

# IEEE Student Branch Leadership Training Part 2

## Branch Operations – Branch Planning

**Region 7**

***IEEE Canada***

**Student Congress 2013**

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# BRANCH OPERATIONS

- Design a varied and interesting schedule of events to engage current Student members and recruit new Student members.

- Branch Leader news

[http://www.ieee.org/membership\\_services/membership/students/leaders.html](http://www.ieee.org/membership_services/membership/students/leaders.html)

- Seek resources available to help you plan and implement your Student Branch program.

Your student branch counselor and branch mentor. The Region, your Section, GOLD (YP) Affinity group, WIE Affinity and Society Chapters can be invaluable.

- Ensure that students are aware of awards and competitions available to engage them as active members .

[http://www.ieee.org/membership\\_services/membership/students/awards/index.html](http://www.ieee.org/membership_services/membership/students/awards/index.html)

- Student volunteers, for the latest information

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

- IEEE Canada Student Activities

<http://sites.ieee.org/r7-sac/>

# Suggested Branch Activities

- Invite speakers on technical or professional subjects.
- Enter design competitions (e.g., Region Student Paper Contests, Hardware or Software Design Contests, IEEEExtreme 24 hour Programming Competition).
- Hold a Student Professional Awareness Conference (S-PAC).
- Hold a Student Professional Awareness Venture (S-PAVe).
- Organize field trips to Industry.
- Organize Tours of Research Laboratories at your university or college
- Mentor junior students.
- Organize sales of lab kits, lab manuals, resume books, solved past exams.

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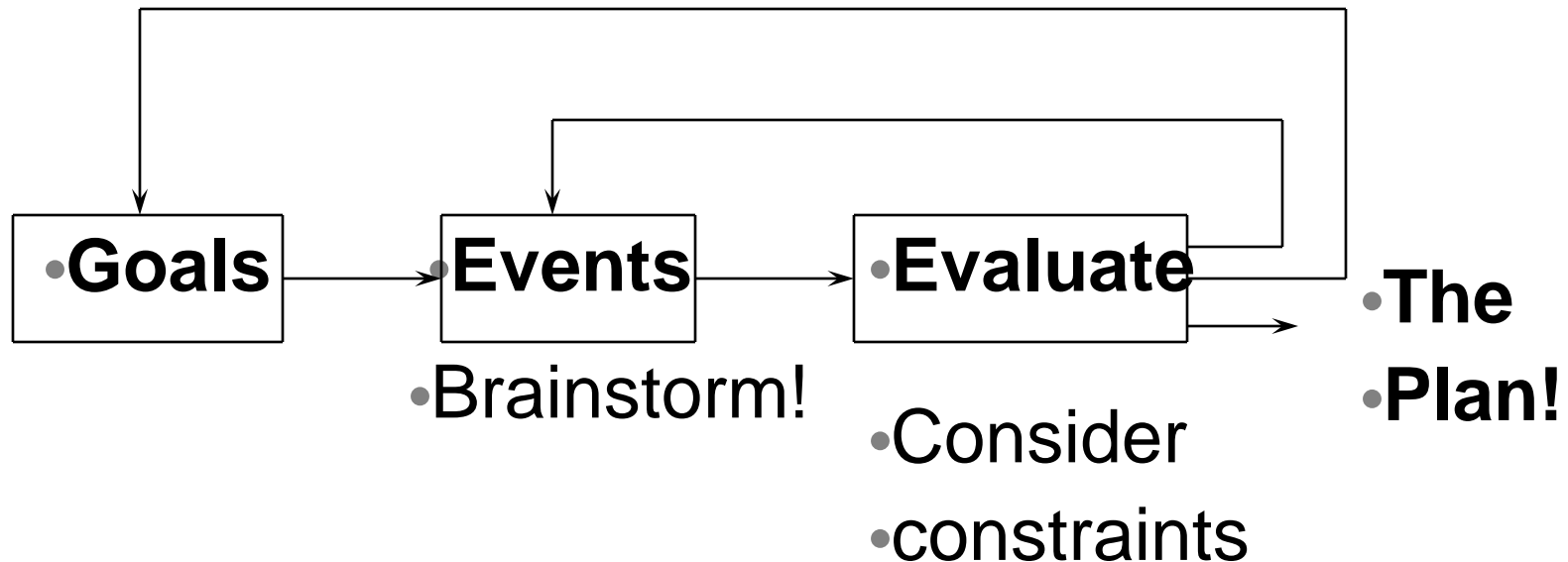
## Suggested Branch Activities (continued)

- Raise funds for charity or Student Branch projects.
- Publish a Student Branch Newsletter on the web.
- Develop a Student Branch web site. Free hosting web space at <http://sites.ieee.org>
- Branch Chairs should use SAMIEEE to access current IEEE Student membership data <http://www.ieee.org/samieee>
- Participate in engineering awareness programs.
- Visit and organize joint activities with other Student Branches.
- Volunteer at a conference and help staff a membership booth.
- Host an annual “Welcome Back” or “End of School” picnic.
- Work with the local IEEE Section and GOLD (YP) affinity group to welcome graduating students into the next stage of their career. by holding a STEP event.
- Get the Section involved – resource for speakers, money etc.

# Branch Planning

- Assess the state of your Branch (resources, people, money)
- Identify the major objectives for your Branch for this year (e.g., membership increase by 5% and help IEEE meet its membership goals.
- Every Student Branch can have an impact, retain existing members, seek new equipment)
- Visit [www.ieee.org/benefits](http://www.ieee.org/benefits) for the list of benefits for all members.
- Identify the specific goals that will help you meet your objectives and identify the events that will make up your Branch Program to achieve these goals
- For each event, develop an **Action Plan**

# Branch Planning



•Your Annual Branch Plan is the result!

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# Branch Planning

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

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

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

# Branch Planning

- Evaluate the results---
- Is there enough interest?
- What resources are needed?
- Will it achieve goals?
- What are the constraints of the Branch? (time, money, people)
- Take the attractive alternatives and ITERATE!



# Branch Planning

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Iteration may make earlier, rejected ideas more desirable...

For example,

“This road trip will need the extra funding, maybe running a coffee machine isn’t such a bad idea after all”

# Branch Planning

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- Once you decide on a plan, put it into action!
- Assign people to duties
- Set a timeline, and milestones to be achieved
- Be REALISTIC!!
- Establish your financing and cash-flow


# Branch Planning

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

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# Branch Planning Workshop

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

# Branch Planning Workshop

## Scenario 1

Apathetic University has its share of problems. Ellen, an enthusiastic member accepted the job of Branch Chair (nobody wanted it anyway!), but

- There are only 11 members (her friends in 4th year)
- Nobody else seems to know what an IEEE Student Branch is, including the recently appointed Branch Counselor, a new faculty member

Ellen knows that the Branch is close to probation.

SHE NEEDS YOUR HELP!!

## Scenario 2

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

WHAT SHOULD THE BRANCH DO?