

# Running a Successful Student Branch

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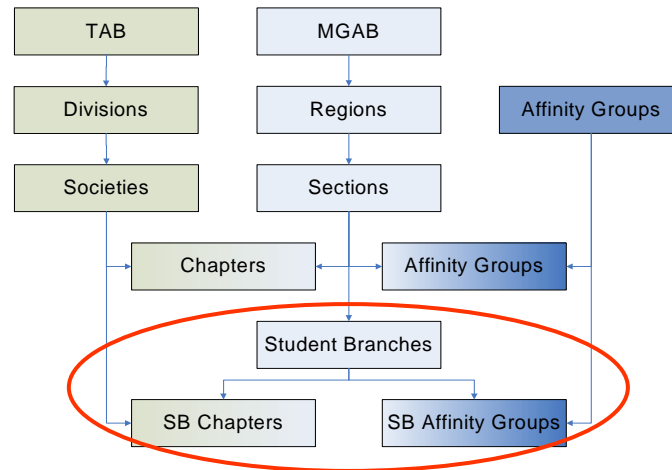


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## Outline

- 1) Student Branch Relations
- 2) Branch Administration
- 3) Operation Guidelines
- 4) Membership Development
- 5) Fundraising/Activities
- 6) Reports
- 7) Miscellaneous
- 8) Student Branch Plan

# 1. Student Branch Relations



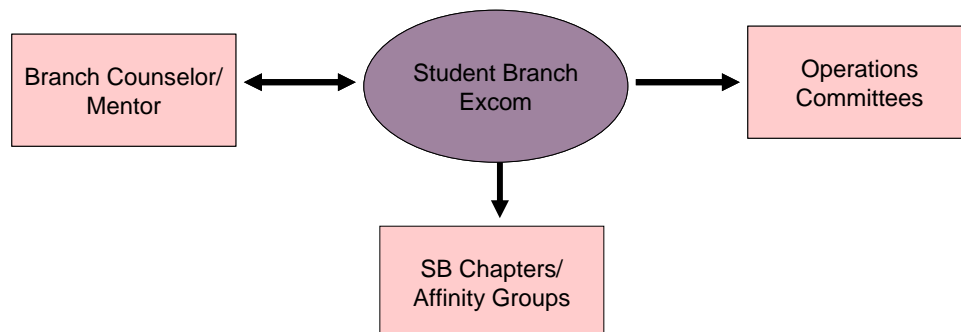
- SB Chapters/Affinity Groups report directly to Student Branches (they are a subset)
- SB Chapters goals: inline with the Chapters (i.e. Computer, Signal Processing)
- SB Affinity Groups goals: inline with Affinity Groups (i.e. GOLD, WIE)

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See Sections 9.7 and 9.8 of Operations Manual – see workshop binder

# 2. Branch Admin

- General makeup of branch admin:
  - Executive Committee (ExCom)
  - Branch Counselor/Mentor
  - Operations Committees



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## 2. Branch Admin

### Executive Committee

#### ■ *Chair*

- ✓ Oversee branch running
- ✓ Organize and run branch meetings
- ✓ Work with sub-committee heads
- ✓ Prepare reports for IEEE Student Services in November and May (these get branch \$\$)
- ✓ Arrange election of new executive and ensure smooth transition
- ✓ Liaise with other IEEE entities (when necc.)

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## 2. Branch Admin

### Executive Committee

#### ■ *Vice-Chair*

- ✓ "The chair when the chair's not there"
- ✓ Provide support to the Chair
- ✓ Brainstorm for ideas with the Chair
- ✓ Duties can vary

#### ■ *Secretary*

- ✓ Keep detailed record of meetings and activities
- ✓ Make sure Branch is operating within constitution
- ✓ Help with email notices/flyers/advertising

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## 2. Branch Admin

### Executive Committee

#### ■ *Treasurer*

- ✓ Maintain bank account and financial records
- ✓ Prepare budget and summary of spending
- ✓ Oversee fundraising/finance committee
- ✓ Propose budgets for large events

#### ■ *Webmaster\*\**

- ✓ Get/manage webspace from University
- ✓ Keep website up-to-date with current events, activities, etc (more on this later)

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## 2. Branch Admin

### Executive Committee Example

#### ■ *Running a large event*

- ✓ Chair/V.Chair
  - ✓ Establish event basics (what, where, when, who)
  - ✓ Ensure members know which tasks they must do for event
- ✓ Treasurer
  - ✓ Prepare budget and ensure event stays within budget
- ✓ Secretary
  - ✓ Send out notices and help with advertising

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## 2. Branch Admin

### Executive Committee Example

#### ■ *IEEE Toronto Section Event*

- ✓ Chair/V.Chair
  - ✓ Liaise with TS/Affinity Group/Chapter Chair
  - ✓ Lend support
- ✓ Secretary
  - ✓ Advertise to undergraduate students
- ✓ Treasurer
  - ✓ Prepare budget and ensure event stays within budget (if necessary)

More information on ExCom Duties in Workshop handbook (see Chapter 2, Branch Admin)  
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## 2. Branch Admin

### Branch Counselor/Mentor

#### ■ *Counselor*

- ✓ Normally appointed for two-year term by Section in consultation with students and RSAC, approved by Department Head
- ✓ Provides continuity to branch operations
- ✓ Foster relations between branch and Section
- ✓ Promote awards, contests and transfer information from IEEE Headquarters
- ✓ Establish industrial contacts for Branch in conjunction with Mentor
- ✓ Interest other faculty members in Branch activities

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## 2. Branch Admin

### Branch Counselor/Mentor

#### ■ *Mentor*

- ✓ A Section member not associated with the university, appointed by the Section in consultation with Branch members
- ✓ Liaison between the Section and the Branch
- ✓ Encourage new graduates to continue IEEE membership and activity
- ✓ Assist Branch in developing program
- ✓ Work closely with Counselor

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## 2. Branch Admin

### Operating Committees

#### ■ Committees makes:

- Work manageable
- Gets more people involved
- Gives them a chance to develop "soft" skills

#### ■ Don't get "committee crazy"

- Take into account the change in Branch dynamics from year to year

#### ■ Try to get members from all years/ faculties involved

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## 2. Branch Admin

### Operating Committees

- *Program Committee*
  - Planning and running Branch's program of activities
  - If you are really busy, may even form sub-committees for major activities
- *Publicity Committee*
  - Advertising Branch activities to other students/general public (depending on event)
- *Finance Committee*
  - Should be chaired by treasurer
  - Planning and executing fundraising events

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## 2. Branch Admin

### Operating Committees

- *Membership Committee*
  - Planning, organizing and executing Branch recruitment
  - Should be an enthusiastic bunch with good answers to, "Why should I join IEEE?" and "What does IEEE offer me?"
- *Nomination Committee*
  - Setting and adhering to election guidelines for annual election of officers
  - Making sure all running are Student members in good standing

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## 3. Operation Guidelines

### Setting a Constitution

- Every Branch should have a constitution on file specific to your Branch
  - Don't have one? Make it a priority this year to create one!
  - Have one? Make sure it reflects the current structure and practices of your branch... and if it doesn't.... ?
- Sample constitution can be found in Student Workbook, helps to check out constitutions from other branches

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## 3. Operation Guidelines

### Examples of Constitution Content

- ✓ ExCom duties
- ✓ Elections guidelines
- ✓ How an Excom member's position may be terminated
- ✓ What happens if a member leaves?
- ✓ Who has voting privileges
- ✓ How meetings are conducted
- ✓ Membership development practices

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## 4. Membership Development

- Keeping students as IEEE members
- This should be one of your central focuses
- IEEE Canada student membership keeps going down each year
  - As a team, we are going to change this!!

### **\*\* YOUR GOALS:**

- 1.) Increase student membership
- 2.) Encourage graduates to remain IEEE members (foster transition to GOLD)

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## 4. Membership Development

- Each SB Chair should read through *IEEE Membership Development Manual – Student Branch Edition*
  - With your ExCom, come up with long-term plan for membership development
    - See sample Calender pg. 12 – 16
  - Complete tasks in workbook

**Set a goal for yourself: have this completed by the end of September!**

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## 4. Membership Development

### Attracting new members

- ✓ Make membership attractive and worthwhile!
- ✓ First answer the question, "Why are you still a member?" to get a few ideas
- ✓ What does IEEE offer its students?
- ✓ What can your Branch do to make membership even better?

## 4. Membership Development

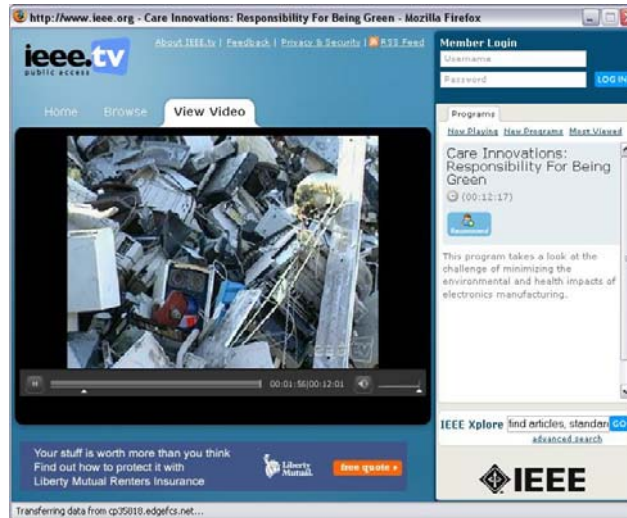
### IEEE Benefits for Students

- ✓ Access to Microsoft Software (license lasts while student member)
- ✓ IEEE email alias
- ✓ IEEE job site (leading jobs in technical fields)
- ✓ myIEEE
- ✓ IEEE Spectrum/Institute Tech Magazine
- ✓ IEEE Potentials Magazine
- ✓ IEEE memberNet
- ✓ IEEE.tv
- ✓ Relavent and fun events

**MORE IN THE  
MEMBERSHIP  
DEVELOPMENT  
HANDBOOK**

## 4. Membership Development

### IEEE.tv



Sept. 13, 2008 <http://www.ieee.org/web/membership/IEEEtv/about.html>

## 4. Membership Development

### IEEE MemberNet (beta)

[www.ieee.org/memberNet](http://www.ieee.org/memberNet)



- Similar to Linked In
- Can search for other members
- Maintain profile
- Manage memberships

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## 4. Membership Development

### Keeping Members

- Make sure everyone involved in the Branch knows they are valued and appreciated!
  - Disgruntled volunteers will quietly slip away
- Share the work! Try to ensure that those that want to help have something to do, but someone isn't overloaded
- Personally ask someone to help out rather as well as a general "call for volunteers"
- Have surveys and continuous interaction with student members
  - Find out their needs/types of events which interest them, how you may improve

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## 5. Activities/Fundraising

### Annual Plan of Activities – gets you money!

- Required by IEEE Student Services by November 1<sup>st</sup>, or 2 months after start of academic year
  - Forms online, in Student Handbook
  - Outlines planned activities for upcoming year in specific format
  - Helps Branch focus on what to do in the months to come
- Incentive rebate of US\$50/US\$100 for Branches who submit Plan to Student Services (based on member count on 31 Dec)

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## 5. Activities/Fundraising

### Planning and Holding Events

- Types of events
  - Technical
  - Professional
  - Social
  
- Try to establish joint-events
  - Department
  - Local Section
  - Local Affinity Groups/Chapters

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## 5. Activities/Fundraising

### Planning and Holding Events

- When choosing events:
  - What has worked for your branch in the past?
  - What has flopped?
  - What are people interested in attending?
  
- Things to consider while planning
  - Event venue
  - Is there a charge? (make money!!)
  - What types of advertising? (emails, posters, etc)
  - Where/who to advertise to
  - Refreshments
  - Post-event follow up? (keep track of attendees emails)

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## 5. Activities/Fundraising

### Fundraising

- Generally, there are four types of finances:
  - Operating money (\$\$ on a continual basis)
  - Seed Money (\$\$ up front for activities)
  - Subsidy money (projects in which the charges to members are below cost)
  - Capital money (for things to buy)
  
- If your branch makes money, than you can hold bigger events/offer members more services

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## 5. Activities/Fundraising

### Fundraising

- Types of fundraising possibilities
  - Purchase IEEE merchandise and resell to co-members
  - Prepare resume book and sell to industry
  - Sell coffee, donuts, soda, sandwiches
  - Have a raffle with great give-a-ways
  - Operate a parts bin
  - Hold an IEEE carwash
  
- Many more ideas can be found in your Branch Leadership Workshop Booklet (page 40)

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## 6. Reporting

### Annual Report of Activities

- Required by IEEE Student Services by May 1<sup>st</sup>, or 2 months after end of academic year
  - Forms online, in Student Handbook
  - Documents activities and financial status of Branch, and chance to outline initial plans for upcoming year
  - Great way to bring old, new executives together
- Incentive rebate of US\$2.00/member for Branch (based on member count on 31 Dec)

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## 7. Miscellaneous

### Standardized Emails\*\*

- ✓ No gmail, hotmail, etc.
- ✓ Either IEEE alias, or email address with your university name in it
- ✓ MUST stay constant from year to year!!!
- ✓ Any changes must be reported to Student Services, as well as the our page
  - <http://ieee.ca/students/> - under "Student Branches" go to "Contact Info Update"
- ✓ Past Chair MUST give this info to incoming Chair

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## 8. Student Branch Plan

### Things to do immediately/in the near future

- ✓ Establish committee
- ✓ Ensure we have the right email address on file!!
- ✓ Annual Activities Plan
- ✓ Read membership development booklet and come up with long term plan
- ✓ Have an initial event with your department, to introduce yourselves
  - ✓ Important to be exciting, and to show all members why it is beneficial to be an IEEE member
- ✓ Update the website/get webspace

**Strategize!!!**