

# Welcome Student Branch Counselors!

**IEEE R3 SoutheastCon 2018**

Friday 20 April 2018 || St. Petersburg, FL

# AGENDA

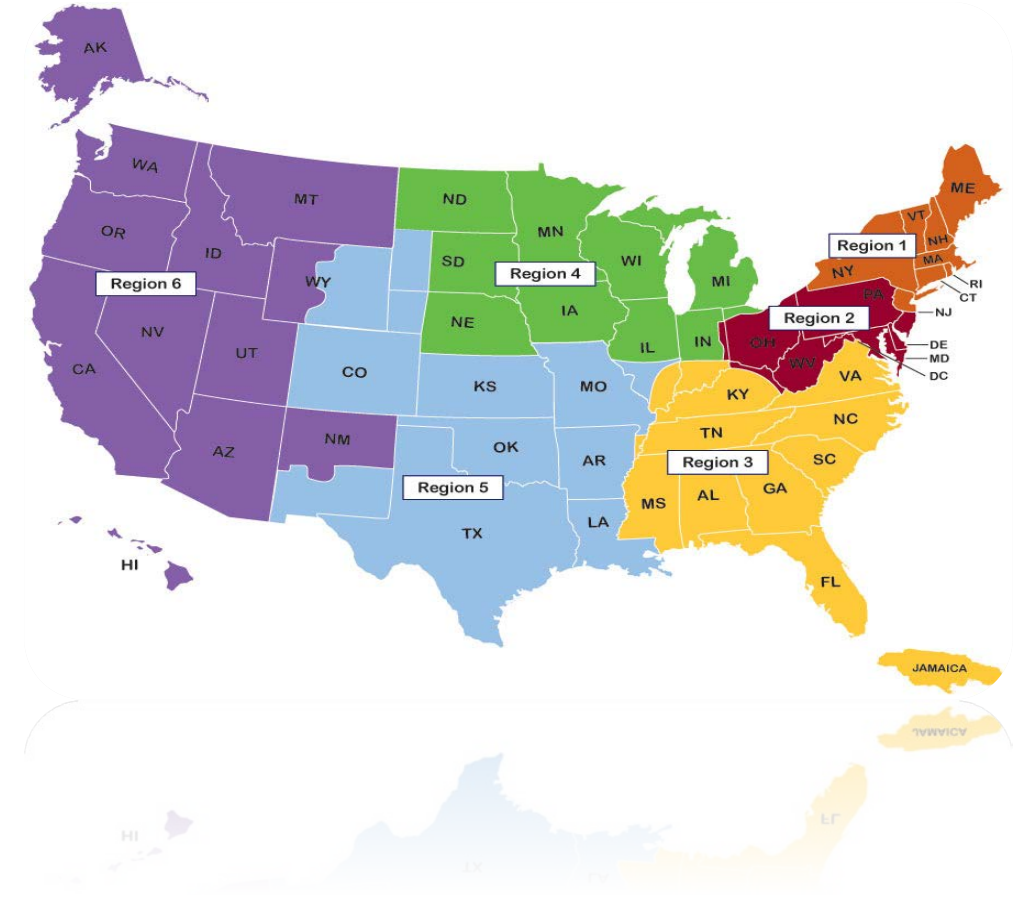
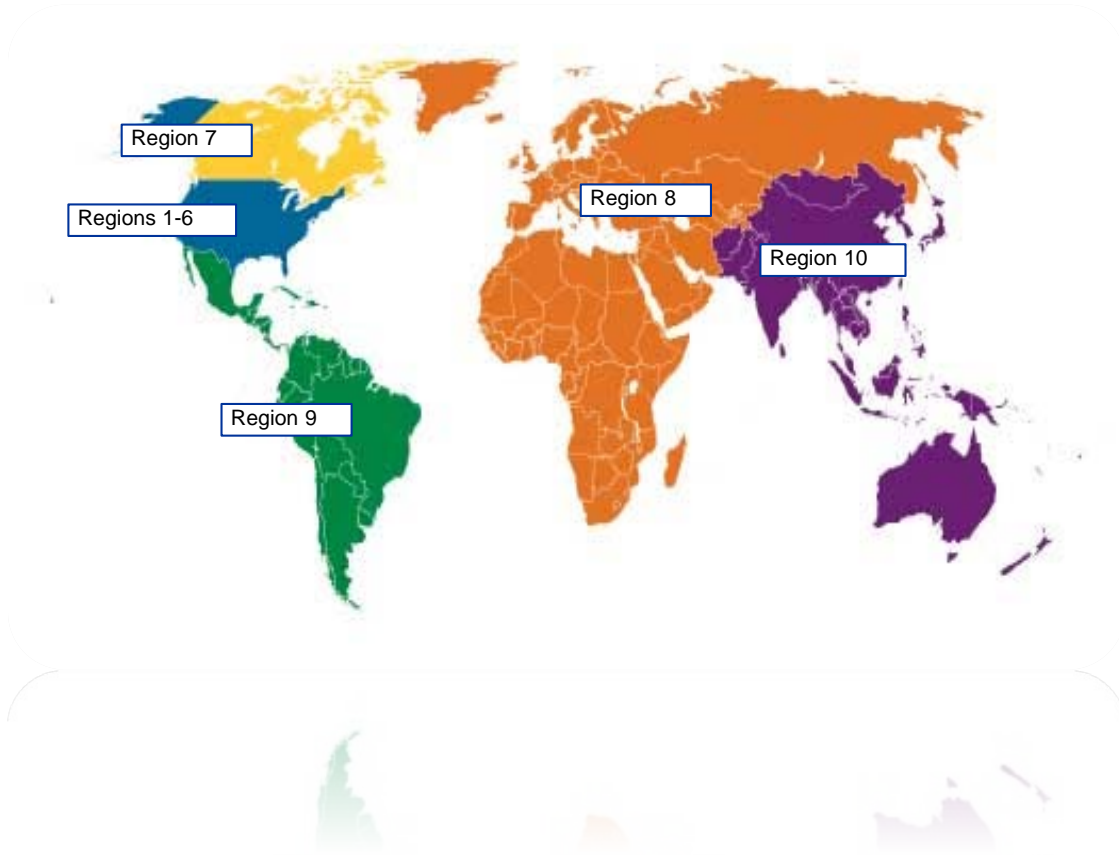
1. Introductions & Takeaways
2. Reimbursement
3. Running an IEEE Student Branch
4. Social Media
5. Brand Guidelines

# INTRODUCTIONS

# R3 Student Activities Committee

- ***Victor Basantes: R3 Student Activities Committee, Chair***
- **Rachel Wilson:** R3 Student Activities Committee, Vice Chair
- **Jill Johnson:** R3 Student Representative
- **Bailey Ulferts:** R3 Student Activities Committee
- **Pat Donohoe:** Past R3 Student Activities Committee, Past Chair

# What is IEEE R3?



# IEEE Regions



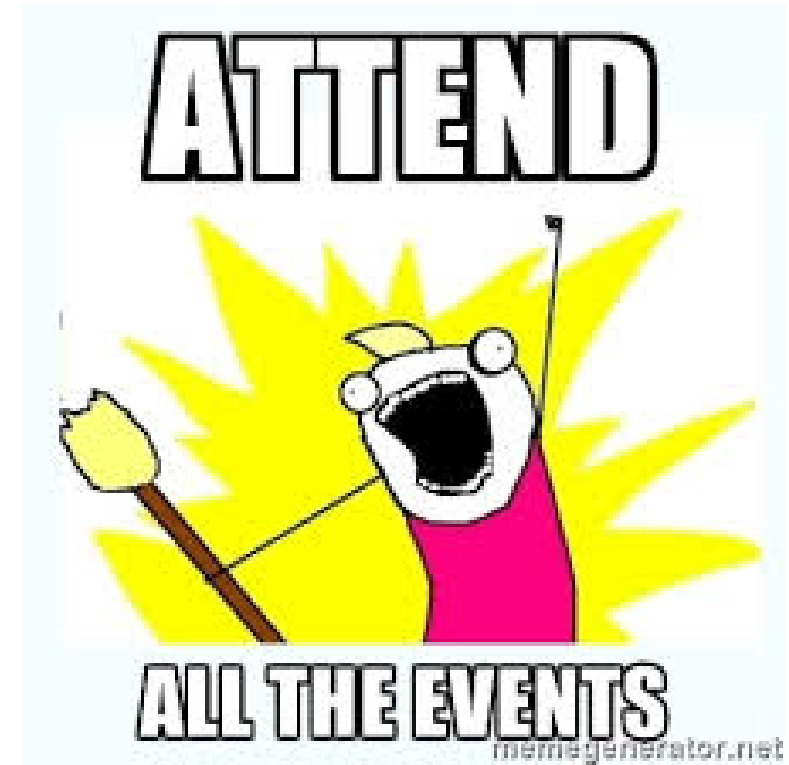
# Takeaways

1. Student Branch Reporting

1. Reimbursement Policy

# IEEE SoutheastCon Events

- Student Branch Officers Meeting\*
- Branch Counselor Meeting\*
- Hardware Competition
- Student Paper Competition\*
- Hackathon
- Software Competition
- Ethics Competition
- Website Competition
- T-Shirt Competition
- Networking Competition





# REIMBURSEMENT

# IEEE Region 3 Student Branch Reimbursement

- **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 - must attend Student Branch Leadership meeting
- (b) Branch Counselor at \$40/day, 2.5 days maximum - must attend Student Branch Counselors meeting
- (c) Student Paper participant (one per branch) at \$40/day, 2.5 days maximum.

# Reimbursement Form

**ABSOLUTE DEADLINE: April 23rd 2018**

**LINK: [www.tinyurl.com/2018r3travel](http://www.tinyurl.com/2018r3travel)**

Link will be e-mailed to all participants in attendance today.

E-mail RSAC for any questions: [victor.basantes@ieee.org](mailto:victor.basantes@ieee.org)

# **RUNNING A STUDENT BRANCH**

# Building an IEEE Student Branch

- Elect Student Leaders
- Elect Branch Counselor
- Plan Events
- Find Volunteers
- Report Events

# Student Branch Positions

- Chair
- Vice Chair
- Secretary
- Treasurer
- Branch Counselor
- Branch Mentor
- Other Chairs (Publicity, Webmaster, Conferences, Fundraising)

For information on roles and duties go to:

<https://www.ieee.org/membership/students/branches/officers.htm>

!

# Branch Counselor

- Required by IEEE
- Maintain relations with section
- Help organize events
- Stay active in community
- Work with University

# Student Branch Resources

- General information for IEEE Student Members: <http://www.ieee.org/students>
- Student Awards: [http://www.ieee.org/membership\\_services/membership/students/awards\\_index.html](http://www.ieee.org/membership_services/membership/students/awards_index.html)
- Branch Leader News: [http://www.ieee.org/membership\\_services/membership/students/leaders.html](http://www.ieee.org/membership_services/membership/students/leaders.html)



# Student Branch Member Recruitment

- US\$2 for each Student or Graduate Student member recruited
- US\$15 for each Professional member recruited
- Power of Social Networking

# Reporting - 2 Required

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

- Due November 1st (after officer elections)
- Includes reporting of Branch Counselor.

IEEE vTools **OFFICER REPORTING**

Please select an OU to manage

VTOOLS ▾ MANAGE OFFICERS OFFICER LOGS MANAGE URL CONTACT STAFF ABOUT

Welcome, Victor Basantes

Unit: No Organizational Unit selected to manage

Select an Organizational Unit here to manage: ?

South Florida

Select Organizational Unit

# Reporting - 2 Required

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

- Due May 1st each year or two months after the academic year ends.
- Report of Branch activities for past year.
- **Qualifies Student Branches for rebate**

School	Finances	Activities	Feedback	Signatures	Save and Submit
<b>School Name*</b>	<input type="text"/>				<a href="#">Click to select school</a>
<b>School Code*</b>	<input type="text"/>				
	<i>If you have a student branch chapter of IEEE technical societies it should be noted in parentheses at the end of the school name.</i>				
Reporting Academic Year*	<input type="text" value="Please select"/>				
<b>Branch URL</b>	<input type="text"/>				
<b>Branch E-mail address</b>	<input type="text"/>				

# Inactive Branches

We are currently determining which Student Branches are active/inactive

You will be contacted by either Victor or Jill

If you don't respond, you will be possibly be marked as in inactive branch

# Student Branch Awards

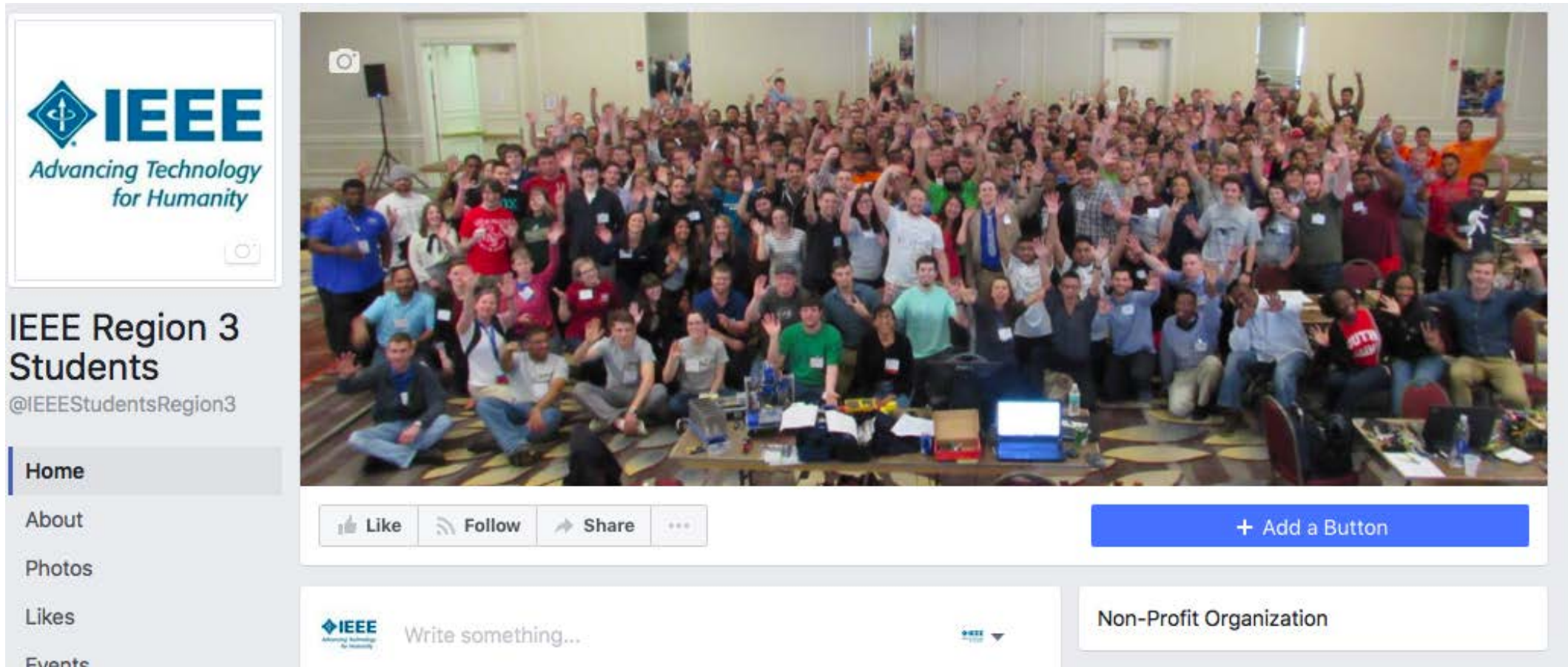
1. Larry K. Wilson Regional Student Activities Award
2. IEEE Regional Exemplary Student Branch Award

Information:

<https://www.ieee.org/membership/students/branch-awards.html>

# **SOCIAL MEDIA**

# Region 3 Students on Facebook!



The image shows a screenshot of the Facebook profile for IEEE Region 3 Students. On the left is a navigation menu with options: Home, About, Photos, Likes, and Events. The profile header includes the IEEE logo with the tagline "Advancing Technology for Humanity" and the page name "IEEE Region 3 Students" with the handle "@IEEEStudentsRegion3". The main content area features a large, vibrant group photograph of many students in a room, many with their hands raised. Below the photo are interaction buttons for "Like", "Follow", "Share", and "Add a Button". At the bottom, there is a text input field with the IEEE logo and the placeholder text "Write something...", and a "Non-Profit Organization" badge on the right.

# Region 3 Student Website

This will be the main reference for IEEE student branch resources

Look for it by 2019!

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



# IEEE BRAND GUIDELINES



# Why this is important

Website

SoutheastCon Competitions

Respect

















# Visual Guidelines

CORRECT	INCORRECT
IEEE XXXX Section	<del>IEEE XXXX Section</del>
IEEE XXXX Event	<del>IEEE XXXX Event</del>
IEEE XXXX Event 	<del>IEEE XXXX Event </del>



IEEE Blue: PMS 3015 C  
opacity levels: 100%, 80%, 60%, 40%, 20%

Sans Serrif: Formata, Verdana  
Serrif: Adobe Caslon Pro, Time New Roman

Bright	Hexadecimal (web)	Dark	Hexadecimal (web)
	#FFA300		#E87722
	#FFD100		#FFC72C
	#78BE20		#658D1B
	#00843D		#006341
	#BA0C2F		#861F41
	#981D97		#772583
	#00B5E2		#007377
	#FFFFFF		#000000

# Region 3 Photo

TODAY  
Pool Area  
5:00 PM

# Contact Information

- Victor Basantes (RSAC) - [victor.basantes@ieee.org](mailto:victor.basantes@ieee.org)
- Jill Johnson (RSR) - [jjohns81@cbu.edu](mailto:jjohns81@cbu.edu)



# Student Branch Chair

- Appoints committee chairs.
- Prepares necessary reports for IEEE Student Services.
- Arranges for election of new Officers before leaving office.
- Works with Branch Counselor in dealings with the Department and Faculty and local IEEE Section.



# Student Branch Counselor

- Faculty member, active in the IEEE, who serves as an advisor to the Branch and its Officers.
  - Student members and the Regional Student Activities Chair (RSAC).
  - 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.
- 
- Normal term of appointment (or re-appointment) is two years.



# Branch Mentor

- Designed to maximize the interaction between the Student Branch and the local Section.
  - Branch Mentor must be from Industry.
  - A recent graduate with firsthand experience in Student Branch operations is an ideal candidate.
  - Assists the Branch to develop effective programs.
- 
- Position is optional but can help Branches stay connected.

# Student Branch Secretary

- Keeps minutes 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.

# Student Branch Treasurer

- 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.
- Co-signing Officer (jointly with the Student Branch Chair).

# Web Master

- Comply with the guidelines established in this document and related IEEE policy
- Follow ownership rights of intellectual property
- Protect confidential and copyrighted information and materials
- Do not link to sites that are not complementary to the IEEE mission

# For Any Proposal...

- Donor must have money to give
- Put the request in writing with a budget
- Show the merits of your plan and why their involvement will benefit them!
- Show that your proposal is thought out and that you are soliciting from others as well

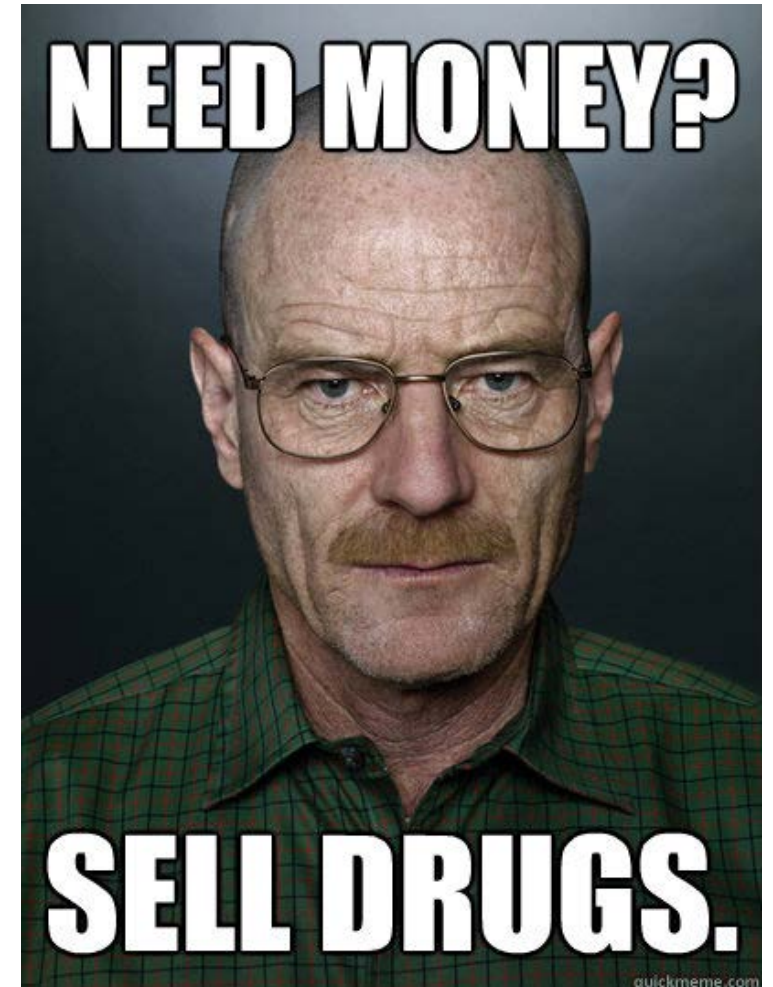
# SB Fundraising

## Types of moola

- 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.

## Fundraising Constraints

- University Constraints
- IEEE Standards and Values
- Don't tarnish the image of engineering



# Funding Events

- Branch Reporting & Reimbursements
- Fundraisers
- Sponsors

# Acquiring a Counselor

- Ask!
- ...or Your Branch Elects Them
- ...or Your Section Chair Appoints Them
- Department Chair Has Veto Rights