

Region 3 Educational Activities

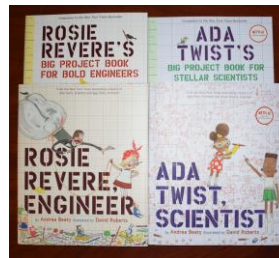
Best Practices & Lessons Learned from the Richmond Section

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Past Richmond Section STEM Outreach Activities

- ▶ **Pandemic Challenge**
 - Teams of high school and university students working on pandemic related problems. IEEE members as mentors.
- ▶ **Region 3 STEM Literacy Program**
 - Children's STEM book donations to the ~30 elementary schools in Richmond Section that struggle the most in math/science.
- ▶ **Celebrate Engineering Ingenuity Day**
 - Annual regional STEM outreach for K-12
- ▶ **Data Science Challenge**
 - Intro to data science for teams of high school students. Partnered with Virginia Commonwealth University. IEEE mentor and judge.



Before You Can Engage, You Must First Connect

- ▶ When reaching out to a new group, tailor your message to the person who you are speaking with.
 - Message for the receptionist – very short.
 - The offer screener - Is this offer legitimate or a scam? How will your offer help them and their students?
 - The decision maker - You may never actually speak with this person. Is there something like a one-page pdf that you can provide the person who you do interact with that they can pass along to the decision maker?
- ▶ Don't assume that groups that you are working with know who IEEE is or how we can help.
 - You may need to provide them with some examples to help them begin to understand ways that you can work together.
- ▶ Start reaching out and planning well in advance. It takes a long time to connect with the right person and for them to get the approvals that they need.
- ▶ When working with schools, look for allies within the school such as a parent or PTA member who can help keep the school involved.

Be Explicitly Clear on Who is Responsible for What

- ▶ When planning a STEM event, it is very easy for everyone to agree that “we” can do many great things on the day of the event.
- ▶ If there is not a specific person who is responsible for each item on the preparation list, it is very easy for everyone to assume that “we” did not refer to them. This can result in a rush at the last minute to get things done.
- ▶ Even with preparation, be prepared for last minute changes to deal with unforeseen occurrences.

Engage with New Members

Look for Opportunities to Engage Members Who have not Been Involved in the Past

- ▶ Many members are only passively involved with IEEE. Consider how you can use your STEM outreach to get them more involved.
- ▶ The Pandemic Challenge provided opportunities for members to be mentors for high school and university students.
- ▶ Led to several members getting involved who had not previously participated in Section activities like technical talks.
 - New Student Branch Counselor
 - New YP Chair
 - New general volunteer