are held on a Saturday in the fall (lunch/snacks provided, \$20 per person).
- Ideally is hosted by a Student Branch (or Branches) in conjunction with a Section.
- Workshops are highly interactive (multiple Student Branches sharing ideas and best practices).
- Workshop leaders work one-on-one with Student Branches to form the branch plan.
- Travel reimbursement - \$0.50/mile past the first 100 roundtrip miles (maximum reimbursement = \$75).

IEEE XTREME

PROGRAMMING COMPETITION

- IEEE Xtreme is a global challenge in which teams of IEEE Student members, supported by an IEEE Student Branch, advised and proctored by an IEEE member, compete in a 24-hour time span against each other to solve a set of programming problems.
- Teams of up to 3 students (at most two graduate students)
- Schools can have multiple teams.
- Each team must have a proctor during the entire 24-hour period (can be multiple persons).
- Each proctor can oversee up to 8 teams.

Discussion / Questions

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

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 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

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.
- 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.