

IEEE Branch Leadership Training

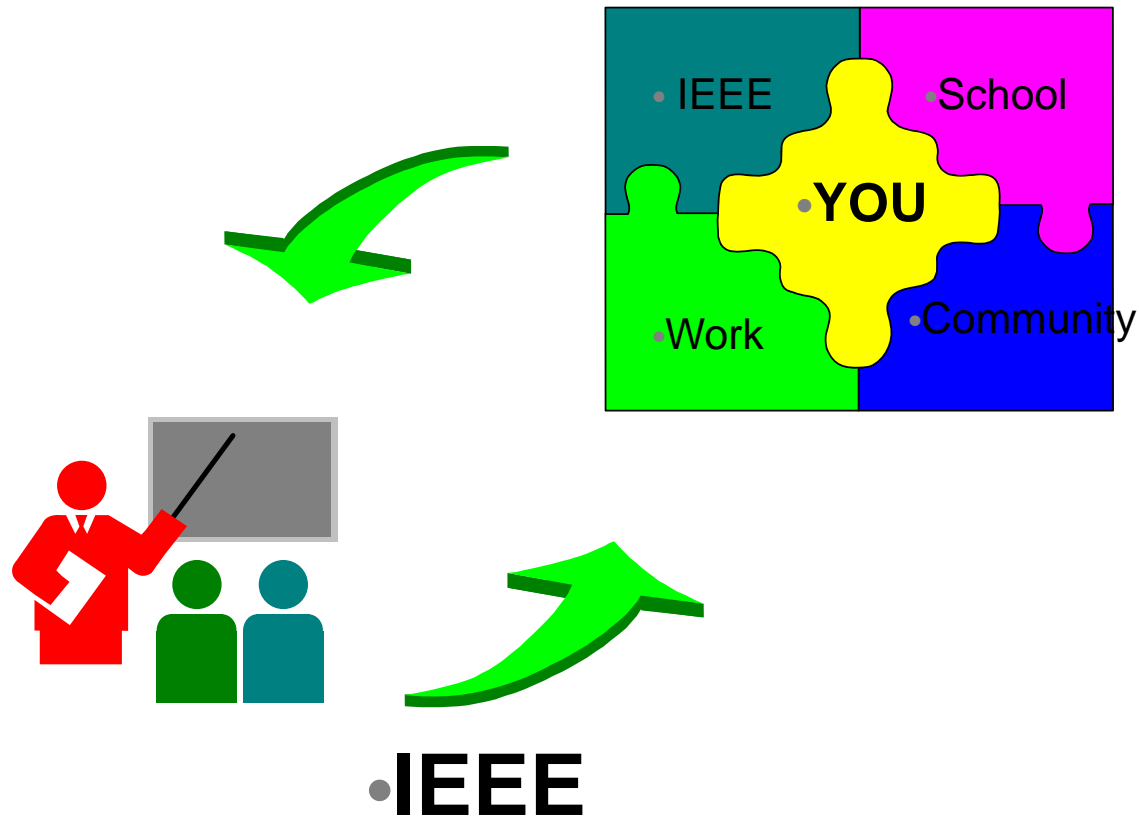
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IEEE Region 6

Student Activities Past Chair 2005-2008

January 24, 2009





• Branch Leadership Training Workshop

•INTRODUCTION



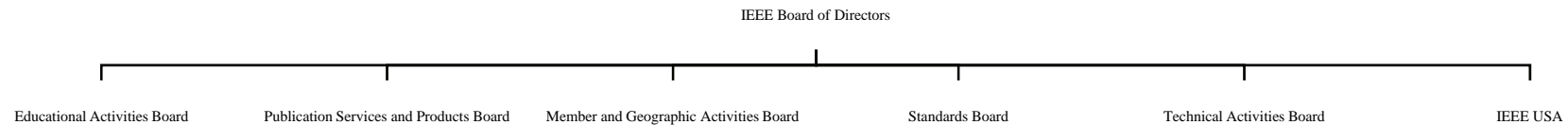
- Name
- Branch
- Your IEEE Student Branch Position
- What do you plan to do truly great for and with your Branch this year?
- What is your number one goal this year?

• Agenda

- Introduction
- Branch Administration
- Branch Operations
 - Branch Planning success a Workshop Discussion
 - Branch Resources
 - Student Awards
- Membership
 - Discussion and Workshop
- Fundraising
 - Discussion and Workshop
- Time Management
- Evaluations



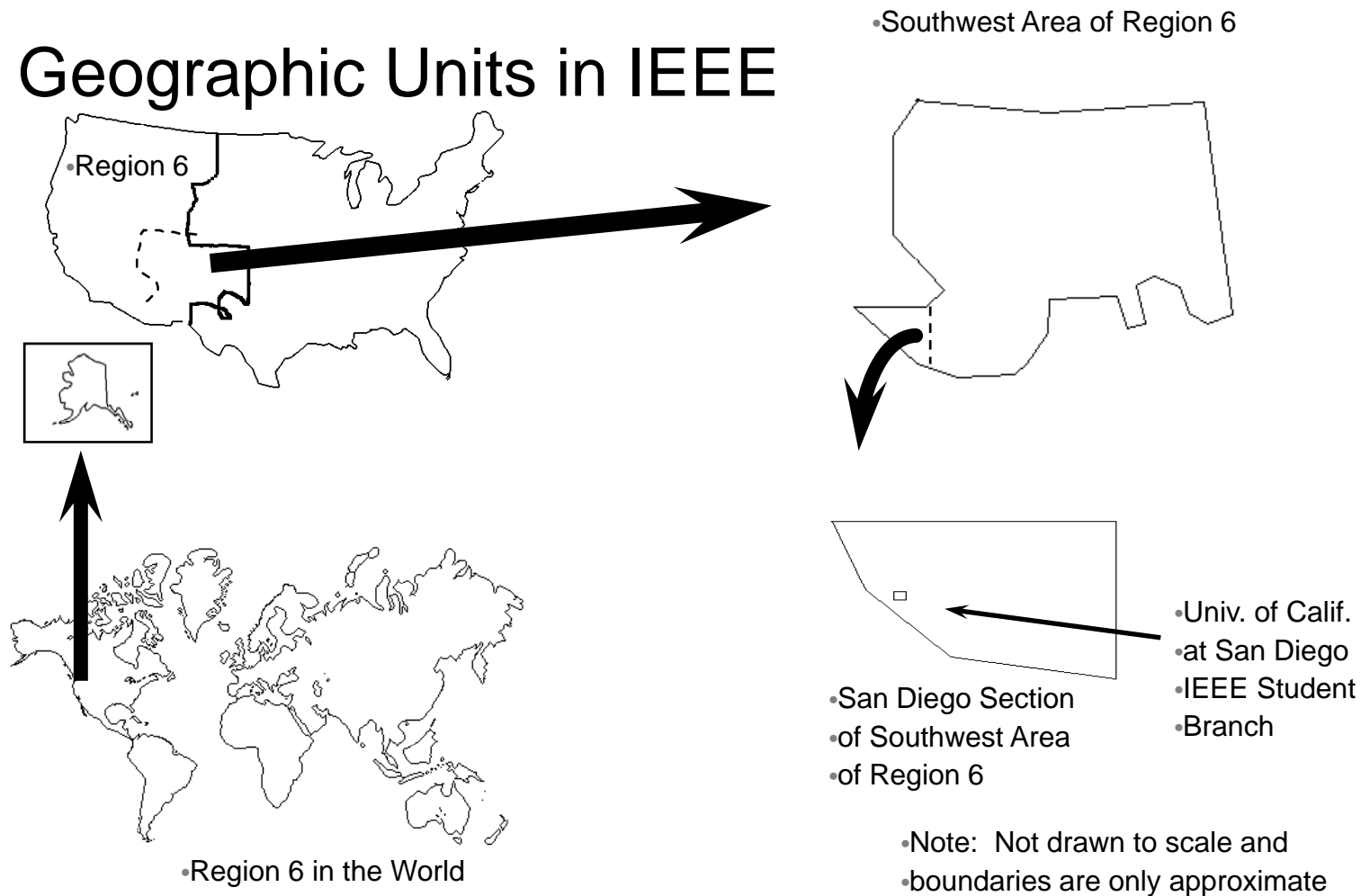
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- IEEE
 - Volunteer Organization and Staff Organization



- (Student Services is part of Member and Geographic Activities in the staff organization)

• Organization

• Geographic Units in IEEE



MGA Student Activities Committee

MISSION

To provide undergraduate and graduate students who have an interest in the IEEE designated fields, with opportunities for educational, technical and professional development emphasizing the benefits and value of continuing IEEE membership after graduation.

Who qualifies for IEEE student Membership?

- Undergraduate or graduate students taking at least 50% of a normal full-time course of study in IEEE designated (going to school at least part-time)
- Listed below are the IEEE designated fields. These are important because it is from these areas that you can recruit new student members.
 - Engineering
 - Computer Science and Information Technology
 - Physical Sciences
 - Biological and Medical Sciences
 - Mathematics,
 - Technical Communications, Education, Management, Law and Policy

IEEE Student Membership Dues



- **\$30.00 US and Canada (Regions 1-7)**

- includes Potentials magazine (6 issues per year) (online and print)
- includes Spectrum and the Institute (online and print)

- **\$25.00 all other areas of the world
(Regions 8, 9 & 10)**

- with option to subscribe to Potentials magazine for \$5.00 (online and print)
- includes Spectrum and the Institute (online and print)

-All IEEE members now have electronic access to IEEE Potentials through IEEEXplore

• BRANCH ADMINISTRATION

• The key individuals in your Student Branch include:

•

- Student Officers

- Chair

- Vice-Chair

- Secretary

- Treasurer



- Branch Counselor and/or Branch Chapter Advisor

- Branch Mentor

- Committee Chairs (also Student members)

• Student Branch Chairs

- 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 Service
- 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, as well as the local IEEE Section and GOLD Affinity Groups.



Student Branch Vice-Chairs

- Serve as the junior Executive Officer of the Student Branch.
- Chair the Program or Membership Committee.
- Monitor the progress of Branch programs.
- Fill in for the Student Branch Chair as required.
- At some Branches, may run for Chair next year for continuity.



• Student Branch Secretary



- Keep detailed records of all Branch meetings, activities.
- Carry out all necessary communications of the Branch, including the filing of reports with IEEE Headquarters.
- Maintain posters, forms and other supplies as required.
- Post a calendar of events to keep all members informed of Branch activities on the web site and other areas on campus.
- Ensure that all Branch activities are conducted under the provisions of the current Branch policies for IEEE and the university.
- Arrange for orderly transfer of all Branch records to incoming Secretary.

• Student Branch Treasurers



- Responsible for ensuring the Branch's finances are in order.
- Ensure that the Student Branch account has co-signing authority with the Student Branch Chair, Student Branch Counselor.
- Deposit all monies received promptly in the Student Branch account.
- Prepare a budget at the start of the school (or fiscal) year.
- Prepare end-of-year Financial Statements.
- Chair the Fundraising Committee.
- are Co-signing Officers (jointly with the Student Branch Chair).
- Arrange for orderly transfer of all accounts and records to incoming Treasurer.



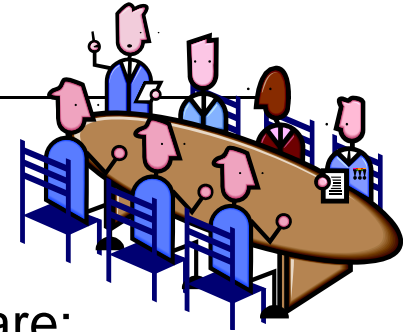
Student Branch Counselors

- Faculty members, active in the IEEE, who serve as an advisor to the Branch and its Officers.
- Appointed by the local Section Chair, upon the recommendation of the Student members and the Regional Student Activities Chair (RSAC).
- Normal term of appointment (or re-appointment) is two years.
- Provide a sense of continuity to the Branch.
- Inform other faculty members of Branch activities.
- Promote student awareness of membership benefits, awards, contests.
- Help the Branch establish Industrial contacts and works closely with the Branch Officers and the Branch Mentor.

Branch Mentors

- 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 members.
- A recent graduate with firsthand experience in Student Branch operations is an ideal candidate.
- Meet regularly with the Branch members and the Branch Counselor.
- Assist the Branch to develop effective programs.
- Provide a bridge between the Branch and the local Section by working with GOLD Affinity Group Chairs.

Student Branch Committees



Having different committees can help you develop a varied, broad-reaching program of activities. Some key committees are:

- Program Committee - responsible for planning and running the Branch's program of activities.
- Membership Committee - responsible for planning and carrying out Branch recruitment efforts, including promoting membership benefits to new and existing members.
- Publicity Committee - responsible for advertising all Branch activities.
- Finance Committee - responsible for fundraising activities.
- Nominating Committee - responsible for setting election guidelines and dates and finding suitable candidates.

• IEEE Volunteerism

- **Most of the people you will work with on**
 - **IEEE activities are volunteers.**
 - Be respectful of them and their time (plan efforts)
 - Make them feel their contributions are important
 - Make sure they get recognition
 - Thank them for their participation
 - Give them titles related to activities
 - Seek and get commitments
 - Make sure they feel they have input to the process

• BRANCH OPERATIONS

- Branch Program
- Design a varied and interesting schedule of events.
- Branch Resources <http://www.ieee.org/students> click “Branch Operations”
- Seek resources available to help you plan and implement your Branch program.
- Ensure that students are aware of awards and scholarships available to them. Visit <http://www.ieee.org/scholarships>
- Branch News
 - For the latest information <http://www.ieee.org/students>

Suggested Branch Activities

- Invite speakers on technical or professional subjects.
- Enter design competitions (e.g., Region 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.

Suggested Branch Activities (continued)

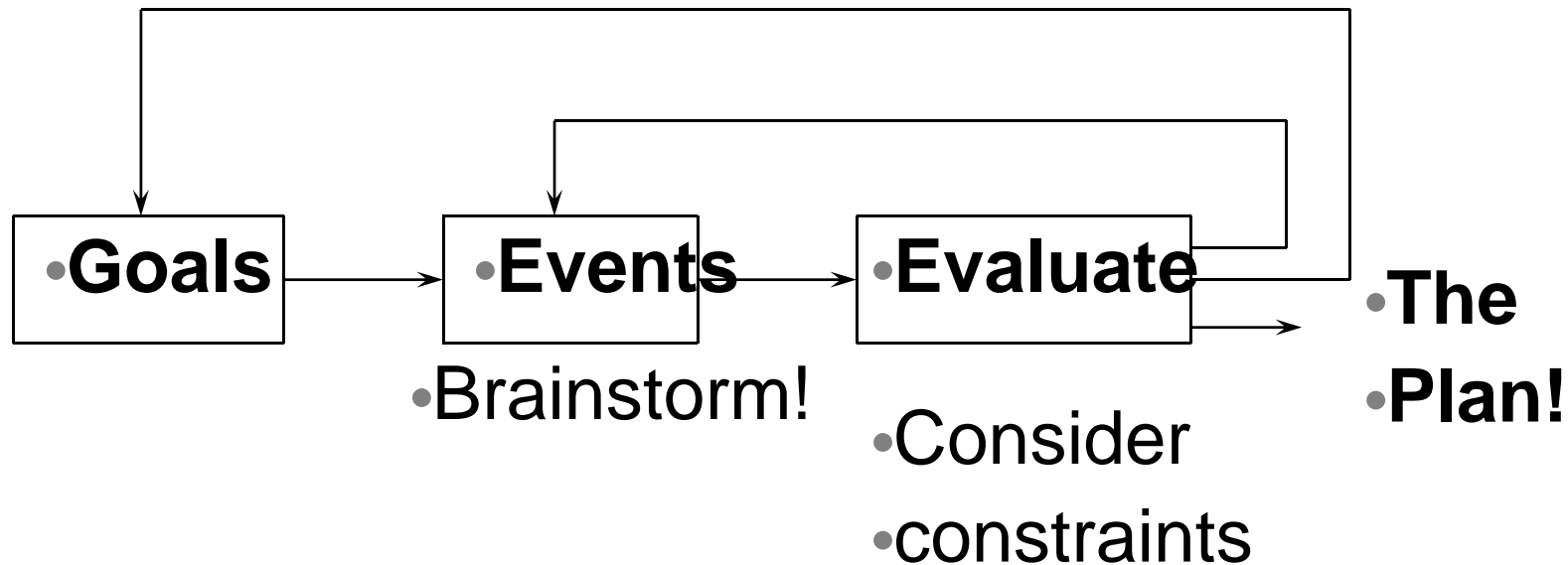
- Raise funds for charity or Student Branch projects.
- Publish a Student Branch Newsletter on the web.
- Develop a Student Branch web site. Free hosting web space at <http://ewh.ieee.org>
- Branch Chairs should use SAMIEEE to access current
 - IEEE Student membership data <http://www.ieee.org/samieee>
- 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 GOLD affinity group to welcome graduating students into the next stage of their career.

• 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 by 5% and help IEEE meet its membership goals. Every Student Branch can have an impact, retain existing members, seek new equipment)
- Visit www.ieee.org/benefits for the list of benefits for all members.
- 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
- For each event, develop an **Action Plan**

•Branch Planning



•Your Annual Branch Plan is the result!

•Branch Planning

•Need Ideas Fast? try this... Five Rules of **Brainstorming**:

- 1. Any ideas are valid (even wacky ones).
- 2. Write everything down.
- 3. Don't criticize or evaluate.
- 4. Don't be a salesperson.
- 5. Ideas form in molecules, so don't be afraid if everyone is silent

• Someone keeps time (you need a limit!) and someone is scribe to capture every idea.

•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!

•Branch Planning

- Iteration may make earlier, rejected ideas more desirable...
- For example,
 - “This road trip will need the extra funding, maybe running a coffee machine isn’t such a bad idea after all”

•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

•Branch Planning

- If you are coordinating some event, let people do their jobs.
- Keep people communicating with short status meetings
- Compliment people on accomplishments (a key to motivated volunteers)
- Plan for the unexpected! Murphy's Law...
- Reward yourselves when it is all over
- Learn from your mistakes and leave documentation for future officers!

• Branch Planning Workshop

- Develop a set of goals for the branch
- Brainstorm to find events
- Evaluate and create Branch plan and timeline of events
- Someone from the group will present (1 slide)
- State your assumptions!
- In second workshop, plan one event in detail; all resources and
- timeline with milestones (and a second presentation!)

Branch Planning Workshop Scenario 1

- Apathetic University has its share of problems. Ellen, an enthusiastic member accepted the job of Branch Chair (nobody wanted it anyway!), but:
- There are only 11 members (her friends in 4th year)
- Nobody else seems to know what an IEEE Student Branch is, including the recently appointed Branch Counselor, a new faculty member
- Ellen knows that the Branch is close to probation.
- **SHE NEEDS YOUR HELP!!**

Branch Planning Workshop Scenario 2

- At the University of Life, the seniors seem to slap together an executive committee every September. There are big EE and CS classes in this school and the Student Branch Counselor is enthusiastic but busy. The sophomores and juniors even think IEEE is for the seniors only.

WHAT SHOULD THE BRANCH DO?

Student Branch Reporting Requirements

- Each year, you must submit reports to IEEE Student Services. To encourage you to complete these, the IEEE provides you with funding - an incentive rebate. Remember, IEEE wants to hear about your activities
- Annual Plan of Activities:
 - due 1 November each year or two months after academic year begins;
 - helps you plan your activities and budget for the year;
 - allotment based on Branch members as of 31 December statistics
 - allotment of either US\$50.00 (49 members or less) or US\$100.00 (50 members or more).
- Annual Report of Activities:
 - due 1 May each year or two months after the academic year ends;
 - detailed report of activities for past year, including financial statements.
 - rebate of \$US2.00 per Branch member as of 31 December statistics.
 - One check or payment will be sent to Student Branch Counselors in December.

Student Branch Reporting Requirements

Good news – in December, IEEE will be piloting online reporting for Student Branches. If you are interested in participating, please email vtools@ieee.org. We are looking for 3 Student Branches per Region.

In spring 2009, only one online report/plan will be required from Student Branches. Officers can be reported when elections are held using the Online form starting 31 October.

•The IEEE Student Branch Calendar

- A useful tool for planning purposes.
- A good way to remind Branch members of upcoming activities.
- Should list all award deadlines.
- Post on the student bulletin board or office door.
- Student Branch Secretary should keep it current.
- Generic calendar included in workbook.



•Branch Resources

- Regional Student Representative (RSR) and Regional SAC (RSAC).
- Section Chair, Section Student Activities Chair (Section SAC).
- Branch Counselor and other faculty
- IEEE Student Services Manager (IEEE HQ).
- Contacts listed in Workbook.

• Branch Resources (continued)

Handy Web Sites for Student Branches

- IEEE Student Concourse web site
 - www.ieee.org/students
- Join the IEEE: <http://www.ieee.org/join>
- Renew your membership: <http://www.ieee.org/web/membership/renew>
- Student Branch Resources:
 - <http://www.ieee.org/web/membership/students/branchresources/stbforms.html>
- Find a Student Branch in your area:
 - <http://www.ieee.org/web/membership/students/branchlists/studentbranchesbyregion.html>
- IEEE Regional World Map
 - http://www.ieee.org/web/geo_activities/home/world_reg.html
- Student Services student-services@ieee.org

• Branch Resources (continued)

- Membership Development Order Form: <http://ewh.ieee.org/forms/md/supplies.php>
- IEEE SAMIEEE to access your Student Branch membership data
• <http://www.ieee.org/samieee>
- MyIEEE: <http://www.ieee.org/myieee>
- IEEE.tv: <http://www.ieee.org/web/membership/IEEETv/about.html>
- memberNet: <http://www.ieee.org/membernet>
- IEEE Entity Web Hosting: <http://www.ewh.ieee.org>
- IEEE Job Site: <http://careers.ieee.org>
- Student Branch Awards: <http://www.ieee.org/scholarships>

• Branch Resources (continued)

- IEEE Student Branch All Magazine Package

- ⇒ fee is US\$790.00 in 2009

- ⇒ subscription package includes over 30 IEEE magazines

- ⇒ available to all Student Branches

- ⇒ Some magazines included are:

- *IEEE Spectrum magazine*
 - *IEEE Potentials magazine*
 - *IEEE Computer magazine*
 - *IEEE Software magazine*
 - *IEEE Internet computing magazine*
 - *IEEE Power Engineering Review*
 - *IEEE Micro magazine*
 - *IEEE Personal Communications magazine*

• Student Branch Awards

- One of the BEST benefits of being a Student member.
- You should keep all your Branch members informed about the
 - opportunities.
 - Some are scholarships, others are fellowships or stipends.
 - Still others are prizes for competitions.
- Recognition for the Branch, Branch Counselor, and students.



• Student Branch Awards (continued)

• Regional Student Paper Competition

- Open to all undergraduate IEEE Student Members
- Chance to improve written and verbal communications skills
- Local competition at Branch determines winner for Area
- Competition; winners from Area Competition go on to
- Regional Competition
- Regional prizes from Life Member committee (US \$800, \$500, \$200)
- See guidelines in Handbook or contact Regional Student
- Activities Committee Chair (RSAC)

• Student Branch Awards (continued)

• IEEE Regional Exemplary Student Branch Award

- Award designed to encourage, through public recognition, exemplary Student Branch operation.
- Good goal to guide Branch planning efforts.
- No limit to the number of awards given.
- Nomination must be by an Officer of the Branch.
- Supporting documentation must be provided.

• Student Branch Awards (continued)

- Outstanding Student Branch Counselor and Advisor Award
- To recognize the important contributions of the Counselor / Advisor.
- Over 300 Counselors and Advisors have been recognized since 1979.
- Sponsored by RAB and TAB.
- Up to 1 Counselor per Region recognized each year.
- Students must submit a nomination essay (1500 or less words)
- Nomination deadline is 28 February.



• Student Branch Awards (continued)

- Larry K. Wilson Regional Student Activities Award

- To recognize the student most responsible for an **extraordinary**
- **accomplishment** associated with student activities.
- One winner per region.
- Commemorative plaque and 3 years free membership in the IEEE.
- Nomination deadline is 31 January.

• Student Branch Awards (continued)

- MGA Membership Growth Award

- Given by MGA (cannot apply for this) to the Branch in each
- Region that has highest growth (based on Branch size and %
- growth --- not just actual numbers)

- Outstanding Student Certificate

- Available free from IEEE Student Services; 1 per 100 Branch
- Members (or fraction thereof); lettering done by IEEE for your
- Branch. Give them to deserving Student Members!

- All IEEE student and Student Branch awards are on the web

<http://www.ieee.org/scholarships>



• MEMBERSHIP

- Student Membership Benefits
- Membership Group Discussion

• Student Membership Benefits

- *IEEE Spectrum magazine* online and print
- *IEEE Potentials magazine* online and print
- The Institute online and print
- Xplore online access to subscriptions <http://www.ieeexplore.org>
- Discount on technical Society memberships and publications
- 50% discount in IEEE dues for students graduating the first year after graduation
- Leadership Experience and networking with Section, Industry Leaders
- IEEE Job Site <http://www.ieee.org/jobs>
- Email alias <http://www.ieee.org/alias>
- Financial Advantage programs
- Membership card and more at <http://www.ieee.org/benefits>



• Membership Group Discussion

- Q1. Why did you join the IEEE and why did you become active?
- Q2. Why do some students neglect to renew their IEEE membership?
- Q3. How would you encourage a student to renew membership after it
 - has lapsed (expired)?
- Q4. How would you attract a first year student to join IEEE?
- Q5. How would you persuade students in other departments to join IEEE?

• 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.
- Student Branch Operations Guide has a list of 19 ideas.
- 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.



• FUNDRAISING

- Money Sources (\$\$ and/or in-kind contributions):
 - Branch bank account
 - Money from Branch Plan, and Rebate from Annual Report
 - 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

• 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
- Conduct Fundraising Workshop

- Question 1

- Question 2



• TIME MANAGEMENT

- Determine How You Spend Your Time
- Set Goals and Objectives
- Organize your Day
- Learn to Delegate



• Determine How You Spend Your Time

- Document how much time you waste each day
 - Television
 - Internet
 - Email
 - Telephone calls
 - Meetings
 - Breaks
- Handle correspondence effectively
- Handle visitors tactfully
 - Establish time limit for unexpected visitor
 - Emphasize serving and helping people meet their needs
 - Be firm but pleasant when you terminate a conversation

• Set Goals and Objectives

- Visualize yourself achieving each goal
- Ensure goals are specific and measurable
- Select a general time frame for completion
- Set goals that will not allow for procrastination
 - Do unpleasant things first
 - Do simple tasks before complex tasks
- Attack goals with enthusiasm
- Find ways to enjoy working on each short-term goal
- Evaluate your performance
- Give yourself rewards

•Organize Your Day

- Plan on paper -- Prepare a “To Do” list
- Make good use of entire day
- Use lunch hour effectively
- Use travel time productively
- Set deadlines
 - Use a reward system
 - Use a timer
- Combine activities
- Plan to stay one step ahead



• Learn to Delegate

- Make person aware of relative importance of task
- Provide necessary information and resources
- Emphasize results rather than methods
- Secure a commitment
- Set deadlines
- Schedule review sessions
- Give incentives commensurate to the task accomplished



Thank you!