Utilizing IEEE tools and resources to better organize and advertise branch events

R8 SAC June Chat Session

June 12, 2012
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Training

Elected to an Excom post in the branch? Have loads of ideas? Need guidance on how to proceed?

IEEE Centre for Leadership Excellence!
http://ieee-elearning.org/CLE/course/category.php?id=11
Training

CLE serves as a repository for all leadership training material within IEEE. Enable volunteers to enable volunteers to accomplish their jobs efficiently and effectively.

- http://ieee-elearning.org/CLE/
Training

Student Branch Chair Quick Start Guide

Team-Up with your Branch Officers and Executive Committee

Teaming up with your elected branch officers is the first step that you are required to do if you have not done so already. There are 3 other key positions in a branch, generally referred to as officer bearers which are: Vice Chair, Secretary, and Treasurer. Their roles and responsibilities are described in their modules. Branches may have more members leading the student branch for better administration. They are generally referred to as the Executive Committee; check your student branch by-laws (if any) or the Member Geographic Operations Manual for more details.

Personal contact by e-mail, phone, or even a face-to-face would help jump start building key relationships within the Student Branch Executive Committee.

It is also important for you to understand what comes under your role as being Chairperson of the Branch, and you should understand the responsibilities of Branch officers so that you can delegate tasks and guide them. Besides teaming up, your interaction with Section Student Activities Chair (SAC), Section Student Representative (SSR), and Section Chair is very important in order to get the required support for the student branch and to conduct or participate in the activities organized by the Section.

Once you find co-working officers, make sure you do report them back to IEEE. This can easily be done through the online reporting system.

Key Points:

- Who the Executive Committee members are in your Branch.
- The Requirement of serving as Branch officer or Excom member.
- Job responsibilities of Branch officers.
- Key member geographic units and their relationships among them.
- Procedure and importance of reporting the new Branch Officers online.
- What is a Student Branch and how it fits into the Section Structure.

Learn More

Browse the following questions for more information.

What is a Student Branch?

What is the Student Branch Executive Committee?
Training

CLE also offer introductory courses on many relevant topics

An Introduction to Leadership: A Primer for the Practitioner

IEEE Principles of Business Conduct and Conflict of Interest

Improving the Professional through the IEEE Code of Ethics
Important Stuff!

Officer Reporting
(http://officers.vtools.ieee.org/)

Activity Reporting
(http://sbr.vtools.ieee.org/)

Have a Website (http://sites.ieee.org/)

Rebates depends on reporting!
Organizing Events

Finalizing the event plan
Forming a team
Setting up the resources
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Financial Support
Advertising the event
After the event
Finalizing the event plan

Type of Event:
- Technical Lecture
- Social
- Outing
- Competition
- Career-oriented talk

Understand the interest of your members!

Organize events that you and other excom members would go to yourselves if it were organised by somebody else
Finalizing the event plan

Technical Lecture
(http://www.ieee.org/societies_communities/index.html)

SPAC
(http://www.ieeeusa.com/volunteers/committees/SPAC/general_info.html),
SPAV(http://www.ieeeusa.com/volunteers/committees/SPAC/spave_general_info.html)
Finalizing the event plan

Competitions
(http://www.ieee.org/membership_services/membership/students/competitions/index.html)

Pre-University
(http://www.ieee.org/education_careers/education/preuniversity/index.html)
Finalizing the event plan

Work out:

- Target audience
- Logistics
- Budget
- Timeline
Forming a team

Motivate members
IEEE has benefits for all
  - Awards
  - Social Contacts
  - Technical Knowledge
  - Sprucing up your CV
  - Having Fun!

http://www.ieee.org/about/toolkit/brand/videos.html
Forming a team

Golden rules of managing a team:

- Divide tasks
- Follow-up
- Reward
Setting up the resources

Two important things: Be professional and learn!

Resource Toolkit
(http://www.ieee.org/about/toolkit/tools/index.html)
Setting up the resources

Templates, Tools, and Resources

This section provides templates and sample documents featuring correct use of the IEEE Brand which can be customized for a variety of uses.

Just added:
IEEE Web sub-site templates

On this Page:
- Business cards
- Color palettes
- Favicon
- Letterhead
- Name badge templates
- PowerPoint presentation templates
- Web sub-site templates
- Word templates
Setting up the resources


Finding Speakers

Ask at your university
Ask local companies or organizations
Ask IEEE
  - Section
  - Other Student Branches
  - R8 SAC
  - Societies for technical speakers
Financial Support

Industry Sponsorship
  – Be concise, highlight benefits to the company
  – Be professional
  – Alias (http://eleccomm.ieee.org/)

University

IEEE entities
Advertising the event

Utilize Social media (Facebook, twitter)
Use mailing lists
Inform R8 SAC and Section SAC
Put up posters
Give away IEEE freebies at the event (MD supplies)
After the event

Reward active volunteers
Complete the expense sheet
Send event report to sponsors
Send event report to Region/Section newsletters
Publish event pictures on own website
Get Involved!

Get involved in IEEE competitions and events
Ongoing Competition

- R8 50th Anniversary Celebration Contest (https://www.facebook.com/R8AnniversaryContest)