

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

Organizing Events

- Finalizing the event plan
- Forming a team
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- Finding Speakers
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- Advertising the event
- After the event

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://iee-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/>

[Section Secretary](#)

[Section Treasurer](#)

[Section Technical Chapter Chair](#)

[Section Life Member Affinity Group Chair](#)

[Section GOLD Affinity Group Chair](#)

[Section Affinity Group Vice Chair](#)

[Section Educational Activities Chair](#)

[Section Professional Activities Chair](#)

[Section Student Activities Chair](#)

[Student Branch Chair](#)

[Student Branch Vice Chair](#)

[Student Branch Secretary](#)

[Student Branch Treasurer](#)

[Student Branch Counselor](#)

Training

Student Branch Chair Quick Start Guide

Team-Up with your Branch Officers and Executive Committee

Lesson menu

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[Team-Up with your Branch Officers and Executive Committee](#)

[Getting Organized with Tools](#)

[Documentation Management](#)

[Planning and Goal setting for Branch](#)

[Understanding your Job Responsibilities](#)

[Roles/Responsibilities](#)

[Train Your Student Branch Officers](#)

[Publicizing Section/Chapter Activities](#)

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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 your branch, generally referred to as officer bearers which are: Vice Chair, Secretary, and Treasurer. Their roles and responsibilities are described in their module. Some 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 the 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

Learning Library

[Volunteer Position Training](#)
[Career](#)
[Communications](#)
[Finance](#)
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[An Introduction to Leadership: A Primer for the Practitioner](#)

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CLE also offer introductory courses on many relevant topics

[IEEE Principles of Business Conduct and Conflict of Interest](#)

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[Improving the Professional through the IEEE Code of Ethics](#)

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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

Finding Speakers

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

[Home](#) > [About IEEE](#) > [Toolkit](#) > [Tools](#)

Templates, Tools, and Resources

♦ IEEE Brand Identity Toolkit Menu

[Brand Identity Toolkit Home](#)

[Brand Overview](#)

[Brand Videos](#)

[Brand Identity Guidelines](#)

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

Follow IEEE branch identity guidelines:

<http://www.ieee.org/about/toolkit/guidelines/index.html>

Get IEEE Supplies (if required):

<http://ewh.ieee.org/forms/md/supplies.php>

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>)