

## **CHAPTER 1: Introduction**

The IEEE was founded in 1884 with Alexander Graham Bell and Thomas Edison among its charter members. Today, the IEEE serves over 370,000 members who are geographically organized into 10 Regions, 324 Sections, and more than 1,600 Student Branches, 485 Student Branch Chapters of technical societies and over 100 Women in Engineering Student Branch Affinity groups worldwide. A Student Branch further falls under the auspices of the local Section. Over 70,000 Student members worldwide make up 13% of the membership of the IEEE and are essential to the continued growth and vitality of the IEEE. Over 50% of the current IEEE members joined as students. Not only is the IEEE the world's largest technical and professional society, it is also publishes 30% of the electrical engineering and computer science literature in the world.

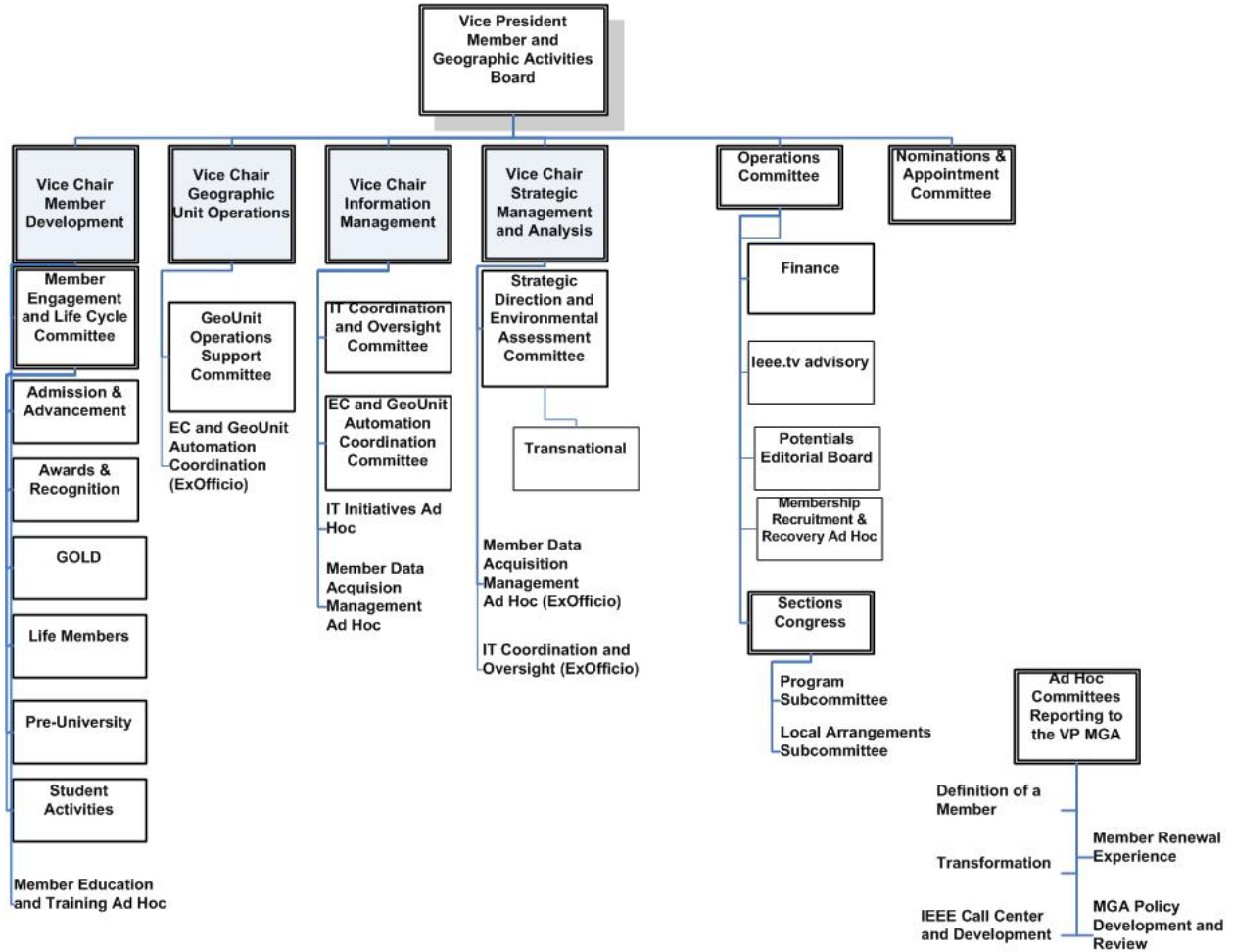
The IEEE's worldwide membership is geographically divided into ten Regions. These regions are further subdivided into Sections that serve as the centers of activity for professional engineers at the local level. Your Student Branch further falls under the auspices of your local Section.

This workbook is designed to guide you in your activities at the Student Branch level. It covers Branch Administration, Branch Operations, Membership, Fundraising, Professional Awareness Activities, and Time Management. It is meant to be a reference tool and should be made available to everyone who is interested.

It is our intention to update this workbook annually and to distribute it at the IEEE Regional Student Branch Leadership Workshops. If you have any comments or ideas on how to improve this workbook, please forward them to the IEEE Student Services Department (mailto: student-services@ieee.org, your Regional Student Representative (RSR) or your Regional Student Activities Chair (RSAC) whose addresses can be found in Appendix A.

### **IEEE Organization**

To provide services for members, IEEE depends not only on a well-trained staff but also on thousands of dedicated volunteers, including Student Branch officers and faculty counselors, Section officers, Region Student Activities Chair and the Regional Student Representative



# STUDENT ACTIVITIES COMMITTEE CHARTER

## 4.14 Students Activities Committee

### A. GENERAL

The Committee shall report to the MGA Board through MGA Member Engagement and Life Cycle Committee. Revisions to the charter must be endorsed by the Member Engagement & Life Cycle Committee and approved by the Member and Geographic Activities Board.

### B. SCOPE

To provide undergraduate and graduate students who have an interest in the IEEE Designated Fields or related professions with opportunities for educational, technical and professional development, emphasizing the value of continuing IEEE membership.

### C. FUNCTIONS

1. To provide recommendations on overall policy and procedures regarding the IEEE Student Program, Student Services and other activities, and Student members in accordance with the IEEE Bylaws and Policy Manual.
2. To continuously improve the quality of student membership activities, benefits and services.
3. To make current and prospective IEEE Student members aware of the nature and responsibilities of the engineering profession and to provide and promote opportunities for educational, technical and professional development.
4. To represent within IEEE the interests and concerns of students worldwide and facilitate interaction between Student Branches and IEEE organizational units.
5. To promote networking and the importance of relationship building to students.
6. To increase synergy between IEEE/MGA/SAC, GOLD Committees and IEEE Societies to promote the value of continued membership in IEEE after graduation.
7. To foster and support Student Branch development and outreach to prospective student members.
8. To provide vehicle for efficient communication of student activities to the individual region committees.

### D. COMPOSITION

The Committee shall have the following members:

#### Voting Members:

- ◆ Chair (Appointed by VC – Member Development)
- ◆ Vice-Chair and Branch Leadership Training Subcommittee Chair (Appointed by Committee Chair)
- ◆ Past Chair
- ◆ Student Professional Awareness Activities (SPAA) Subcommittee Chair (Appointed by Committee Chair)
- ◆ Ten Regional Student Activities Committee (RSAC) Chairs from Regions 1-10 (Appointed by Region Directors)

- ◆ Ten Regional Student Representatives (RSR) from Regions 1-10 (Appointed by Region Directors)
- ◆ Up to Six Industrial Representatives (Appointed by the Committee Chair)
- ◆ Branch Chapter Representative (Appointed by the Committee Chair in consultation with the TAB Chair)
- ◆ Branch Chapter Student Representative (Appointed by the Committee Chair in consultation with the TAB Chair)
- ◆ IEEE Potentials Editor (Publications, Products & Services Board Liaison) (Appointed by the Committee Chair and the MGA Chair)
- ◆ IEEE Potentials Student Editor (Appointed by the Committee Chair – Student Activities and the MGA Chair)
- ◆ Technical Activities Board Representative (Appointed by the TAB Chair)
- ◆ IEEE-USA SPAC Committee Chair (Appointed by IEEE-USA)
- ◆ GOLD Committee Representative (Appointed by the GOLD Chair)

The MGA Chair, MGA Secretary and MGA Vice Chair – Member Development shall receive all announcements and other documentation that is distributed to the Committee, but their participation in committee activities is not required.

Corresponding Members – may serve as appropriate by appointment of committee chair

#### **E. COMMITTEES/SUB-COMMITTEES/AD HOC COMMITTEES**

Reporting to the committee shall be the following standing Subcommittees:

- ◆ Regional Student Representative (RSR) Steering Subcommittee - Comprised of the 10 Regional Student Representatives. The function of this subcommittee is to provide recommendations for SAC approval of motions addressing policy, procedures, services and activities concerning SAC functions emphasizing the point of view of the RSRs.
- ◆ Regional Student Activities Chair (RSAC) Steering Subcommittee - Comprised of the 10 Regional Student Activities Chairs. The function of this subcommittee is to provide recommendations for SAC approval of motions addressing policy, procedures, services and activities concerning SAC functions emphasizing the point of view of the RSACs.
- ◆ Awards and Recognition Subcommittee - The function of this subcommittee is to provide recommendations for SAC approval of motions addressing policy, content and issues regarding IEEE student awards and recognition programs.
- ◆ Branch Leadership Training Subcommittee - The function of this subcommittee is to provide recommendations for SAC approval of motions addressing relevancy, content and policy issues regarding the Student Branch Leadership Training program.
- ◆ Student Professional Awareness Activities Subcommittee - The function of this committee is to provide recommendations for SAC approval of motions addressing relevancy, content and policy issues regarding the Student Professional Awareness programs and to coordinate, approve and fund, as needed, student professional awareness activities, including technical awareness, with emphasis on Regions 7-10.
- ◆ Potentials Magazine Subcommittee - The function of this subcommittee is to provide recommendations for SAC approval of motions addressing content, relevancy and policy issues concerning the Potentials magazine.
- ◆ Electronic Communications Subcommittee - The function of this subcommittee is to facilitate SAC in fulfilling its functions, as stated in the SAC charter, in the most effective way possible via electronic communications. This subcommittee will also provide recommendations on

content, policy and procedures and services associated with the IEEE web site contest and the IEEE Student Concourse.

**F. FINANCIAL AND ADMINISTRATIVE SUPPORT**

1. Funding shall be provided to the Chair, Past Chair, Vice-Chair, Student Professional Awareness Activities (SPAA) Subcommittee Chair and GOLD Representative for attendance at the two SAC meetings annually. The Regions shall fund their respective Region Student Representatives and Regional Student Activities Committee Chairs for expenses incurred by attending the Committee meeting.

## CHAPTER 2: Branch Administration

The key to running a successful Student Branch is in the administration. Enthusiasm and energy alone are not enough. What is required is a team effort where everyone contributes equally. There are several key positions in your branch administration. They consist of the Branch Officers (Chair, Vice-Chair, Treasurer, Secretary), the Branch Counselor (or Faculty Advisor), a Branch Mentor, and the sub-committee Chairs. While each has somewhat different duties, it is important that you work together as a team. All officers should promote the benefits of IEEE membership to fellow students.

The responsibility for administering Branch operations lies with your Student Branch Executive Committee. The Executive Committee should consist of all the Branch Officers, sub-committee Chairs, your Branch Counselor, and your Branch Mentor. You may also want to include class representatives or other positions should the opportunity arise. The key to an efficient and fun Executive Committee lies in regular meetings and good communications. Each member of the Executive Committee should be aware of the overall objectives for the year, as well as specific duties for upcoming events. Duplication or omission of duties arising from a lack of communications is demoralizing and leads to headaches and frustrations.

### 2.1 Student Branch Officers

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The Officers of your Student Branch are the Chair, Vice-Chair, Treasurer, and Secretary. Each Officer has specific duties, but it is, once again, very important that you work together as a team. While the Student Branch Chair is the Executive Officer of the Branch, he/she is not the "boss" with the others being his/her subordinates.

#### 2.1.2 Chair

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As the executive officer of the Branch, the Chair is the key to effective student leadership. As Chair, you are responsible for the overall management of all Branch affairs and a key motivator. To be effective, you must learn and use the skillful art of delegating responsibility to your officers and to certain selected members as required by the size and range of activity of your branch. This Leadership Training Workbook is a useful resource for developing these skills. Other helpful information is available on the IEEE Student Concourse web site at [www.ieee.org/students](http://www.ieee.org/students)

Specific Duties:

1. Preside at all meetings of the Branch.
2. Hold regular meetings of the Branch Executive Committee and serve as chair.
3. Appoint program, publicity and membership committee chairs promptly.
4. Prepare the required reports for IEEE Student Services.
  - Annual Plan – 1 November or two months after the academic year begins
  - Annual Report – 1 May or six months after the academic year begins
5. Arrange for the election of Officers on a calendar year basis and report to IEEE.
6. Ensure smooth transition of information and materials to newly elected officers and arrange orderly transfer of Branch records.
7. Work with and coordinate some activities with Section and Region officers.
8. Communicate frequently with other officers.

### **2.1.2 Vice-Chair**

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The Vice Chair frequently oversees committee responsibilities and always shares the workload of the Chair. Since you are an important member of the Executive Committee, you can do much to motivate Branch Activity.

Suggested Duties:

1. Chair the Program and Membership Committees.
2. Organize field trips or special events beyond regular program efforts.
3. Arrange for refreshments at Branch meetings.
4. Assist the Chair in following up on assigned committee responsibilities.
5. Perform all functions of the chair in his/her absence or upon request.

### **2.1.3 Secretary**

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The Secretary maintains all Branch records and supplies for the Branch.

Specific duties:

1. Submit to IEEE Student Services the Newly Elected Officers Form.
2. Keep detailed records of each Branch meeting.
3. Maintain stationery and other IEEE forms and supplies as required by the Branch.
4. Maintain Branch membership roster and committee assignments list.
5. Be responsible for all Branch correspondence.
6. Post a calendar of events.
7. Assist Chair to ensure that Branch activities are conducted under the provisions of the current Branch Constitution and Bylaws.
8. Arrange for an orderly transfer of all Branch records to the incoming secretary.

### **2.1.4 Treasurer**

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The Treasurer is responsible for maintaining the financial accounts of the Branch. Since final approval of a project may depend on the finances available, it is imperative that all records be kept current and as accurate as possible.

Specific duties:

1. Maintain the appropriate Branch accounts.
2. Prepare an annual budget and submit the annual plan of activities to IEEE Student Services by 1 November or two months after the academic year begins.
3. Prepare the final Financial Statement and submit the annual report of activities to IEEE Student Services by 1 May or six months after the academic year begins.
4. Oversee all fund-raising efforts, working with Branch Chair and Counselor.
5. Arrange for an orderly transfer of all Branch financial records to the incoming Treasurer.

## **2.2 Student Branch Counselor**

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The Branch Counselor is a University or College faculty member, an active IEEE member, who serves as an advisor to the Branch and its student Officers. As the Officers usually change annually, and sometimes more often, the Counselor lends a very important sense of continuity to Branch affairs. As such, the Branch Counselor is a key individual whose participation is vital to the success of a Branch.

The Branch Counselor is appointed by the local Section Chair, upon the recommendation of the Student members of the Branch and the consultation of the Regional Student Activities Chair (RSAC), and serves with the approval of the Department Head. The appointment (or re-appointment) is normally for two years. In addition to a vibrant and good working rapport with the Student Officers, the Counselor should be in frequent contact with the Section Student Activities Chair (Section SAC). He or she should act as a liaison with the Section, the Region, and IEEE Headquarters, and should be familiar with all aspects of Branch operations.

Specific duties:

1. Ensure that information from IEEE Headquarters is transmitted to the student officers.
2. Attend Executive Committee meetings and assist Branch Committees.
3. Participate in regional meetings.
4. Consult with Section Student Activities Committee (SAC), Regional SAC Chair (RSAC), Regional Membership Development chair or Regional Director about Branch Activities or problems.
5. Promote the online application for all new student applications and the online renewal for existing student and graduate student members.
6. Foster good relations with the local section and encourage students to establish regular liaison with the Section SAC Chair.
7. Establish industrial contacts for Branch programs and activities in conjunction with the Branch Mentor.
8. Promote student awareness of awards, contests and benefits of membership.
9. Interest other faculty members in the activities of the Branch.

## **2.3 Branch Mentor**

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To maximize the interaction between IEEE Student Branches and the local Sections. Student Branch Mentors should be appointed. A GOLD member, young professional or recent graduate may be ideal. Frequent communication between students, young professional and Section members is important to help students become an active part of IEEE while a Student member and, as a result, will maintain their membership after graduation.

A Branch Mentor is a Section member not associated with the university who is appointed by the local Section, in consultation with the Student Branch members, to serve a specific IEEE Student Branch. It is anticipated that each Branch Mentor will be a member of both the Section Student Activities Committee and the Student Branch Executive Committee. He or she will



provide guidance, serve as a liaison between the Student members and the Section, and encourage new graduates from the branch to maintain their membership and stay involved in IEEE activities.

Branch Mentors:

- Meet with the Student Branch regularly
- Participate in the Section Student Activities Committee
- Assist Student Branches in developing programs
- Provide a bridge between the Student Branch and local Section
- Work with the Student Branch officers, the Counselor and the Section Student Activities Committee

Program Benefits:

- Increase interaction between Student Branches and local Sections
- Complement the efforts of existing Branch and Section student activities
- Improve retention of recently graduated members
- Provide Student Members an additional view of IEEE and its many activities and benefits
- Improve student/faculty/industry cooperation
- Increase young member participation in Section activities

If your Branch would like to participate in this program, and would like some help in finding a Branch Mentor, you should contact your local Section Chair. Branch Mentor appointments should be registered with IEEE Student Services.

## **2.4 Student Branch Operating Committees**

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It is quite seldom that any event you plan will attract all the members from your Branch. Instead, you must plan a varied program, based on a cross-section of interest. Having different operating committees can help you achieve this goal of a balanced, broad-reaching program of activities. By having several subcommittees, you can also involve more of your members in the planning and leadership of many activities. A Branch with many active members is one that will have a successful program of activities; a Branch where only a few are involved will soon find itself tired and unenthusiastic.

Before you decide to form a new committee, you must determine precisely what function the committee is to serve and what steps must be taken to achieve the prescribed goals. Since a committee is only as productive as its leadership, it is essential that your committee chair either have the necessary organizational and leadership abilities, or be given the time to develop those abilities. There are many successful engineers in industry now who will attest to the fact that their IEEE Student Branch was the first place they were given a chance to develop their leadership and communication skills. Do not worry if your volunteers are unsure of what to do at first. Guide them along, give them some time, and they will develop the skills they need.

You should keep in mind that not all committees may exist every year. Some years, you may have an abundance of volunteers and more activities than historically normal. Other years,

you may find students unwilling to volunteer their time. If you have lots of committees and a large program, that's great. You should then try to focus your efforts on trying to maintain this new level of participation. If, however, you find a lack of volunteers and a very small program, don't be too discouraged. Do the best to run a scaled-down program. While it may seem to you that your effort is in vain, don't forget that at the same time, you are developing your own organizational and leadership skills.

Once again, depending on the size of your Branch, the number of committees will vary. In a small Branch, many of the duties may be assumed by the Executive Committee, or you may find that every member is an active member. Some key committees are:

- Program Committee – responsible for planning and running your Branch's program of activities for the year. A program of meaningful activities (both technical and social) can help increase your membership and participation.
- Publicity Committee – responsible for advertising all Branch activities. This may also involve public relations with non-engineering faculties and the general public.
- Membership Committee – responsible for planning, organizing, and carrying out Branch recruitment. Each member of this committee should have a thorough knowledge of membership benefits, Branch programs, and be able to answer questions such as "Why should I join the IEEE?".
- Finance Committee – responsible for helping the Treasurer plan fundraising activities.
- Nominating Committee – responsible for setting the election guidelines and dates prior to the annual election of Officers. This committee must ensure that all candidates are Student members in good standing at the time of their declaration, and should pay careful attention to why an individual is running.

Remember that planning and organizing activities is excellent project management experience. The professional marketplace places premiums on these skills.

## CHAPTER 3: Branch Operations

Effective Student Branch Operations comes from knowing how to develop a varied and interesting program of activities for your Student members, using the vast resources at your disposal, and informing students of the many awards and scholarships that the IEEE sponsors. The intent of this section is to provide you with some ideas on how to revitalize your Branch if it has been inactive, or how to provide new services to your members if your Branch is alive and well.

### 3.1 Branch Program

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In planning your activities (or Branch program) for the year, it is important to keep in mind that you must design a varied and interesting schedule of events. It doesn't matter whether your Branch has ten members or 200 members – students will not give up their precious free time to attend boring meetings or work on disorganized projects.

Experience throughout the years has shown that it is impossible to satisfy the interest of all Student members with just one type of activity. Some students join solely for the technical benefits, others for the social benefits, and still others for a combination of both. One way to come up with an interesting list of activities is to have a brainstorming session with your Executive Committee. Have each person take a different point of view and compile a list of events. You can then discuss this list in greater detail and decide which projects would be worthwhile to undertake. Keep the list generated during the brainstorming session, as ideas might be useful during the year.

When choosing an event, you should ask yourself several questions to evaluate the potential of that event. Among the things you should consider are:

- Will this event attract new members?
- Is the event actually feasible? Do you have the resources to carry it through? (e.g. time, people, funding)
- How will it satisfy the needs of existing members?
- Does it meet a specific need of your Branch?
- Will you need to undertake a fundraising effort to hold this event?

Once you have decided on a program of activities for the year, you need to find the people to help you organize these activities. By having a varied program, you can involve members that are not on your Executive Committee. These team efforts give each member the chance for some leadership experience. By delegating the responsibility and authority, you not only reduce the workload for yourself, you also give the other members a chance to actively participate and improve their skills. The more people you get involved in planning and organizing events, the more people you will have attending those events. If your Branch is viewed as being "elitist", you will quickly find that members don't have the time to help, and your Branch will gradually become inactive. You should take every opportunity to involve as many members (and even non-members) as possible.

Depending on the size of your Branch, you may have a Program Committee that takes care of all the events, or a collection of sub-committees for each event. Either way, if you approach the tasks with the following attitude, you will improve the chances of your program being a success:

- Always approach the program as a professional, everyone's time is precious;
- Establish a reasonable timeline and stick to it;
- Keep everyone who is involved up-to-date with written or oral reports. If someone feels left out, he or she is less likely to contribute;
- Whenever possible, utilize the special talents of all your Student members in the committee;
- Remember to have fun while you are doing things.

The following is a list of some activities that Student Branches have undertaken in past years. You can also refer to the Student Concourse web site at [www.ieee.org/students](http://www.ieee.org/students) for up-to-date information on Branch Programs.

- Schedule speakers on technical or professional subjects;
- Enter design competitions (e.g., robotics, Micromouse, or other design competitions);
- Hold Student Professional Awareness Conferences (S-PACs);
- Hold Student Professional Awareness Ventures (S-PAVes);
- Design a Student Branch web site and enter the Web site contest;
- Organize field trips to Industry;
- Give tutorials to junior students;
- Organize sales of lab kits, lab manuals, solved past exams;
- Raise funds for charity or Student Branch projects;
- Participate in IEEE conferences;
- Publish a Student Branch newsletter;
- Participate in Engineering awareness programs;
- Visit other Student Branches;
- Host an annual "Welcome Back" or "End of School" picnic.

### **3.1.1 Branch Planning**

To ensure the success of any Branch program, careful planning is crucial. First, look at the big picture. Assess the state of your Branch; identify major goals and objectives for the year; identify activities that will allow you to meet these goals and objectives. For each activity, develop an Action Plan.

An excellent method to generate ideas and to crystallize details for activities is brainstorming. Everyone participates and all ideas are considered valid. After all the ideas are listed, rank them to determine the best ones for a particular event. This evaluation process must include a consideration of Branch goals, resources and constraints. To arrive at a final plan may involve an iterative process. Once you decide on a plan, implement it. Use the annual plan of activities to outline ideas.

### **3.1.2 Branch Planning Workshop**

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Break into groups of six with no two people from the same school. Choose a representative for each group who will clearly and concisely discuss the ideas generated by the group. When dealing with these scenarios, develop a set of goals for the Branch and create an Action Plan, including timelines with milestones.

You may want to repeat these exercises with your Executive Committee when you return to your respective schools.

#### **Branch Planning 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 Scenario 2**

At the University of Life, the seniors seem to slap together an Executive Committee every September. There is a big EE class 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?

### 3.1.2 Reporting Requirements

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To help you plan your activities for the year, and to help the Executives in the years following you, the IEEE has updated the activity reporting required from Student Branches in 2010. Student Branches now have to submit one activity report per year online and report their officers. Join the Student Branches worldwide using this new tool and let us know about your activities.

The URL is

<http://sbr.vtools.ieee.org/>

By completing the Student Branch activity reporting online, you will be providing IEEE with important information about activities and finances, and who helps your branch and provide feedback. By submitting the online reporting, you will also receive the rebate and allotment in December to help support your activities. The online form is due two months after the academic year ends at your university or in May whichever is more convenient. The Student Branches will receive a combined payment of the Student Branch rebate/allotment, which is based on membership statistics as of the previous 31 December. 2010 rebates and allotments will be based on membership as of 2009. IEEE Student Branches are supported through the rebate program annually and by December each year, upon submitting the online form, a rebate of US \$2.00 per Student member of the Student Branch and an allotment of either US\$50.00 (for Branches with 49 or less members) or US \$100.00 (for Branches with 50 or more members).

Once you save the activity report, you are required to send copies to your faculty counselor for signature by entering his/her email address. You should also enter email addresses to send copies of the report electronically to the Regional SAC Chair (RSAC), and your Regional Student Rep-representative (RSR – their email addresses are included in the online form. Also copy the local Section Student Activities Chair. They are all IEEE volunteers interested in the great activities being organized by Student Branches worldwide so share the knowledge.

Another important part of the requirement is to make sure you report new officers and the counselor at least annually. Please use the online form to report new Student Branch officers

<http://ewh.ieee.org/forms/scs/interactofficerform.php>

Admittedly, the incentive rebates are to get your activities started. However, the point of filling out these reports is not to receive the rebates. You should be completing these reports to evaluate the success of your program and to provide some continuity for future years and to meet IEEE requirements. IEEE does require that Student Branches report their activities and maintain a minimum of ten Student members each year. We look forward to hearing from you.

### 3.1.3 The IEEE Student Branch Calendar

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A useful tool in planning, and in keeping your Student members up to date is to publish a Student Branch Calendar. You can post a monthly calendar on the student bulletin board, web site or on the door of your Branch office. The calendar should be kept current by the Student Branch Secretary, and should list all the award deadlines. Table 3.1 contains a sample calendar that lists key dates that you should keep in mind. This calendar can also be found on the Student Concourse web site at [www.ieee.org/students](http://www.ieee.org/students).

#### Sample Student Branch Calendar

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**September** 1 IEEE membership full-year dues cycle begins. 16 August through 28 February, full-year prices are in effect for all new applications. Supplies of membership brochures for the current year are sent to all Student Branch Counselors who request them. Branch officers assume official duties. Start membership drives.

Deadline for IEEE Power Engineering Society Student Prize Paper Award in Honor of T. Burke Hayes.

30 IEEE sends renewal notices to all current members. You should remind these members of the benefits of membership and encourage all of them to renew their membership. Renewal [www.ieee.org/renewal](http://www.ieee.org/renewal)  
Join [www.ieee.org/join](http://www.ieee.org/join) myIEEE [www.ieee.org/myieee](http://www.ieee.org/myieee)

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**October** Promote IEEE membership to new and existing members. Start plans for fall by submitting your branch reporting.

15 Deadline for Student Branch Centers of Excellence proposals.  
Deadline for Motorola/IEEE Components, Packaging and Manufacturing Technology Society Graduate Fellowship for Research on Electronic Packaging.

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**November** 1 Deadline for IEEE Microwave, Theory and Techniques Society Graduate Fellowships.

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**December** 15 Student Branch rebates will be issued to branches who submitted their reporting.



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**January**      10    Complete membership lists sent to Student Branch Counselors as of 31 December.

Deadline for IEEE Neural Networks Council Summer Research Grant.

**31**    Deadline for IEEE Regional Student Paper Contest in Region 9 (Latin America) and Region 10 (Asia, Pacific). Awarded annually.

\*31    Deadline for Larry K. Wilson Regional Student Activities Award nominations (Regions 1-6 and 9).

Second renewal notice sent to members who have not yet paid their dues. Renew online at [www.ieee.org/renewal](http://www.ieee.org/renewal)

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**February**      \*1    Deadline for IEEE Life Members' Fellowship in Electrical History. Awarded annually.

Deadline for the IEEE Regional Exemplary Student Branch Award (Regions 1-3,5,6,8-10). Awarded annually.

15    Deadline for entries in the Regional Student Paper Competition in Region 3 (Southeastern US).

\*28    Deadline for IEEE Outstanding Counselor and Advisor Award nominations to IEEE Student Services.

\*28    Deadline for new IEEE President's Change the World Competition

Deadline for RAB Larry K. Wilson Regional Student Activities Award nominations in Region 10 (Asia, Pacific).

IEEE members in all Regions 1-10 who have not renewed their membership dues for the current year are designated as in arrears.

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- March**
- 1 IEEE membership half-year dues cycle begins. 1 March through 15 August all new members pay half price for IEEE and technical society memberships. Promote half-year IEEE and society memberships during second membership drive. All half-year applications must reach IEEE with payment by 16 August.
  - \*1 Deadline for nominations for the Exemplary Student Branch Award in Region 4 (Central US).
  - \*31 Deadline for RAB Larry K. Wilson Regional Student Activities Award nominations in Region 7 (Canada) and 8 (Europe, Middle East, Africa).  
Deadline for Regional Student Paper contest in Region 5 (Southwestern US).  
Inform IEEE Student Services of Outstanding Student Award recipient (allow four weeks for preparation of certificate). Each Branch may order up to one certificate annually for every 100 Branch members or fraction thereof. If your Branch has 102 members, you can order two outstanding student certificates at no charge. The order must be placed by the Branch Counselor or Branch Chair.
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- April**
- 1 Deadline for IEEE Regional Student Paper Contest in Region 2 (Eastern US). Awarded annually.
  - 1 Deadline for IEEE Student Branch web site Contest entries to Regional Student Activities Chairs (RSACs).  
Hold Branch elections and notify IEEE Student Services of new Counselor and officers for the next academic year. Use appropriate form to report new officers and allow for smooth transition of information and materials to new officers.  
Prepare information for Annual Report of Activities.
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- May**
- 1 Deadline for submission of Annual Report of Activities (required).
  - \*15 Deadline for Richard E. Merwin IEEE Computer Society Scholarship.  
Deadline for the Regional Exemplary Student Branch Award and Regional Student Paper Contest in Region 7 (Canada).  
  
Deadline for IEEE Engineering in Medicine and Biology Society Student Paper Contest.  
Deadline for IEEE Industry Applications Society Myron Zucker Undergraduate Design Award.  
Deadline for IEEE Nuclear and Plasma Sciences Society Graduate Award.
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**June**      \*1      Formulate the Branch program for the upcoming academic year and record information on the Annual Plan form.  
Arrange for new committees to meeting.  
Help next year's officers by organizing Student Branch records  
Arrange for the transfer of Branch records to new officers.

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**December**    15      Branch Rebate checks sent to Branch Counselors if Annual Report was received in May.

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### 3.2    Branch Resources

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There are a number of resources available to help you plan and implement your program of activities. Local agencies such as the Association of Professional Engineers or the Chamber of Commerce can help you find technical and non-technical speakers. Local industry may also be willing to provide speakers and tours of their facilities. Finally, the network of IEEE volunteers is your biggest asset. A partial list of available resources follows:

1.    IEEE Computer Society Distinguished Visitors Program. The Computer Society has established a list of more than 50 distinguished speakers who are funded to speak at Student Branches. A list of speakers may be obtained by writing to:  
  
IEEE Computer Society  
Headquarters Office  
1730 Massachusetts Avenue, N.W.  
Washington, D.C. 20036-1992  
[www.computer.org](http://www.computer.org)
2.    Distinguished Visitors Program sponsored by other IEEE Societies. Information and a list of these speakers is on the web at. This list is continually updated as more societies and speakers join the program. <http://www.ieee.org/portal/pages/tab/cha/lectweb2.html>
3.    Faculty members on campus, including those in other engineering departments, law, business, medicine, can also provide interesting speakers.
4.    The Section Student Activities Chair can provide you with help in finding speakers, arranging tours, organizing a Student Paper Competition, and finding financial support.
5.    Your Branch Counselor and Branch Mentor can provide you with help in finding speakers, arranging tours, and finding financial support at the Section or Region level.

6. For information on IEEE resources, grants, scholarships, and awards that the IEEE sponsors, you can visit the Student Concourse web site at [www.ieee.org/stcholarships](http://www.ieee.org/stcholarships).

### **3.2.1 IEEE Web site and Web accounts**

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One of the fastest ways to find out information on the IEEE is the web site ([www.ieee.org](http://www.ieee.org)). A variety of resources are available using the search engine on the site. Since more and more services are being offered via the Internet, each IEEE member should have an IEEE web account at [www.ieee.org/web/accounts](http://www.ieee.org/web/accounts). Please report your Branch email address and web site url. This information will be added to the list of all Student Branches on the Student Concourse web site. By reporting your Branch web site and email address to IEEE Student Services ([student-services@ieee.org](mailto:student-services@ieee.org)), you will also be added to the Regional email lists for Student Branches. We will be using email as a way to communicate with Student Branch officers in the future.

### **3.2.2 IEEE Student Branch Library Subscription**

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One resource that is a significant benefit to Student members is an in-house library of all IEEE magazines. All Student Branches can order the Branch Magazine Package for US \$790.00 in 2009. Customer Service will process all orders.

#### ***2009 IEEE Student Branch Magazine Package***

The Student Branch magazine package includes subscriptions to over 30 IEEE magazines for one low price! For IEEE Student Branches only! For just US \$750 Student Branches will have access to the wealth of information available in IEEE publications. Starting a Student Branch library can be a great resource and benefit for Student Branch members. A Student Branch can order the magazine package to help meet the needs and interests of IEEE Student members.

- Aerospace and Electronic Systems Magazine
- Annals of the History of Computing
- Antennas and Propagation Magazine
- Circuits and Devices Magazine
- Circuits and Systems Magazine
- Communications Magazine
- Computer Magazine
- Computational Intelligence Magazine
- Computing in Science and Engineering Magazine
- Computer Graphics and Applications Magazine
- Control Systems Magazine
- Design and Test of Computers Magazine
- Electrical Insulation Magazine
- Engineering in Medicine and Biology Magazine
- Engineering Management Review
- Industry Applications Magazine
- Intelligent Systems Magazine

- Internet Computing Magazine
- Instrumentation and Measurement Magazine
- IT Professional Magazine
- Micro Magazine
- Microwave Magazine
- Multimedia Magazine
- Network: The Magazine of Global Internetworking
- Pervasive Computing Magazine: Mobile and Ubiquitous Systems
- Power & Energy Magazine
- Potentials Magazine
- Robotics and Automation Magazine
- Security & Privacy Magazine
- Signal Processing Magazine
- Software Magazine
- Spectrum Magazine
- Technology and Society Magazine
- Vehicular Technology Magazine
- Wireless Communications Magazine

This subscription must be in addition to a university subscription to IEEE publications and should not replace existing university library subscriptions.

To order, Student Branches should send their request and payment to IEEE Student Services for the package – pub ID: 500-459 for USD\$790. Subscription can be paid via: check made payable to the IEEE (payable on a bank in the USA), bank drafts or money orders (payable on a bank in the USA) or a credit card (American Express, Visa, MasterCard, Diner’s Club, and EuroCard). Please mail or fax your order with payment to the following address in order to take advantage of this special program:

IEEE Student Services  
 445 Hoes Lane  
 P.O. Box 1331  
 Piscataway, NJ 08855-1331 USA  
 Fax: +1 732 463 9359  
 Phone: +1 732 562 5392

In the USA and Canada, call 800-701-4333, 24hours a day, 7 days a week. Outside the USA and Canada, call 732-981-0060. IEEE Customer Service: 445 Hoes Lane, Piscataway, NJ 08855 USA, Fax: +1 732 981 9667, email: [customer-services@ieee.org](mailto:customer-services@ieee.org)

### 3.3 Student Awards

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Among the benefits of being an IEEE Student member are the many awards and scholarships for which students are eligible. One of your duties in providing a well-rounded program to your Branch members is to ensure that they are informed of the opportunities available to them. This document contains information about some of the standard IEEE student awards. Most regions sponsor specific awards, and details of these awards, are administered on a regional basis. Additional details may be available as an appendix to this document. Information on all IEEE awards is available at <http://www.ieee.org/scholarships> and your RSAC. for Region specific competitions or paper contests.

#### 3.3.1 Student Paper Competition

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The IEEE administers an Institute-wide undergraduate Student Paper Contest. The arrangements, rules, and policies governing the contest come from the Regional Student Activities Committee Chair (RSAC). Each January, an extensive package of information is sent out to each Student Branch. However, the main details will be repeated here for your convenience.

The purpose of the IEEE Student Paper Competition is to offer student members the opportunity to exercise and improve both written and verbal communication skills. As we move toward a global community, effective communication skills are becoming increasingly important. Whether you go into advanced studies, research and design engineering, sales, or management, you will be required to write reports and give presentations. Skills that you develop and use now will give you an edge when you enter the working world.

Only papers from undergraduate Student members are eligible to be entered into the contest. Non-members may enter only if a completed membership application (**including full payment of dues**) is received at the time of entry. All other entries must be rejected. It is not fair to members in good standing if someone enters and "promises to join" if they win. The Branch Chair and Branch Counselor must ensure that only valid entries are accepted. IEEE Student Services can verify IEEE memberships.

Papers entered should cover technical, engineering, management, or societal aspects of subjects reasonably within or related to areas with which the IEEE is concerned. The paper can be one written for a course project or work term report or can be one written specifically for the contest. It is not necessary to write a special paper for the contest. However, it is expected that some effort will be required to ensure that the paper meets the necessary guidelines.

Details of the paper contest differ from Region to Region. Cash awards for the top three papers in each Regional Contest are provided by the IEEE Life Member's Committee. In 2001, the awards increased to:

First place	US \$800
Second place	US \$500
Third place	US \$200

Detailed rules are available from your RSAC and are generally distributed several months prior to the contest. The Student Paper Contest Hall of Fame is on the web at [http://www.ieee.org/portal/pages/membership/students/awards/sc\\_studentpapershall.html](http://www.ieee.org/portal/pages/membership/students/awards/sc_studentpapershall.html)

### **3.3.2 IEEE Regional Exemplary Student Branch Award, Regional Outstanding Student Branch Award and MGA Outstanding Student Branch Award**

The purpose of this award is to encourage, through public recognition, exemplary Student Branch operation. By providing a list of documentation filed throughout the school year, the Student Branch demonstrates its exemplary operations. There is no limit to the number of awards given, i.e., all Branches in a Region are eligible. However, the Branch must conform to IEEE Bylaws, have an active program, and show how it supports IEEE goals. The Branch nomination must be submitted by an officer of the Branch by completing the information lists on the Exemplary Student Branch Award Nomination Form. A completed form should be sent to the Regional Student Activities Chair. For more information on this award, you can visit the Student Concourse web site at [www.ieee.org/scholarships](http://www.ieee.org/scholarships). Selected Exemplary Student Branches will receive a customized certificate. From the winners of the Regional Exemplary Branch Award, the Region will select one Regional Outstanding Student Branch Award recipient. The ten IEEE Regions submit their Regional Outstanding Student Branch Award recipients to Student Services to compete for the MGA Outstanding Student Branch Award annually. From the ten Regions, one Student Branch will be selected to receive the MGA Outstanding Student Branch Award, a certificate and a US \$1,000 cash award.

### **3.3.3 Outstanding Student Branch Counselor and Chapter Advisor Award**

In 1979, the IEEE Outstanding Branch Counselor and Advisor Award was established to recognize the important contributions of the faculty Counselor or Advisor. Since then, over 200 IEEE Counselors and Advisors have been recognized for their vital efforts on behalf of the IEEE, its Student members, recent graduates, and student activities.

This award is sponsored by the Member and Geographic Activities Board and the Technical Activities Board of the IEEE. Each year, up to ten outstanding Counselors and Advisors (one per Region) will receive a cash award in recognition of their contributions. Winners will be those who, through their work as Counselors and Advisors, exemplify the IEEE's commitment to the educational, personal, professional, and technical development of students in IEEE related fields on interest. Award recipients receive a US \$500 cash award and a personalized certificate. The Student Branch submitting the winning nomination(s) also receives a US \$200 cash award.

To nominate your Branch Counselor or Branch Chapter Advisor for this award, you must submit an essay (not to exceed 1500 words) on why you feel he/she has earned the qualifications of "Outstanding Branch Counselor and Advisor" for the academic year. Each November, your Branch will receive a mailing from IEEE Headquarters that provides more details on this award and includes a nomination form. If you need some information before that time, you can contact *IEEE Student Services*. The nomination deadline for this award is **28 February**.

### **3.3.4 Larry K. Wilson Regional Student Activities Award**

The purpose of this award is to recognize annually, in each Region of the IEEE, the student most responsible for an extraordinary accomplishment associated with student activities. The value of a pattern of dedicated, ongoing service to a Branch is certainly recognized. However, this award is designed to reward a particular event or product of IEEE activities. The student most responsible for a worthy accomplishment may be nominated by a Branch Counselor, Section Chair, or Section SAC Chair. The nominator(s) shall complete a nomination form and forward it to the Regional Student Activities Chair (RSAC). Nominees must be Student members of the IEEE at the time of the accomplishment. The incumbent Regional Student Representative (RSR) is ineligible.

The nominations will be judged by a committee appointed by the Regional Director or his/her designee (RSAC). This regional committee will be responsible for establishing guidelines for judging, while maintaining fairness, objectivity, and high standards. Student nominees will be judged primarily on the impact of their accomplishment on the quality of student activities within the Region and the IEEE as a whole. If no nominations of sufficient stature are made, no award will be given for that year. Only one award per region will be presented each year.

This award consists of a plaque and three years free membership in the IEEE. Presentation of the award will be arranged by the Regional Director at an appropriate Regional occasion. The results will also be published Institute-wide at the earliest opportunity. A detailed package, including a nomination form, is sent to Student Branches in November. The deadline varies per region and is on the Student Concourse web site at [www.ieee.org/scholarships](http://www.ieee.org/scholarships). If you need more information, you can contact IEEE Student Services or your RSAC. This award is sponsored by the Member and Geographic Activities Board (MGA) of the IEEE.

### **3.3.5 IEEE Student Enterprise Award**

Through donations, we are continuing the IEEE Student Enterprise Award with US \$9,000 in annual funding until 2011. The objective of the competition is to provide the opportunity for IEEE Student members to work with others on an engineering project, while simultaneously strengthening IEEE Student Branch programs. Topics may be of a technical or non-technical nature ranging from research on state-of-the-art technology to community service programs. A Student Branch can be awarded up to US \$1,500 to complete the project.

#### **Rules**

- Each Student Branch may submit only one proposal a year.
- Proposals must be in English.
- Goals must be stated in the proposal and evidence must be given to indicate that a number of Student Branch members will be involved.
- Proposals are to be a **maximum** of six pages in length.
- Submit the proposal in word or PDF to [student-services@ieee.org](mailto:student-services@ieee.org) no later than midnight, 15 November.
- Winning Branches are required to submit brief progress reports as requested in addition to an interim and a final report.



Proposals are evaluated by a subcommittee of the MGA Student Activities Committee. The judges carefully consider each proposal and score it on the basis of the following judging criteria.

- Report Appraisal 30 points  
Statement of Problem/Project  
Statement of Proposed Solution  
Arrangement and Clarity
- Prior Thought and Research 20 points  
Research Done  
References
- Subject Appraisal 20 points  
Usefulness and Practicality  
Feasibility and Accomplishments
- Benefits of Proposal 30 points  
Potential for Student Involvement  
Contribution to Student Professional Development

If you have any questions, please contact: IEEE Student Services,  
Telephone: +1 732 562 5527/; email: student-services@ieee.org

### **3.3.6 IEEE Student Branch Web Site Contest**

All IEEE Student Branches are eligible for the web site contest. Each Student Branch may enter one web site, regardless of the number of Student Branch Chapters exist. The current rules and guidelines are on the web:

[http://www.ieee.org/web/membership/students/scholarshipsawardscontests/IEEE\\_Student\\_Branch\\_Web\\_Site\\_Contest.html](http://www.ieee.org/web/membership/students/scholarshipsawardscontests/IEEE_Student_Branch_Web_Site_Contest.html)

Each region will select a regional jury that will decide the regional winner(s), which are then forwarded to MGA SAC for judging in the international contest, where all ten IEEE Regions will compete. Based on the judging criteria, SAC will give international awards in US dollars and a customized award certificate for the Student Branch and the web master as listed below:

First place	\$ 1,000
Second place	\$ 750
Third place	\$ 500
Runner-up	\$ 250 each

For Student Branches wanting or needing web hosting space, please visit the IEEE Entity Web Hosting (EWH) site at <http://ewh.ieee.org>. Be sure to follow the IEEE Master Branch guidelines, because they are part of the judging criteria for the contest.

## Contest Deadlines

I Branches submit their URLs no later than 15 March to their Region. Some of the Regions may require you to submit your entries earlier. Please contact your RSAC for the exact date of entry for your region.

II: Each regional judging panel sends regional selections to the SAC judging panel in the finals based on the following formula:

A Region that has greater than 10 entries but less than 20 can submit 2 entries in the finals

A Region that has greater than 20 entries can submit 3 entries in the finals

### **3.3.7 Computer Society Richard E. Merwin Scholarship**

Each year, the IEEE Computer Society offers up to four scholarships of \$3,000 to recognize and reward students who are active leaders in their Student Branch Chapter. The award amount is for one academic year (9 months) and is paid in three quarterly installments (September, January, and April). Graduate students, juniors, and seniors in electrical engineering, computer engineering, computer science, or a well-defined computer related field of engineering, who are *active members of the Computer Society Student Branch Chapter at their school* are eligible to apply. There is no restriction on the receipt of other awards or scholarships in conjunction with receiving this scholarship. However, the applicant must be enrolled as a full-time student (as defined by his or her academic institution) during the course of the award, and must have a minimum GPA of 2.5 out of 4.0, or equivalent, for *all undergraduate course work*.

Application form available from the IEEE Computer Society:

IEEE Computer Society  
Headquarters Office  
1730 Massachusetts Avenue, N.W.  
Washington, D.C. 20036-1992  
<http://www.computer.org>

The judging for this award is carried out by a broad-based panel of active Computer Society members. The primary factors considered are involvement in Chapter activities (worth 40%), academic achievement (worth 30%), a letter of evaluation by the Branch Chapter Advisor (worth 20%), and involvement in other extracurricular activities at your school (worth 10%). An official copy of your transcript must accompany your application form. As a condition of the award, each winner must submit a brief statement outlining his or her accomplishments, especially those relating to Branch Chapter activities, during the course of the award. The application deadline for this award is generally around **15 MAY**. However you should contact the Computer Society for the exact date.

### **3.3.9 IEEE Life Member's Committee Fellowship In Electrical History**

The IEEE fellowship in Electrical History provides for \$8,500 and up to \$2,000 additional for tuition and fees for one year of full-time graduate work in the history of electrical engineering and

technology at a college or university of recognized standing. Identification and description of a research project of value is an important part of the application procedure. The fellowship is made possible by a grant from the IEEE Life Member's Committee Fund and is awarded by the IEEE History Committee. The deadline for this award is generally **1 February**. For more information, including an application form, contact:

Director  
IEEE History Center  
Rutgers The State University  
39 Union Street

New Brunswick, NJ 08903-5062  
Tel: +1 732 932 1066

### **3.3.9 Member and Geographic Activities Board Certificate Awards**

The Member and Geographic Activities Board (MGA) presents certificates to recognize membership growth and outstanding contributions to Student Branches.

- **Student Branch Membership Growth Award**  
Annually, one Student Branch per Region is selected. The greatest level growth, automatically calculated by MGA, is based on a composite rating considering the highest percentage of increase in membership and highest number increase in membership relative to other Student Branches within each Region.
- **Outstanding Student Certificate**  
Each Student Branch may award one certificate for each 100 Student Branch members, or fraction thereof, to recognize outstanding contributions to Student Branch or Branch Chapter activities.
- **Student Branch Support Certificate**  
MGA staff will issue a certificate upon request from a Student Branch Counselor or Chair representatives to recognize contributions by student officers or counselors.
- **Outstanding Design Award Certificate**  
Upon request, each Student Branch may request an award certificate(s) for its "Outstanding Design Project Team". Award determinations are made by the IEEE Counselor and the Design instructor.

## CHAPTER 4: Membership

Attracting new members is an opportunity and challenge for most Student Branches. Student membership has continued to grow in the U. S. and Canada at a steady, but not overwhelming rate. While student membership in Europe, Middle East, Asia and the Pacific countries has grown dramatically over the past several years. Student Branches have natural attrition, through graduation and to members letting their membership lapse and retention of Student members while in school and after graduation. It is the responsibility of the Student Branch Membership Committee to distribute accurate information about the benefits associated with IEEE membership. Take a moment to reflect on why you joined the IEEE and why you have remained a member. Not surprisingly, the more active you are in the IEEE as a Student member, the more likely you are to remain an IEEE member throughout your career. Over 53% of current members, joined IEEE as students.

Every prospective member should be informed about the basics associated with membership. All Student members receive:

- **IEEE Spectrum**, an award-winning publication. With a monthly circulation of over 360,000, Spectrum is the world's most widely read electrical and electronics magazine. It contains timely articles on the status of the profession, careers and education, applications of state-of-the-art technology, and various historical and tutorial issues. IEEE Spectrum online is also available to all members.
- **IEEE POTENTIALS**, a publication geared towards Student members. Six issues per year, this bi-monthly magazine covers career issues, technical topics, Student Branch activities, and subjects of general interest to Student members and young professionals. For students in the U.S. and Canada, the print version of Potentials is included with dues. All other students have an option to subscribe. All IEEE members have online access to this publication for technology's innovators through IEEE Xplore.
- **The Institute**, a bi-monthly newsletter supplement to Spectrum. This newsletter informs the IEEE membership about IEEE activities affecting its members and the profession. Print and online for all members.
- Access myEEE, the member portal at <http://www.ieee.org/myieee>. Find out about your subscriptions, member benefit updates and local Section and chapter updates
- A substantial discount on IEEE Society publications. Students can join the Computer Society, Communications Society, Engineering in Medicine and Biology Society, or Power Engineering - any other of the 39 technical societies at approximately 50% off the normal member rate. The principal advances in the various fields are reported in the technical periodicals of the IEEE Societies. You should take note that some societies, e.g., the Power Engineering Society, offer students the chance to join their society at **no cost** for the first year.

IEEE email alias, web account and access to online publications and subscriptions.  
All local Section newsletters, membership card, awards and scholarships.

You should also try to find ways to add value to their membership at the Student Branch level. For every event you hold, there should be a member price and a non-member price. This way, by participating in more events, students get more value for their money. Through activities that your Branch hosts, students may have the chance to learn about professional development skills, make personal contacts with Section members in industry, and personally grow by actively participating.

When someone asks you that obvious question, "Why should I join?" you should be able to look at your own experience and give him/her some reasons why you joined. When people ask you why they should join, what they really want to know is why you joined and what you have gained.

When you are recruiting new members, it is important to consider other faculties and departments beyond electrical or computer engineering. Students in engineering physics, engineering science, biomedical engineering, computer science, science, physics, mathematics, information technology or information science can all benefit from IEEE benefits, products and services. The professional, technical, and social activities that a Branch can offer them transcend the boundaries of faculties or departments.

Student member who qualifications are described below:

- Undergraduate or graduate students
- 50% of a normal full-time course of study (at least part-time studies)
- IEEE designated fields are:
  - Engineering
  - Computer Science and Information Technology
  - Biological and Medical Sciences
  - Mathematics
  - Physical Sciences
  - Technical Communications, Education, Management, Law, and Policy

## **Student Branch Development Best Practices**

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### **1. Make sure you make committee appointments**

This is a crucial first-step. At one of the first business meetings of your Student Branch, have food and beverages available and ask for volunteers for committee appointments. Membership development and public relations are two key positions. This person does not have to be experienced in Membership Development but they should be willing to learn and have time available to develop and implement membership goals and plans.

### **2. Develop a Membership Plan**

An effective membership plan is driven by data, and integrates multiple membership development tactics. Be sure to familiarize yourself with these data sources and tactics.

### Analytics (SAMIEEE)

Most membership development decisions have both a qualitative and quantitative component. Judgment, experience, and creativity play strong roles, as do data, models, and analysis. IEEE Student Branch Counselors and Chairs are automatically provided access to the SAMIEEE database. The data is updated three times a week, pulled directly from the IEEE's membership database, reflecting the most current information. Specific data access is based on the reporting of the current Student Branch officers.

<http://www.ieee.org/organizations/vols/samieee/>

### Member-Get-a-Member Program

The Member-Get-a-Member Program encourages members to recruit fellow students to become IEEE members. As a reward for their efforts, they receive credit that can be used toward the following year's IEEE dues, IEEE Society fees or the purchase of IEEE products and services. Alternatively, members can donate the value of their credit to the IEEE Foundation. This program runs from 1 September to 15 August each year <http://www.ieee.org/mgm>

### **3. Using the IEEE Online Application**

Students are required to join IEEE and renew membership online. IEEE will only accept membership applications and/or renewals from Students via the web. To accommodate this change, paper application forms and renewal forms for students are not being produced. IEEE will continue to offer a brochure highlighting the benefits of Student membership. These brochures are distributed to Sections and Student Branches in September.

Here are tips on using the IEEE system. The online Student application has improved access and which allows students from any school in the world to join IEEE online. Features include:

- Join IEEE online with a credit card
- Students self-certify that they qualify for IEEE student membership
- Undergraduate or graduate students taking at least 50% of a normal full-time program/course of study in IEEE designated fields are eligible for student membership in IEEE
- Improved data integrity since the Student enters his/her information directly. No re-keying of data is required.
- Print and mail option for those that do not have a credit card

IEEE is aware that there are many students who do not have a credit card. Students who wish to pay by check or other means can still make use of the online application form. Once the online application or renewal form has been completed, the user will be presented with an option to “Continue to Checkout”, or “Print and Mail with Payment”. By choosing the “Print and Mail” option, the information that has been entered is temporarily stored and matched with the form when it arrives at the IEEE Operations Center with payment. This policy was implemented in 2005 and Student Branches continue to adapt well to the new process.

### Running a membership recruitment campaign on campus

Student Branches can set up a computer in the IEEE office or conference room to enable the prospective

students to join online right there and pay the dues with cash or other form of payment. The students can then select the “print and mail” option and pay the Student Branch in local currency. The Student Branch membership committee can then send the group of applications, a list of the member names and IEEE member numbers, and send with one payment to the IEEE Operations Center for processing. The Student Branch officers can then let the students know about some of their upcoming activities and how to find out more information, connecting them to the local IEEE quickly.

#### **4. Searching for your School in the IEEE Online Application**

When students join or renew, they need to provide their school information. In the online application system, the school search uses key words. For example, if you enter \*Texas\*, using the asterisk as a wild card, any school with the name Texas in it will appear. We do not use acronyms in the IEEE database. With over 1,600 IEEE Student Branches at universities and colleges worldwide, an acronym like MIT could mean several different educational institutions e.g. Massachusetts Institute of Technology, Manipal Institute of Technology, Macau Institute of Technology, Madras Institute of Technology. In most cases, we also use standard abbreviations such as:

Univ university, universidad, universitat  
Inst institute, instituto  
Eng engineering  
Tech technology, technical

The school search is important because that is how we track Student members. If the correct school is not selected by the new student or renewing student, then your Student Branch may not be credited with your excellent recruiting efforts.

#### **5. Establish realistic membership goals**

Whether the goal is to increase membership retention by 3% or grow membership recruitment by 5%, an effective membership development plan needs to have quantifiable metrics. Your Student Branch recruiting efforts help the IEEE. Meet its MD goals. Remember, that your Student Branch rebate is based on membership statistics as of 31 December each year. The better your recruiting efforts, the higher your \$2 per member rebate will be when you submit your report next year. Plan activities with other student organizations on campus.

#### **6. The Student MD officer cannot do all the MD work that will be needed**

Invite other students, GOLD Affinity group members (recent graduates), faculty members and others with some available time to help share the work. The tasks can yield profound results. Something as simple as designating an individual the “brochure person,” responsible for bringing membership brochures and making sure there is a computer with internet access set up so students can join online to every Student Branch event, will ensure a membership recruitment presence for non-members in attendance. Designating an individual as a “greeter” at an event will establish a welcoming environment.

SAMIEEEE is an IEEE web account (<http://www.ieee.org/web/accounts>). The Branch membership list can be used to check the new students who joined IEEE or to contact current, active members to send them information about activities. It can also be used to run a list of students who have not renewed their current year's membership (called "arrear"). Sending your annual reporting with current Branch Counselors and Chairs is very important. Only those officers reported to IEEE will have access to SAMIEEEE.

### **7. Promote IEEE Membership**

Does your Student Branch have a web site? This is one of the best ways to introduce IEEE to prospective members, inform existing members about activities and give the public a great impress of your Student Branch. Host your Student Branch web site on Entity Web Hosting (EWH) <http://ewh.ieee.org/>. Display member benefits on all IEEE Student Branch Web pages and provide a link to the online membership application. Have a staffed membership table with brochures and related MD materials at all Student Branch meetings. Recognize those local companies who support IEEE activities and membership.

*Important Note:* Membership Promotional Supplies – IEEE membership brochures and other promotional supplies are available for free to Student Branches. Please keep the quantities ordered reasonable and give us at least three weeks to ship materials. There are over 1,600 Student Branches worldwide. Membership development kits will be sent to all Student Branch Counselors in August. Additional supplies can be ordered online at: <http://www.ieee.org/mdsupplies>

### **8. Communicate Value and Benefits**

Communicate the benefits and services offered by IEEE at all meetings and activities. Before you can communicate the value of IEEE membership, you need to first know the benefits of membership. A list of IEEE member benefits can be found in this manual, and are also available at: [www.ieee.org/benefits](http://www.ieee.org/benefits). Plan activities to retain existing members and remind members and value of the benefits of IEEE membership. Students receive all the benefits of membership that professional members due, at a fraction of the cost. Technical information is still one of the main reasons members join IEEE, so remind members that they have online access to both IEEE Spectrum and IEEE Potentials magazines. In the U.S. and Canada, a print subscription to Potentials magazine is included with membership dues. All other students can subscribe to Potentials magazine for only USD \$5.

### **9. Reward your MD volunteers**

Acknowledge the volunteers who help advance your membership development activities and plans. Present them with certificates of accomplishment, buy them lunch.

### **10. IEEE Merchandise**

There is IEEE merchandise for purchase. This is a great way to promote awareness of IEEE on campus. Visit <http://www.ieee.org/merchandise>

### **11. Use SAMIEEEE**

Student Branch Counselors and Chairs have access to SAMIEEEE, Section/Society Access to Membership Information. The new version of SAMIEEEE is a web enabled query tool that allows ad-hoc querying, reporting



and downloading of IEEE's membership data using Analytics. This means that Branch Counselors can now generate a list of the current Student Branch members at anytime it is needed. All that is needed to access the officers reported to IEEE and updated in the database will have access to this tool. For details, please visit <http://www.ieee.org/samiee>

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## IEEE Member Benefits

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Knowing how IEEE can benefit others requires an understanding of all the benefits IEEE offers. IEEE is the world's largest technical society, bringing Members access to the industry's most essential technical Information, networking opportunities, career development tools, and many other exclusive benefits. IEEE membership benefits break down into two categories: (1) Core Benefits received by all individuals who join IEEE, and (2) Premium Benefits, which are available exclusively to IEEE members at an additional cost.

Additional memberships are also available—Society, Standards and Women in Engineering memberships enrich the IEEE experience.

### **(1) Core Benefits**

*Knowledge - Staying current with the fast-changing world of technology...*

[myIEEE](#) - a one-stop personalized web portal providing IEEE members with convenient access to IEEE's member benefits and account management

[IEEE.tv™](#) - internet television offering exclusive programming about technology and engineering to IEEE members, and accessible from myIEEE, the members-only portal

[IEEE memberNet](#) - an online search and networking tool that enables members to connect with technical and engineering experts worldwide

[IEEE Spectrum Magazine](#) - 12 monthly issues (print) and online, digital delivery

[The Institute Newsletter](#) - 12 monthly issues (4 print, 8 online)

[IEEE Potentials Magazine](#) - 6 issues (online). Print editions for student members in U.S, and Canada; optional for USD \$5 for all other countries. Members can subscribe for USD \$15.

[IEEE Xplore](#) - table-of-content and abstract access to 1.2-million documents

[What's New @ IEEE](#) - produced monthly, electronic newsletters on technical topics (10 topics to choose from)

[Microsoft software](#) – New for 2008, the IEEE, in conjunction with Microsoft, is pleased to offer a wide selection of development software to IEEE Student members. All new IEEE Student members and those students that renew will qualify for free Microsoft software.

## IEEE Member Benefits (cont)

***Community - Belong to the network and buying power of 375,000 members in 150 countries...***

IEEE Mentoring Connection – available to members after graduation, this online tool matching young IEEE members seeking professional guidance and counseling with veteran IEEE members willing to share their knowledge and life experiences

IEEE Sections - network with others in the local member community, and participate in local educational events

Technical Chapters - engage with others through informative technical meetings

Student Branches – opportunities to network with student members at universities and colleges

IEEE e-mail alias - with virus protection and spam filtering

ShopIEEE discounts - membership paying for itself, with as much as 50% off IEEE products

IEEE Conference registration discounts

Volunteering - opportunities that build leadership skills and networking opportunities

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***Profession - Empowering members to build and own their careers, and venues to give back to society...***

IEEE Job Site - locate career opportunities easily and confidentially

Career Alert - a weekly email newsletter containing career advice plus the job of the week from the IEEE Job Site

Awards- recognize the accomplishments of technologists and engineers worldwide

Scholarships - enhance your resume with an IEEE scholarship

Consultants Database - a service available for matching technical consultants with clients

Today's Engineer - monthly webzine devoted to the issues affecting IEEE members' careers

## **IEEE Member Benefits (cont)**

### **(2) Premium Benefits (benefits requiring an additional fee)**

Expert Now IEEE™ - short courses and workshops delivered online in one-hour learning modules, offering Professional Development Hours (PDH) or Continuing Education Units (CEUs) to help maintain licensing or certification

IEEE Member Digital Library - access up to 25 articles a month from any IEEE publication or conference proceeding

Proceedings of the IEEE - leading authoritative resource for in-depth research coverage, tutorial information and reviews

Continuing Education Partners Program - up to a 10% discount on online degree programs

Insurance Services - customized selection of insurance products, designed for the professional technologist and engineer

Financial Services - receive discounts on financial services from IEEE's partnering companies

Home & Office Services - substantial discounts on products and services for your home and office

Travel Services - enhancing the overall travel experience for IEEE members and their families

Decide What IEEE Membership Means to you!

- Informs
- Provides status
- Provides leadership opportunities
- Network with the profession
- Helps develop interpersonal and communication skills
- Education for the profession
- A forum for technical discussion
- Recognition

## Responding to Frequently Asked Objections

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How to manage membership <http://www.ieee.org/myieee>

How to join <http://www.ieee.org/join>

How to renew <http://www.ieee.org/renewal>

How to add services <http://www.ieee.org/addservices>

How to update your address. The best way is through myIEEE <http://www.ieee.org/myieee> or [http://www.ieee.org/web/membership/join/update\\_profile.html](http://www.ieee.org/web/membership/join/update_profile.html)

I joined as a new member but I am not receiving my publications <http://www.ieee.org/publicationdelivery>

I joined as a new member but I have not received my membership card  
<http://www.ieee.org/memberservices>

My name is not spelled correctly, how do I correct it? <http://www.ieee.org/memberservices>

Are there travel grants for individual students to attend conferences? IEEE does not have a formal travel grant program, however, many conferences do offer programs for students. Please check with the conference organizers, you can find contact information for IEEE sponsored and co-sponsored conferences using the Conference search at [www.ieee.org/conferencesearch](http://www.ieee.org/conferencesearch) or check with the Society sponsoring the conference.

## **4.1 Workshop Exercises**

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Break into groups of six with no two people from the same school. Choose a representative for each group who will clearly and concisely discuss the ideas generated by your group. When dealing with these situations, answer as many questions as you can in the time given – this is not a test!

You may want to repeat these exercises with your Membership Subcommittee when you return to your respective schools.

**Question 1:**

Why did you join the IEEE and why did you become active in the IEEE?

**Question 2:**

Why do some students decide not to renew their IEEE membership?

**Question 3:**

How would you persuade a student to renew his or her membership after it has lapsed?



**Question 4:**

How would you attract first-year students to join IEEE?

**Question 5:**

How would you persuade students in other departments, such as Computer Science, Information Technology, Biomedical Engineering or other departments to join IEEE?

## CHAPTER 5: Fundraising

One of the more important aspects of running an IEEE Student Branch is fundraising. As discussed in Section 2.4, fundraising falls under the responsibility of the Finance Committee. The rebate and allotment funds issued by IEEE Headquarters in return for submission of your Branch Plan and Annual Report will, in most cases, only start as a basis for operation funds for your Branch. Funds are needed to hold activities to help your Branch be more than a collection of people who subscribe to the same technical magazines. Some of the largest Student Branches run this risk and have to work hard to have an active, valuable program. It is important to encourage students to join the IEEE for more than the technical journals and to give them opportunities to participate and help organize Branch activities. It only takes one group of officers to change that in your Student Branch. Successful fundraising efforts will generate money for your Branch, allowing your Branch to host more events. Believe it or not, an active program of events (both technical and social) will lead to more members and more money. More importantly, however, the events that fundraising will allow you to hold, will help your Branch develop a meaningful identity.

In his article, "Running a Successful Student Branch", that appeared in IEEE Potentials magazine, Dr. Gerald Karam gives some tips and the different demands for the timing of money:

1. *Operating money* – for items that require payment on a continual basis;
2. *Seed money* – money up front for activities that will at least break even;
3. *Subsidy money* – for projects in which the charges to members are below cost;
4. *Capital money* – for things to buy.

When planning your fundraisers, you should take these four demands into consideration. Quite often, a particularly successful fundraiser will allow you to hold an immediate event and allocate the remaining funds towards future endeavors.

There are many different ways to raise funds. It is important to realize that a project that works for one Student Branch, may not work for another branch. Some suggestions for fundraising are sponsoring a vending machine in your engineering building, selling lab manuals and class notes, and selling engineering paraphernalia or preparing a resume book or database of the IEEE members for recruiter visits on campus. While you may not find all those ideas useful at your particular Branch, they can help you think of other ideas that will work.

Not all fundraisers have to be targeted at engineering and computer science students. For example, if your Engineering or Computer Science department has good computer equipment, you might be able to raise money by helping students in other departments spruce up their term papers and reports (e.g., adding color to the cover page, scanning in pictures). Providing tutorial services on computer lab software is also a good idea. Remember that some professionals pay top dollar to have an hour of instruction on word-processing, spreadsheet, or database software.

When planning your fundraising project, it is important to ensure that your actions are professional and represent the image of engineering in a positive way. For example, if you decide to sell silk-screened T-shirts, the image on the shirt should not be offensive in any way. You must also be very careful that the media you use to advertise the event is not offensive in any way. This is often trickier than you think: at a

recent IEEE Canada Operating Committee meeting, one of the members took a slight offense to a project called "Spend a Day with an Engineer"; this IEEE member's background was in computer science. Of course, gender and racial bias will not be tolerated.

Purchase IEEE T-shirts, pens or other merchandise and resell them to your co-members.

Prepare a resume book and sell it to local industry or on-campus recruiters.

Sell coffee, doughnuts, sandwiches, ice cream, and soda in the IEEE room or student-faculty lounge.

Construct electronic devices such as power supplies to sell to students at school.

Conduct a raffle. Computer equipment, cameras, or stereo equipment are popular giveaways. Sometimes items will be donated by retailers for the publicity alone.

Operate a parts bin. Ask recent graduates to donate or sell parts

IEEE Sections should support Student Branch programs. Ask your Section SAC Chairman for assistance in running a meeting or for financial aid for Branch projects.

Apply to the Student Government Association or the Engineering or other Department for Student Branch support.

Apply for listing in the Alumni fund roster.

Request donations for Branch projects from industry. Consult your Section Chair or Section Student Activities Chair for assistance.

Sponsor movies, pizza parties or other social programs and charge admission.

Hold an auction or flea market of used or surplus electronic equipment.

Run a football/basketball concession or booth.

Park cars for football and/or basketball games.

Hold an IEEE car wash.

Obtain some old file cabinets, put locks on them, and rent them out to students for equipment and book storage.

Install a vending machine with proceeds going to the Branch.

## **5.1 Workshop Exercises**

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Break into groups of six with no two people from the same school. Choose a representative for each group who will clearly and concisely discuss the ideas generated by your group. When dealing with these situations, answer as many questions as you can in the time given – this is not a test! Try to consider the different demands on money, short term and long term goals, and whether your idea sounds good to a lot of people or only to you. For example, hosting a peanut butter pizza night is not exactly the ideal fundraiser.

You may want to repeat these exercises with your Fundraising Committee when you return to your respective schools.

### **Question 1:**

It is the beginning of the year and you have very little money, if any, to hold an IEEE event. You would like to hold something soon before the assignments and labs start to bog everyone down. How would you go about simultaneously raising money and planning an event in less than two weeks?

**Question 2:**

You want to hold a huge IEEE event at the end of the term; you have four months to prepare. How would you raise funds and what guidelines would you follow?

At what point should you have 50% of the funds needed? 100% of the funds needed?

**Question 3:**

What are some types of fundraising that your Branch could initiate, which may not provide benefits immediately, but that will result in funds for future Executive Committees?



#### **Question 4:**

Often companies are a good source of funds. How could an IEEE event be used to advertise or sponsor a company in return? How can you establish a good relationship with a firm so you are not stepping on anyone's toes?

## **Suggested Ideas in Response to Questions:**

### **Question 1:**

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Often you can get a free speaker and have the event itself be a money raiser or break even occasion, or perhaps lure the speaker with the promise of potential customers. For example, invite a representative from a department store to give a talk on how to dress for interviews and distribute 10% off coupons to those in attendance. This provides an incentive for your members to shop at their store. Often engineering students have one of their parents working in a scientific or technical field. Approach one of these students if his/her parents live in the area and ask if his/her mother or father would be interested in giving a talk on engineering related field. Perhaps some engineer or scientist you worked with during a work term would be willing to do a free talk. It is important to remember that you should provide some incentive for the speaker, perhaps take them out to dinner before the event. This cost is rather small.

### **Question 2:**

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### **Question 3:**

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### **Question 4:**

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- Make sure your branch keeps a list of past company sponsors and a contact name for each as well as the past events they have sponsored and have refused to sponsor. This is important so that you don't step on anyone's toes.
- Make sure the company's name appears on all posters or printouts concerning the event.
- Host events that require the use of a company product in some way.
- Send a thank you letter to the contact person in the company and to appropriate executives in the company acknowledging your appreciation for the participation of your contact person. A little politics never hurts.

## CHAPTER 6: Student Professional Awareness Activities

Through our schooling, we all receive a good grounding in the technical aspects of the field we have chosen. However, to be a good engineer or technologist today requires more than just technical proficiency. We must be able to communicate effectively, be aware of our responsibility to society, and be technical experts. To help students explore the "non-technical" aspects of their chosen career; the IEEE has developed two programs that supplement the technical education gained through school:

- Student Professional Awareness Conferences (S-PACs)

Introduced in 1979, S-PACs is student-organized conferences that focus on the transfer of "non-technical" knowledge from successful professionals to students. An S-PAC is a one-half day or full day conference at which speakers discuss their experiences related to professional awareness issues of concern to IEEE student members and young engineers and technologists.

- Student Professional Awareness Ventures (S-PAVes)

Introduced in 1993, the S-PAVe is a complimentary program to the S-PACs. It allows for activities of any nature, except those that duplicate an S-PAC. Whereas an S-PAC does not exceed one day, an S-PAVe can span days, weeks, or even months. However, it should not exceed one school quarter or semester.

### 6.1 Professional Awareness Issues

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In general, all Professional Awareness issues can be classified into one of six categories. When planning an S-PAC or an S-PAVe, you should try to cover a few of these categories.

#### A. Career development and maintenance (*Career Growth*)

- How do I get my Professional Engineer license?
- Can a graduate degree help advance my career? Should I get an MSEE or M.B.A. or other degrees?
- How do I continue my education while I am working?
- Can engineers make effective managers? If so, when should I start considering a change?
- What if I don't want to go into management? How do I remain a technical specialist?
- Trade secrets, patents, copyrights...who owns the intellectual property rights to inventions I develop at work? What about inventions on my own time while I am working for a company?

#### B. The realities of getting a job and the working environment (*Working*)

- If I don't get a job when companies come to my school and recruit, how do I go about looking for one after I graduate?
- How can I find a summer job that will relate to what I'm studying?

- Where can I go to improve my resume writing skills?
- Where can I go to learn how to improve my interviewing skills?
- When looking for a job, should I consider a large company, a small company, a consulting firm?
- What about after I get some experience? How do I start my own company? How do I go about finding clients?
- What about short-term contract work to gain some experience?
- Where can I go to find a more experienced working professional to act as my mentor and/or role model?

C. Ethical standards and conduct (*Professional Ethics and Societal Responsibility*)

- What standard do I apply to my dealings with colleagues, other employees, clients, and the public?
- What should I do if my personal or professional integrity is in conflict with my company's policies?
- When is it o.k. to "blow the whistle" on others?
- What happens if I get sued over something I designed?
- What if I get asked to be an "expert witness" in a court case?
- What is the relationship between technology and society?
- What can be done to raise the public's awareness of the engineering profession?

D. Personal management skill development (*Self-Management*)

- How can I learn to manage my time for now and for the future?
- Where can I learn about financial planning skills?
- Do I need to carry professional liability insurance? How much do I need to carry?
- When should I start planning for my future? Pensions? Investments?
- I can't seem to keep the meetings that I chair on track. Where do I learn some meeting management skills?

E. Our role in shaping and building public policy (*The Engineer and Public Policy*)

- What is involved in interacting with government and regulatory agencies?
- Where can I learn about legislation that affects me?
- How come "non-technical" people are making the rules that restrict what I can do?
- What can I do to get involved in influencing or changing public policy?
- What about running for office?

F. The function of professional societies, such as the IEEE, in your career and your profession  
*(Role of the Professional Society)*

- What is the benefit of volunteer activities?
- What do I personally get out of being involved in the IEEE?
- Will active involvement in professional societies provide me with experience that I would not normally get from my job? If so, how can this help me?

## **6.2 Student Professional Awareness Conferences (S-PACs)**

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S-PACs are planned, organized, and implemented by IEEE Student Branches. Presenting an S-PAC allows students to gain valuable management experience and self-confidence. The initial suggestion for an S-PAC may come from the students themselves or from other IEEE members (e.g., a professor or a Section representative). IEEE volunteers can provide experienced counsel and encouragement, but the students bear the full responsibility for all aspects of the S-PAC.

Electrical engineering and technology students are the primary participants in S-PACs, although students in other engineering disciplines may be invited. Students at nearby schools also may be invited to participate, in order to ensure a larger audience. S-PACs permit students to learn from the varied experience of successful professionals. Furthermore, they have the potential to increase student membership and encourage ongoing participation in the IEEE.

The Student Branch should establish a tentative date for its S-PAC (lead time of six months is recommended) and appoint a Planning Committee of six to ten people. The Planning Committee is responsible for organizing the program, obtaining financial support, making meeting arrangements, finding the speakers, and promoting the S-PAC.

Successful S-PAC programs usually include two or three speakers and a discussion panel. The Planning Committee should contact the Regional S-PAC Coordinator who can provide valuable counseling regarding program content and speaker selection.

The Planning Committee should estimate the costs involved and identify income sources. Financial contributions may come from the Student Branch treasury, the school, local industry, and the local IEEE Section, Council, or Region.

IEEE normally reimburses the travel and accommodation expenses of the speakers, if you cannot find local speakers. In Regions 1-6, these funds come from the USAB/SPAC. Elsewhere they may come from your Region. Your branch may also apply for additional S-PAC funds through RAB/SAC/SPAA. Your request for this subsidy must be accompanied by the Budget Planning Worksheet at least six weeks before your S-PAC date.

### **6.3 Student Professional Awareness Ventures (S-PAVes)**

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The IEEE RAB/SAC Subcommittee on Student Professional Awareness Activities (RAB/SAC/SPAA) provides funds for S-PAVes in Regions 7-10, while the IEEE United States Activities Board/Student Professional Awareness Committee (USAB/SPAC) administers the program for Regions 1-6. **These ventures can be of any nature except those that duplicate the S-PAC program, for which there is separate funding.**

Your venture must address the goals of the S-PAVe program, which are:

1. To *develop* prototype activities or materials that would enhance the awareness of IEEE Student Members to issues concerned with professionalism. You may select topics from the summary of issues in Section 6.1, or propose new topics that deal with non-technical issues.
2. To *increase* IEEE Student Membership, with a particular focus on non-graduating students (i.e. first, second, or third year undergraduates, new graduate students)
3. To *provide* new services for the Student Branch Membership
4. To *enable* IEEE Student Branches to gain experience in project planning and organization.

Your proposed venture may lead to an activity that spans days, weeks or months, but should not generally exceed one school semester. It may involve one or more IEEE Student Branches (in fact, we encourage IEEE Student Branches to work together).

### **6.4 S-PAC and S-PAVe References**

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The section on Student Professional Awareness Activities was compiled from a number of IEEE documents. Should you need more information or additional copies of any guide or worksheet, you can contact:

**Regions 1-6:**

**Erin Hogbin, Chair**  
IEEE USA SPAC Committee  
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Fredericksburg, VA 22401  
Office: 1 540 663 1986

Email: [e.hogbin@ieee.org](mailto:e.hogbin@ieee.org)

**Regions 7-10:**

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## 6.5 Workshop Exercise

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Break into groups of six, with as many participants from one school as possible. For example, your group of six might be comprised of two students and a Branch Counselor from School A, two students from School B, and a Branch Counselor from School C. You should jot down ideas for either an S-PAC or an S-PAVe. Try to be as specific as possible. Decide on a format, what type of speakers if an S-PAC, or what type of activity if an S-PAVe. Determine whom you would approach for funding, and if you have time, draft out a rough budget.



## CHAPTER 7: Time Management

Time management is a skill that we all wish we could master. I'm sure you know several people who always complain about a lack of time yet never seem to accomplish anything. I'm sure we also know others who always seem to have lots of free time yet seem to accomplish everything. Most of us are somewhere in the middle. If we didn't complain about a lack of time, especially during midterms and finals, we wouldn't be students – and engineering and technology students at that. Learning how to manage your time effectively will not only help you in your studies, it will make your involvement in the IEEE more productive and more fun.

Perhaps Seneca (4 BC - 65 AD), a Roman statesman, author, and Stoic philosopher said it best when he said:

*"We all of us complain of the shortness of time and yet have much more than we know what to do with. We are always complaining that the days are few, and acting as though there would be no end to them."*

### 7.1 Step 1 – Taking Stock

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It seems that all the time management books and articles begin with the same premise. Before you can decide how you are going to spend your time, you have to discover how you are already spending it. You need to sit down and take stock of what your daily routine is. Some books advocate keeping a journal for one week and jotting down what you did in one-half hour intervals. Others suggest that you sit down at the end of a day and write down everything you did, including how long you spent doing each thing. There is no right or wrong answer. However you decide to do it, you need to find out where your time goes. You may be surprised to learn where your time goes. The one-hour break between classes in the morning, or the two-hour lunch that you scheduled – where does all that time go?

After you have discovered where your time goes, you need to spend some time analyzing why it goes where it does. If you find yourself spending all your breaks in the coffee shop or arcade, you need to ask yourself why. Do you hang out there to chat with all your friends? Do you find that time of "relaxing" helps you cope with the stress of school? Whatever the case may be, you need to decide if you are satisfied with how you spend your time. Ask yourself the tough questions and be honest with yourself. If you find you don't have the time to accomplish everything you want, yet you are satisfied with how you spend your time, something is wrong. Either your goals are too lofty or you aren't being honest with yourself. A part of this honesty search is to document how much time you "waste" each day. How many hours each evening are you diverted from studying by surfing the Internet, watching television or some other diversion? How many of those telephone calls are really important?

## 7.2 Step 2 – Deciding Your Goals

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Now that you have discovered where all your time goes, you have to decide what you really want to do with your time. Perhaps you don't need to spend all that time in the coffee shop. Maybe you find that time would be better spent in the library or outdoors. When you set goals for what you want to accomplish, you need to keep four rules in mind:

- **Be specific** – if you are having trouble with your electro-magnetics course, it is not good enough to say that you will spend more time reading the text and solving practice problems. You need to say, "I will spend an extra 5 hours each week reading the textbook and doing practice problems." You can even be more specific and decide when you are going to spend those extra 5 hours.
- **Be realistic** – don't set goals for yourself that are unattainable. Clearly, deciding that you are going to spend an extra 5 hours each night on electromagnetic is not a realistic goal. You should decide *what* you want to do, *when* you are going to do it, and *how* you are going to do it. You might say, "I will spend my one hour break, starting at 10:30 AM each weekday, on reading the electromagnetic text and solving practice problems." Suddenly, the time you used to spend in the coffee shop is now being spent on achieving one of your goals.
- **Be positive** – instead of looking at your new goals as trying to "kick bad habits" or to "stop wasting time", try to put a positive tone to your goals. Don't say to yourself, "If I don't spend the extra time on electromagnetic, I will fail the course." Rephrase it in a more positive way or attach some sort of reward to the goal. Let's say you have some money saved up and have been thinking about buying a Personal Digital Assistant. Think of the extra time you spend on electromagnetic as "working" for your PDA. If you get an 'A', then you will buy an Apple Newton. If you get a 'B', then you will buy the Casio product, et cetera. If you turn your goals into positive goals, you will be more likely to succeed.
- **Be flexible** – don't make your goals so rigid that you set yourself up to fail. Build in some allowances for unforeseen events. Let's say that one-day at 10:25 AM you are on your way to the library to spend your one-hour on electromagnetic. You run into a friend who would like to know something about the IEEE and asks you to join her for coffee. Do you turn her down because you have set this time aside for electromagnetic? Of course not! OK, perhaps not. You need to have a contingency plan in case something comes up and you can't spend the time you set aside. You might want to add to your goal of spending one hour each weekday the contingency that "If by Friday night I haven't spent the 5 extra hours on electromagnetic, then I will get up at 9:00 AM on Saturday morning and finish it." What dedication!

*You know you are on the right track when it's uphill all the way.*

— Tanner

### 7.3 Step 3 – Organizing Your Day

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Now that you have selected your goals, you need to organize how you spend your time each day. The first thing you need to do is buy (or make) a DayTimer or similar organizing book. You may think that only business people are important enough to use such tools. That's the biggest misconception I have ever heard. If it weren't for a DayTimer (which I got for free from the Student Society at my school), I never would have made it through my undergraduate program. I used that DayTimer to list all my lectures, tutorials, labs, and seminars, and to prioritize my assignments. Although it may seem a little pompous to say "I'll have to check my DayTimer" when someone asks you about your schedule, I guarantee that they will respect you for that. An organized person is one who gets things accomplished. They know that and you know that too.

The second tool you can use is a daily "To Do" list which you can keep in your organizing book or as a separate list. This list contains the things you need to accomplish during that day, in the order of importance. Believe me, there is almost nothing sweeter than crossing off the last thing on a long "To Do" list. Sometimes, you may find that you can't finish everything on your list. That's fine, just transfer it to the list for the next day. However, you shouldn't get into the habit of simply moving things from one list to another. I believe it was Mark Twain who said, "Why put off 'till tomorrow that which can be put off 'till the day after tomorrow?" Getting into the habit of putting things off will almost guarantee that you don't meet your goals. Mark Twain might have been a good writer, but he surely had no sense of time management skills.

Establish a priority order for your list and visualize yourself achieving each goal. To assist in this process, ensure that your goals are specific and measurable. Certain items have bigger payoffs for you than others. Make sure you get your most important (not merely the most urgent) items done each day. Many people work on the most important items first but as long as you get the most important (for you) items done each day, any order is fine. A good approach is to work on your most important items at the time of day when you are at your peak. In all cases, select a general time frame for completion and attack goals with enthusiasm.

If you find that you are having trouble getting started on your "To Do" list, then rearrange the order of your list. Try to do an easy task first. You will find that accomplishing something small will give you the motivation to tackle a larger task. For instance, when I have a large software program to write, I try to break it down into many small modules. Then I tackle the easiest modules first, leaving the complicated parts for the end. I find this not only helps me to finish the program; it helps me to finish the program on time. When I try to tackle the tough parts first, I quite often get discouraged and eventually give up. But, when I start with the easy parts first, I am reluctant to give up because by the time I get to the hard parts, the program is 90% complete. Then, I am willing to spend the extra effort to ensure the program is finished, otherwise the time I spent on the first 90% of the program will be a total waste.

*If you don't know where you're going, any plan will work.*

— Peter Drucker

## 7.4 Step 4 – Learning to Delegate

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You will find throughout the course of the year that if you don't learn to delegate, you won't have enough time for all the projects you undertake. The first thing you need to realize is that IEEE activities are a team effort. Not only does doing things in a team take less time – it's also more fun. In a well-run Student Branch, everyone works together as a team. Although each person may have a different task, different level of authority, or different level of responsibility, everyone is working towards the same goal. Everyone wants to see a successful conclusion to each project.

Delegating isn't giving all the menial and boring tasks to others. In fact, you may find that as the Student Branch Chair, you are left with all the menial tasks. If that happens, don't get too upset. Try to think of yourself as a member of the team; the other students will appreciate that. When you are delegating, try to keep these things in mind:

- Always ask for help. If you assume that someone is always there to do your bidding, you will quickly find yourself doing everything. The other members of your Executive Committee will appreciate the fact that you asked them to help out and didn't demand that they help out.
- Give the persons all the information, resources and support they need to complete the task. You should make yourself available to answer questions and find more help if needed. If you get asked a question you can't answer, don't just dismiss it. Spend some time with them and try to find the answer together. At the same time, obtain a commitment from the persons to complete the tasks assigned.
- Be sure to clearly define the purpose of the delegated work and the results you expect to see. You should also set a reasonable timeline for completing the task, keeping in mind that people have other things to do. However, it is always important to set deadlines.
- When you delegate the work, also delegate the authority and responsibility. For example, if someone volunteers to design some posters for an S-PAC you are planning, give that person all the creative freedom. Give him or her the authority and responsibility for selecting (or designing) something that is suitable. Let your volunteer know what you expect and trust him or her from that point on.
- If you feel a job is being done poorly or incorrectly, don't criticize. Schedule review sessions and provide some training, if necessary. Do your best to help out and encourage. A discouraged volunteer is one that may get the job done but will never volunteer to help out again. Try to find out what the problems or barriers are and see if you can't break down these barriers together.
- Always give praise for a job well done. You should never forget to credit the people who helped out. If you listen to someone who has won a medal or award, he or she will usually have a long list of people to thank. You should develop the same attitude. Every project is a team effort and all team members deserve to be recognized for their efforts.

## 7.5 Project Management

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You may find project management skills useful for major Branch undertakings. If you are planning an S-PAC or an S-PAVe, organizing a major fundraising drive, or any other large project, it may run more smoothly if you appoint a project manager. In industry today, every firm has a project management department. There are software programs available that can help you keep tasks on track and on schedule. The concept of a timeline or Gantt chart can also be useful for planning purposes and for charting your progress. You may find some good books on project management in your library. As an alternative, you could have someone from industry come to your Student Branch and give a talk on project management. Remember that skills you develop at the Student Branch can play a positive role when you are looking for and find a job.

### Exercise 1: Taking Stock

Fill out the following schedule for your busiest day of the week. Mark in all your classes, tutorials, labs, job commitments, etc. Don't forget that you have to eat and sleep.

07:00	
07:30	
08:00	
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22:30	

**Exercise 2: First Things First**

It is easy for the important but non-urgent things in your life to get pushed aside by the day-to-day urgent items. Many students delay reading their text (important to understand the material and meet educational goals) and do other less important activities early in a course. Only when a test comes along to bring urgency does the material get examined.

1. List the roles you have presently. (Student, IEEE Branch Chair, etc.) Try to keep your list to 4 or 5 roles.
2. For each role you have listed, list the important items you should do next week in each of these roles.

Role: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Role: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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Role: \_\_\_\_\_  
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Role: \_\_\_\_\_  
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Role: \_\_\_\_\_  
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\_\_\_\_\_

Role: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00 a.m.							
9:00 a.m.							
10:00 a.m.							
11:00 a.m.							
Noon							
1:00 p.m.							
2:00 p.m.							
3:00 p.m.							
4:00 p.m.							
5:00 p.m.							
6:00 p.m.							
7:00 p.m.							
8:00 p.m.							
9:00 p.m.							
10:00 p.m.							

- For each of these items, block out some time on the week's calendar to work on this item or at least list the day that you will work on the item.