

# Welcome Student Branch Leaders!

## **IEEE R3 SoutheastCon 2018 Student Branch Leadership Training**

Friday 20 April 2018 || St. Petersburg, FL

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[www.tinyurl.com/2018r3sac](http://www.tinyurl.com/2018r3sac)

# ATTENDANCE

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# AGENDA

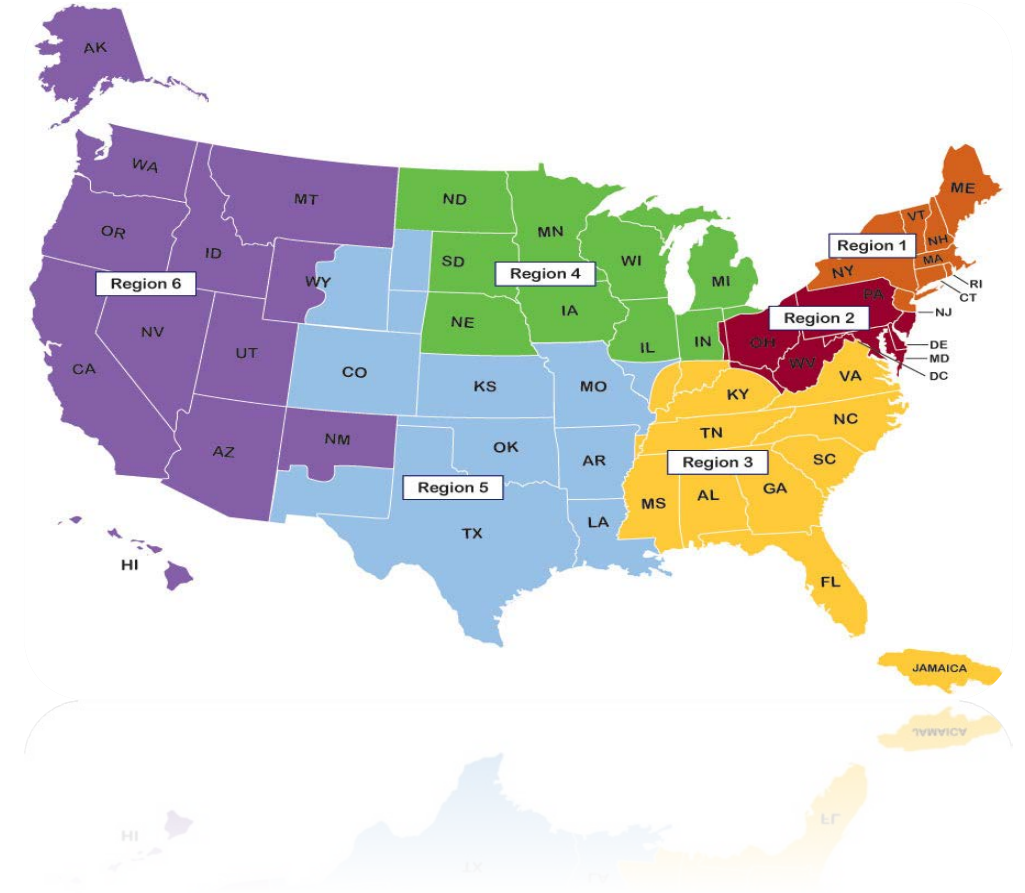
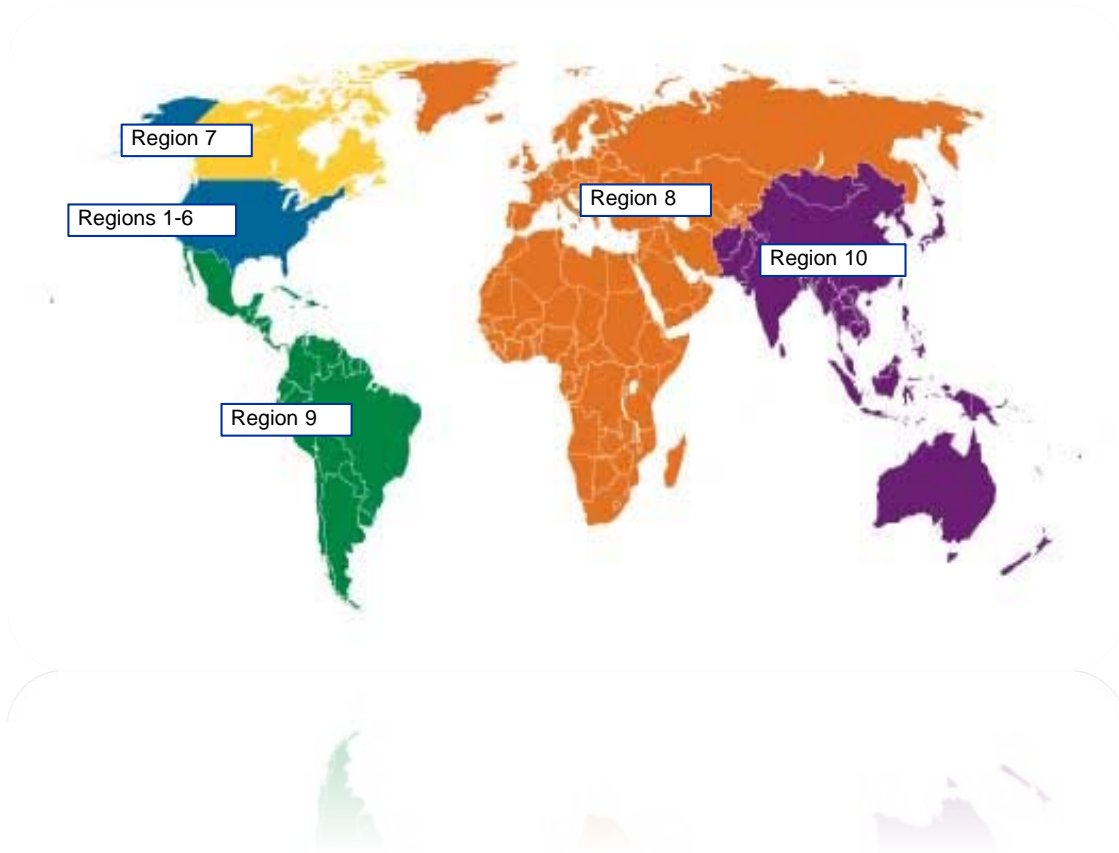
1. Introductions & Takeaways
2. Reimbursement
3. Running Your Student Branch
4. Social Media
5. Brand Guidelines
6. Young Professionals
7. SPAX

# 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?



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# IEEE Regions



# Takeaways

1. Student Branch Reporting

1. Reimbursement Policy

1. R3 Social Media



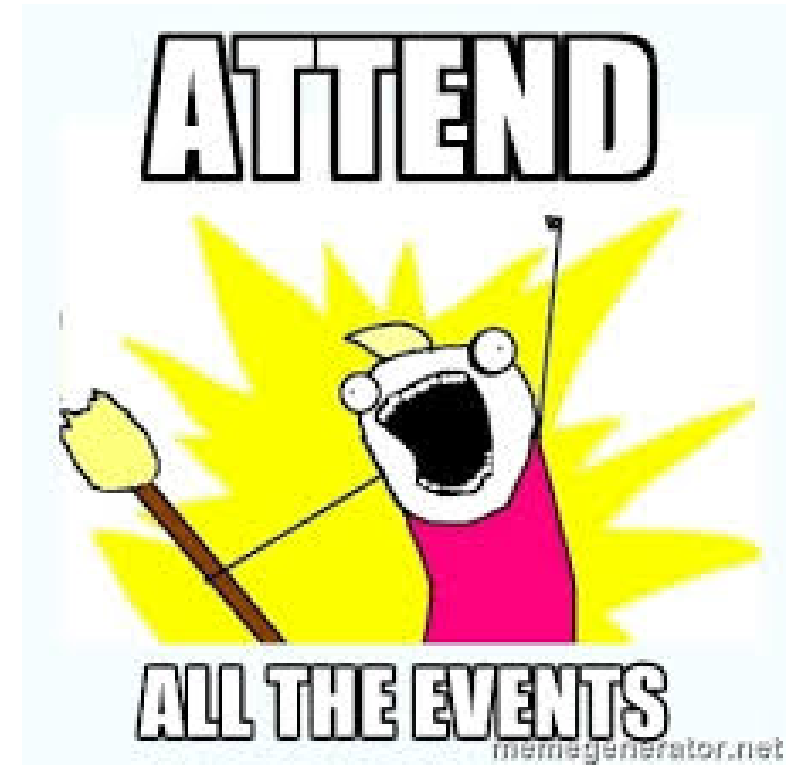
# Social Interaction!



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# 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



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# SoutheastCon 2018 Social Media

- Post on SoutheastCon 2018 Facebook and Twitter
  - <https://www.facebook.com/ieeesoutheastcon2018/>
- Twitter: #stpete18
- Anything else: #ieeexp
- Email pictures to [c.j.lord@ieee.org](mailto:c.j.lord@ieee.org)



# 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)

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# RUNNING A STUDENT BRANCH

# Building an IEEE Student Branch

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



"Leadership is the art of getting someone else to do something you want done because he wants to do it."

- Dr. (Douglas) Evil



# 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

# Volunteers at Events

- Be respectful of their time
- Make them feel their contributions are important
- Give them recognition
- Thank them!
- Give them an “official” title
- Get commitments
- Make sure they have input on the event/process if possible

# Student Branch - Event Funding

## Attendance!!!

## Fundraising events or activities

## School

- Department Head, Dean, Student's Association, Engineering Student's Association

## IEEE

- Local Section, Region
- For SPAX: IEEE USA SPAC and MGA/SAC/SPAX

## Local/Non-Local Industry

- Sponsorship Packets (email [oceane.boulais.US@ieee.org](mailto:oceane.boulais.US@ieee.org) for template)

# 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

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# 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"/>				

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# 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!

**IEEE**  
Advancing Technology  
for Humanity

**IEEE Region 3  
Students**  
@IEEEStudentsRegion3

Home  
About  
Photos  
Likes  
Events

Like Follow Share ...

+ Add a Button

Write something...

Non-Profit Organization

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# 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

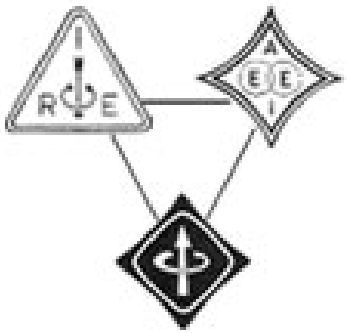
Website

SoutheastCon Competitions

Respect

# Promoting Events

- Clear Information
- Simply Convey Information
- Master Brand -> [Guidelines](#)





BONUS: The IEEE "kite" was created in [XXXX](#) with the merger of its two predecessor societies, the AIEE and the IRE. The kite borrowed elements of both organization's logos.



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# 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

# YOUNG PROFESSIONALS

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# What is Young Professionals?

Daniel Diaz

[d.diaz@ieee.org](mailto:d.diaz@ieee.org)

IEEE R3 YP Representative

Young Professionals and Students Workshop

*Saturday 11AM - 4PM Demen's*

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**SPAx**

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SPAx

## An Introduction

Diana Librizzi  
Program Administrator,  
Career and Professional  
Activities

[d.librizzi@ieee.org](mailto:d.librizzi@ieee.org)

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# What is SPAx ?

a Student Professional Awareness Experience

*...that fosters professional growth and development through engaging activities and discussions exploring one or more key areas.*

# Professional Awareness Topics

*There are 8 categories that you can choose from:*



## Career Development

Growing in areas outside of the technical sphere.



## Leadership in Professional Organizations

Becoming a leader improves your professional net worth and profile.



## Professional Integrity

Ethics and engineering are fundamentally intertwined.



## Humanitarian Grand Challenges

Engineers play a major role in advancing technology for the benefit of humanity.



## Engineers and Public Policy

Decision-makers are frequently looking to engineers for advice to improve public policies.



## The Practice of Innovation

The process of putting original ideas into practice.



## Personal Skills

Life skills outside the realm of engineering.



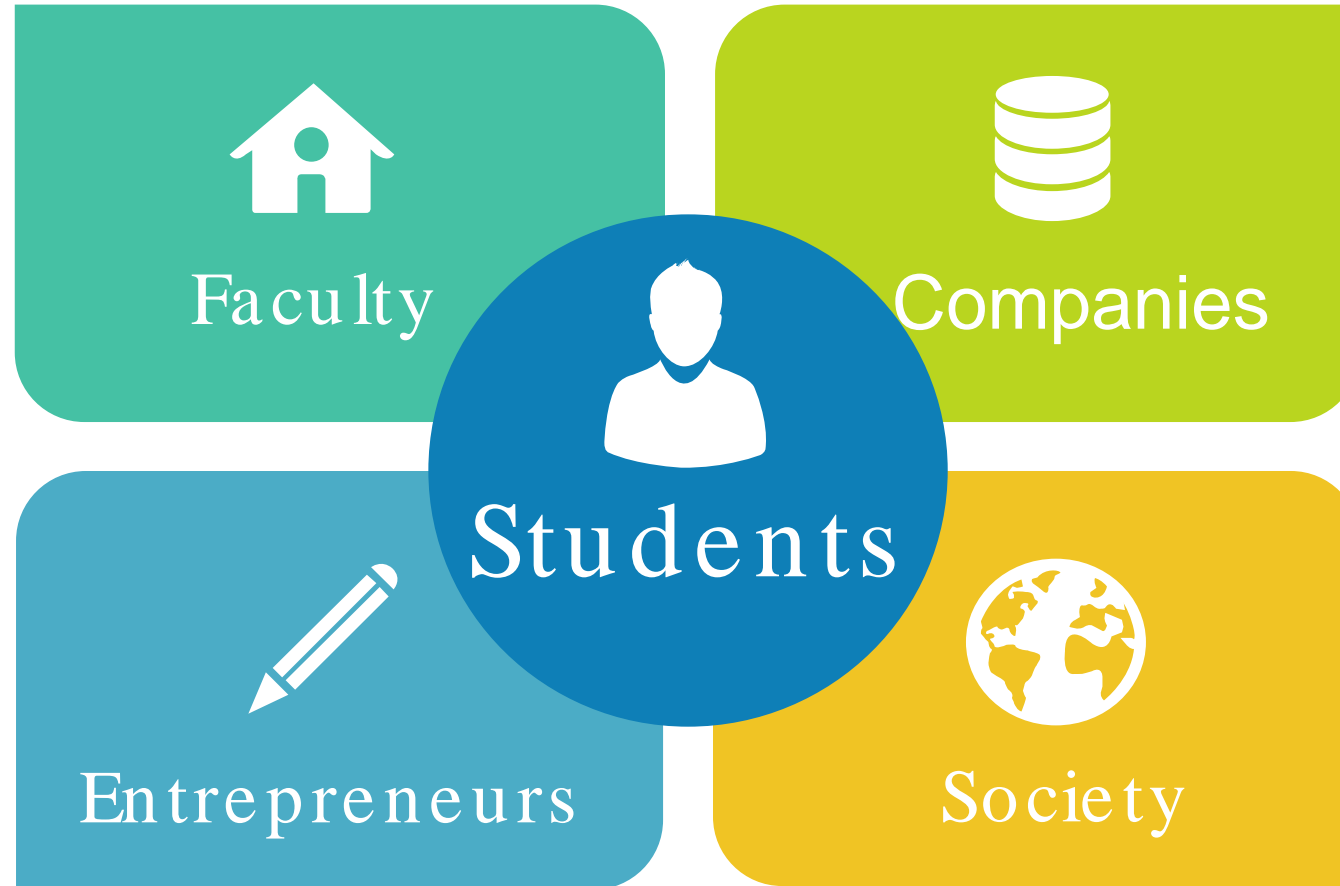
## The Art of Communication

In a world of short attention spans, it is crucial to create and communicate a message that sticks.

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# Who can YOU impact?

*You can impact a whole lot of people.*



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# What's In It For Me?



## Leadership Skills

Build those career life skills.



## Job Potential Increases

You may find your future employer .



## Great Connections

Meet friends that last forever.



## Resume Builder

Create an incredibly valuable interview.

# Examples from other chapters

X is the variable.

*You decide. What do you want to do?*



**SPAconference** Talk, Panels, Networking with Industry Professionals.



**SPAventure (Startup Week)** Go on tours of local startups



**SPAweek** Multiday Speakers and Projects. Maybe a Scavenger Hunt?

X = ?????????????????????????????????

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# Getting Started

ieee.org/spax

*How does this work? The world is your oyster.*

What experience do you want to create?



**Fill in Google Docs Events Planning Worksheet**

Design your experience, Set the Date, and Define your program

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# PLAN YOUR OWN EVENT

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# 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)



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# 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.



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# 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

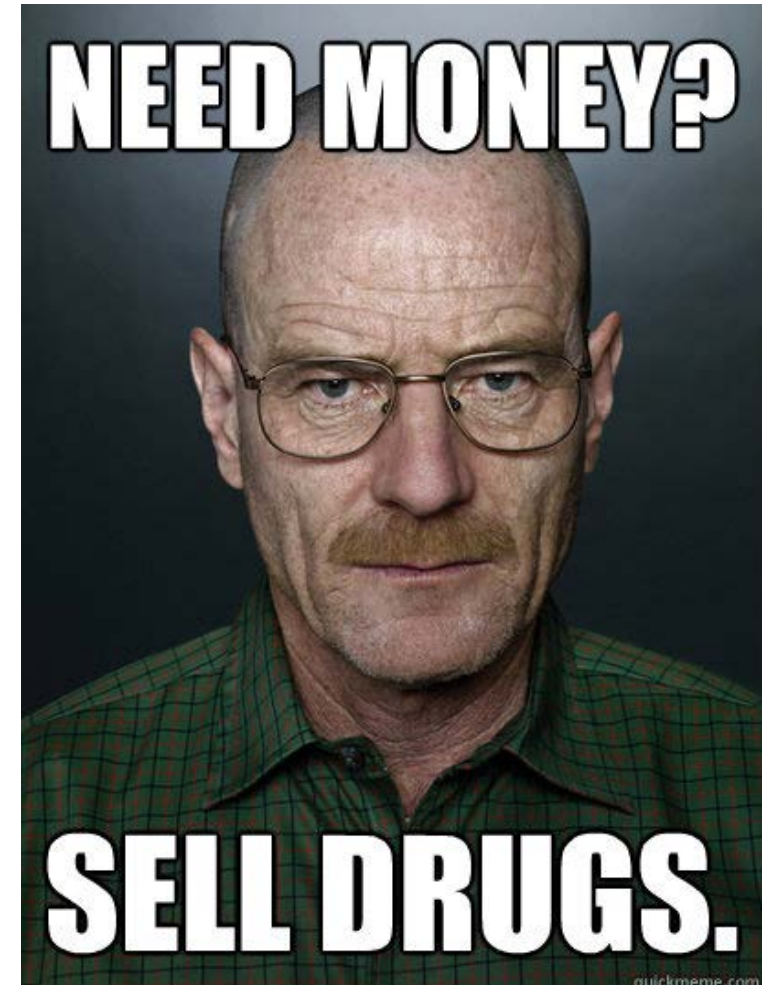
# SB Fundraising

## 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