



***HOW TO ORGANIZE A
VIBRANT STUDENT BRANCH?***





Outline of Presentation

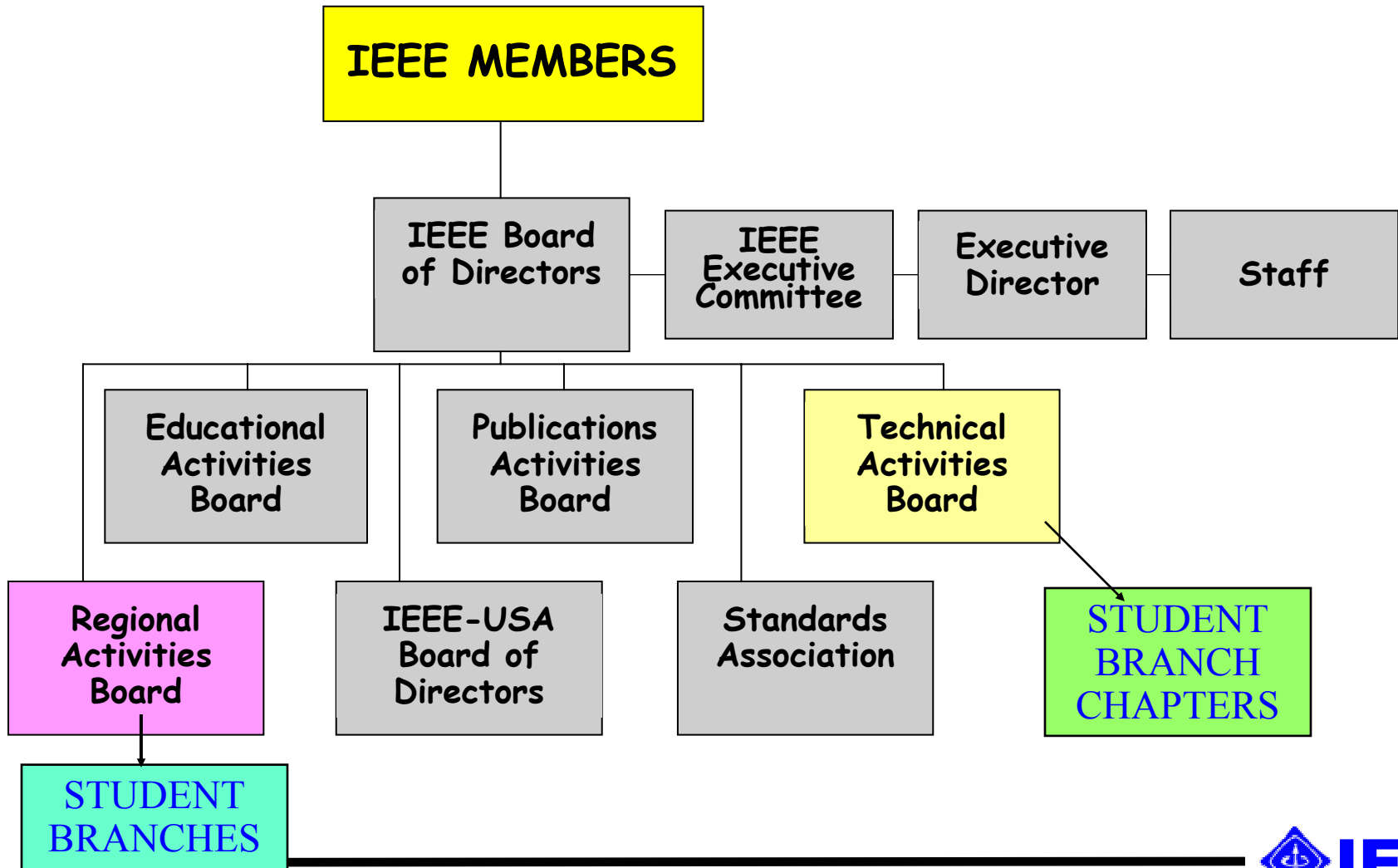
- ◆ About IEEE Students Activities
- ◆ Benefits of Student Membership
- ◆ The Student Branch - Roles of Key Members
- ◆ Activities of a Vibrant Student Branch - What your SB can do?

Categories of IEEE Membership

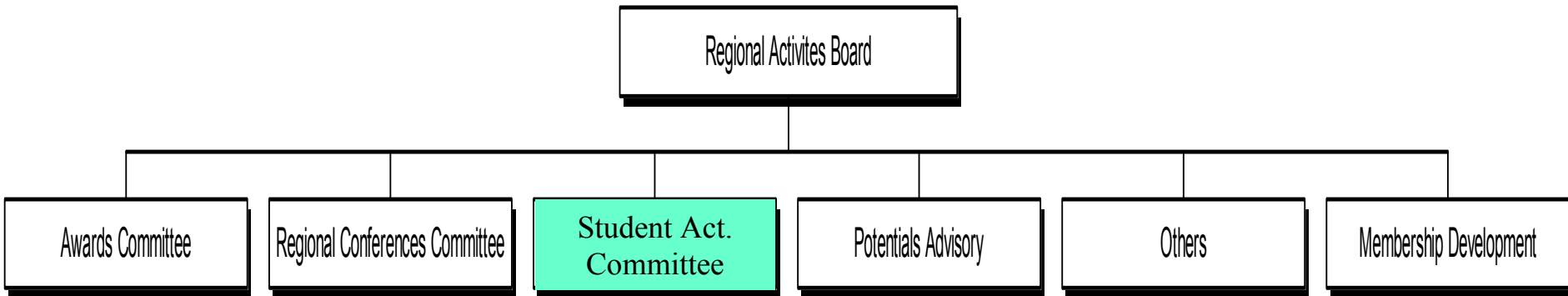
IEEE membership is open to professionals with varying levels of academic accomplishment and work experience

- ◆ Life Fellow (LF)
- ◆ Fellow (F)
- ◆ Life Senior Member (LS)
- ◆ Senior Member (SM)
- ◆ Life Member (LM) ~ *after 25 years in IEEE*
- ◆ Member (M)
- ◆ Pending Member (PM)
- ◆ Associate Member (AM)
- ◆ **Student Member (S)**

IEEE Organization

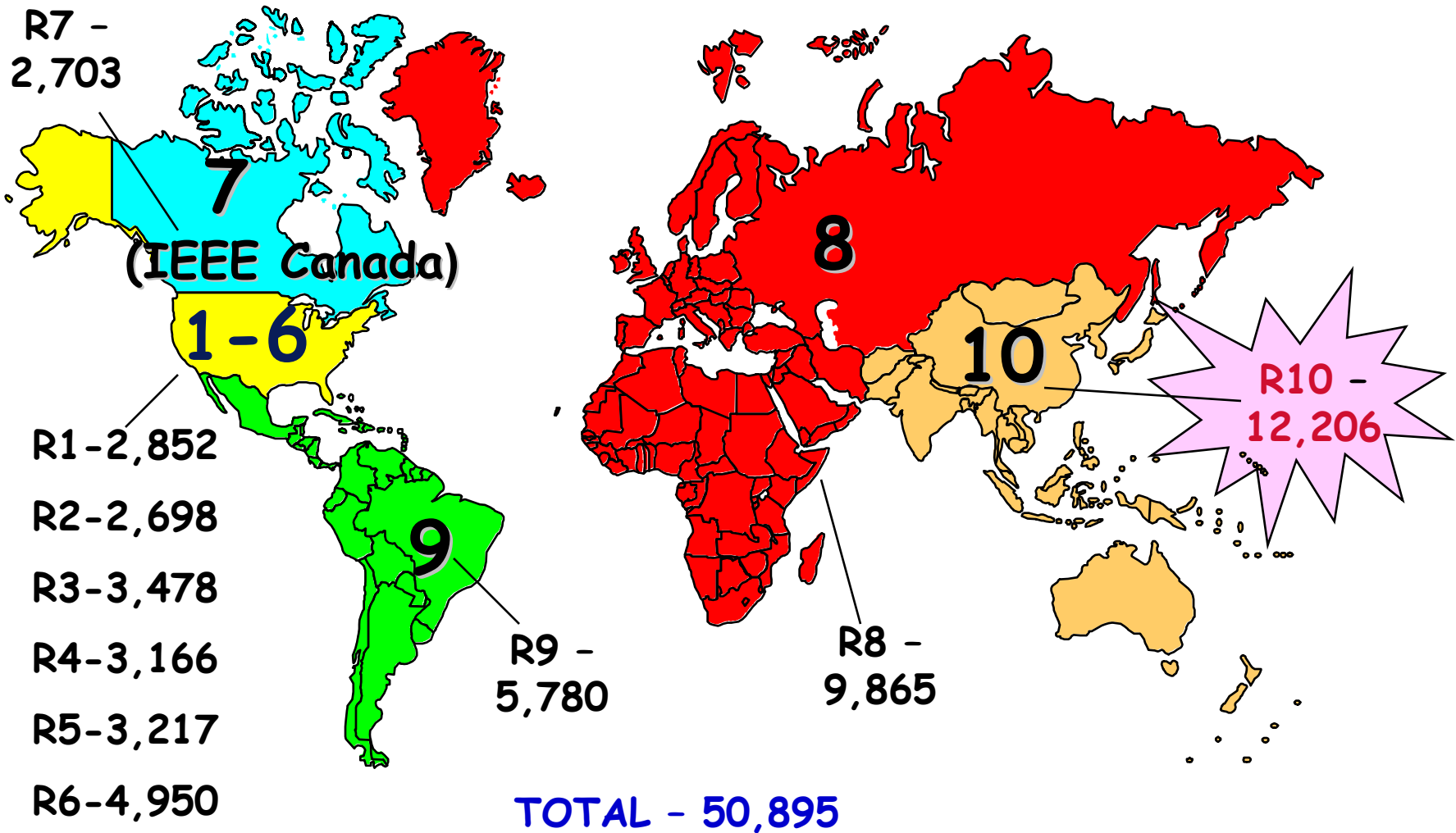


Regional Activities Board Organization



IEEE Student Membership By Regions

as of 31 August 2000



Student Activities Committee

MISSION

To provide undergraduate and graduate students who have an interest in the Electrical, Electronics, and Computer Engineering or related professions with opportunities for educational, technical and professional development in preparation for entry into the profession.

Student Services Dept.

- ◆ Support all student Branch & Student Branch Chapter volunteer officers
- ◆ Student Branch/Branch Chapter Formations & Administration/Officer Records
- ◆ Student Activities Programs (on line web student membership application program)
- ◆ Student Activities Committee
- ◆ Student Branch Rebates
- ◆ IEEE POTENTIALS Magazine

Student Activities Involves

- ◆ Student Branches
- ◆ Student Branch Counselors
- ◆ Section ExCom - Section SAC
- ◆ Regional Student Activities Chair (RSAC)
- ◆ Regional Student Representative (RSR)
- ◆ Student Activities Committee (SACom)

Student Member Growth (R1-6)

	31-Aug-00	31-Aug-99	#	%
R1	2,852	2,668	184	6.9%
R2:	2,698	2,584	114	4.4%
R3:	3,478	3,424	54	1.6%
R4:	3,166	3,149	17	0.5%
R5:	3,217	3,589	(372)	(10.4%)
R6:	4,930	4,497	433	9.6%
Total	20,341	19,911	430	2.2%

Student Member Growth (R7-10)

	31-Aug-00	31-Aug-99	#	%
R7:	2,703	2,616	87	3.3%
R8:	9,865	8,890	975	11.0%
R9:	5,780	6,402	(622)	(9.7%)
R10:	12,206	9,031	3,175	35.2%
Total:	30,554	26,939	3,615	13.4%
All Regions	50,895	46,850	4,045	8.6%

TOP 20 IEEE STUDENT BRANCHES IN REGION 10

(as of 28 February 2001)

No	Section	Student Branch	Total
1	BOMBAY	PUNE INSTITUTE OF COMPUTER TECH.	787
2	MADRAS	CRESCENT ENGRG COLLEGE	785
3	BOMBAY	THADOMAL SHAHANI ENG COLLEGE	709
4	MADRAS	SATHYABAMA ENGRG COLLEGE	706
5	MALAYSIA	UNIVERSITI TEKNOLOGI MALAYSIA	298
6	THAILAND	ASSUMPTION UNIVERSITY	280
7	BOMBAY	VES INSTITUTE OF TECH	269
8	SINGAPORE	NANYANG TECHNOLOGICAL UNIVERSITY	255
9	BEIJING	SOUTHEAST UNIV (NANJING INST OF TECH)	221
10	MADRAS	SRI RAMASAMYMEMORIAL ENGRG COLLEGE	220
11	SINGAPORE	NATIONAL UNIVERSITY OF SINGAPORE	215
12	SEOUL	KOREA ADVANCED INST OF SC. & TECH	207
13	SEOUL	SEOUL NATIONAL UNIVERSITY	207
14	KERALA	COCHIN UNIV OF	188
15	GUJARAT	GUJARAT UNIV	179
16	MADRAS	MEPCO SCHLENK ENGRG COLLEGE	177
17	MADRAS	J J COLLEGE OF ENGINEERING & TECHNOLOGY	175
18	NEW SOUTH WALES	NEW SOUTH WALES UNIV OF - COMPUTER SCIENCE	166
19	BANGALORE	KLE SOCIETY'S COLLEGE OF ENGRG	162
20	HYDERABAD	VNR VIGNANA JYOTHI INST OF ENG & TECH	158

TOP 20 SBs in REGION 10 (as of 28 Feb 2002)

NO.	STUDENT BRANCH	SECTION	COUNTRY	MEMBERS	2001	RANKING
1	Satyabama Eng. College	Madras	India	974	706	4
2	Crescent Eng. College	Madras	India	519	785	2
3	Beijing Univ. of Posts and Telecomms.	Beijing	China	418		
4	Thadomal Shahani Eng. College	Bombay	India	393	709	3
5	St. Joseph College of Eng.	Madras	India	345		
6	Universiti Teknologi Malaysia	Malaysia	Malaysia	313	298	5
7	Nanyang Tech. University	Singapore	Singapore	265	255	8
8	Pune Inst. of Computer Tech.	Bombay	India	240	787	1
9	Cochin University	Kerala	India	227	188	14
10	Tsinghua University Qing Hua	Beijing	China	226		
11	Viswesaraya Regional Eng. College	Bombay	India	225		
12	Shah and Anchor Kuchi Eng. College	Bombay	India	223		
13	Southeast University (Nanjing)	Beijing	China	199	221	9
14	National Taiwan University	Taipei	Taiwan	197		
15	JJ College of Eng. And Tech.	Madras	India	195	175	17
16	Seoul National University	Seoul	Korea	192	207	12
17	Kamla Nehru Inst. Of Technology	U. Pradesh	India	190		
18	Ves Inst. Of Technology	Bombay	India	185	269	7
19	KAIST	Seoul	Korea	181	207	12
20	Jawaharlal Nehru Univ. of Tech.	Hyderabad	India	179		

Some Issues of Concern!

◆ Sharp Declination of Membership

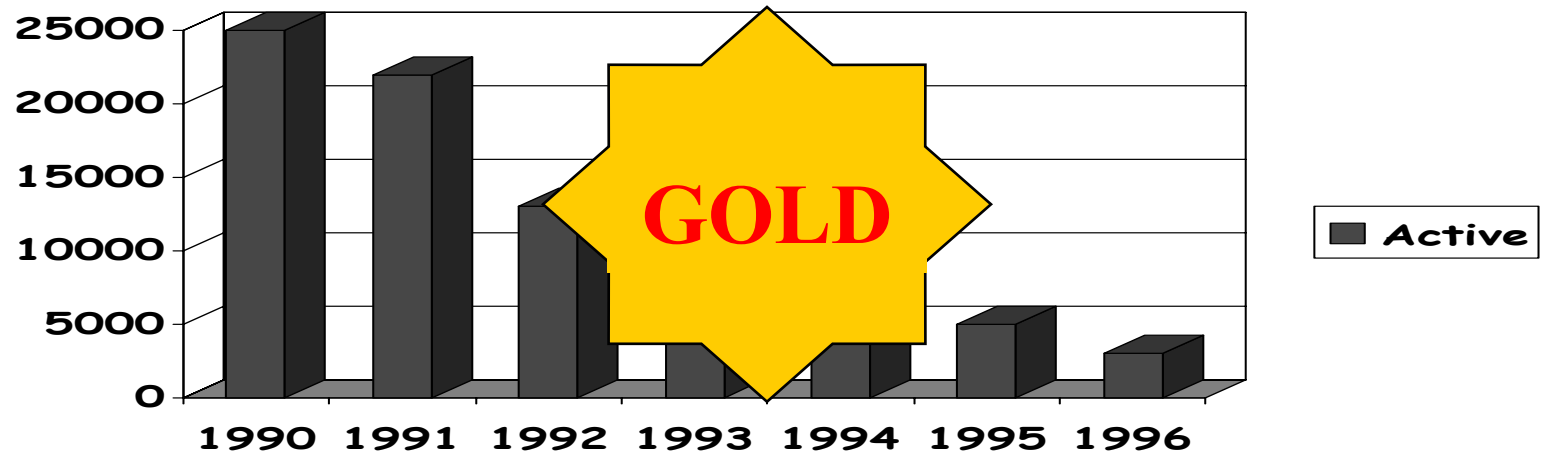
📄 Eg. Assumption Univ., Thailand: Rank 6th in 2001 now out of the Top 20 list

📄 Pune Inst. Of Tech., Bombay: From 1st in 2001 (787) to 8th in 2002 (227)

◆ About 50 SBs are in the Delinquent list (which has less than 10 members)

◆ Retention of Membership

Retention of IEEE Student Members First Active in 1990





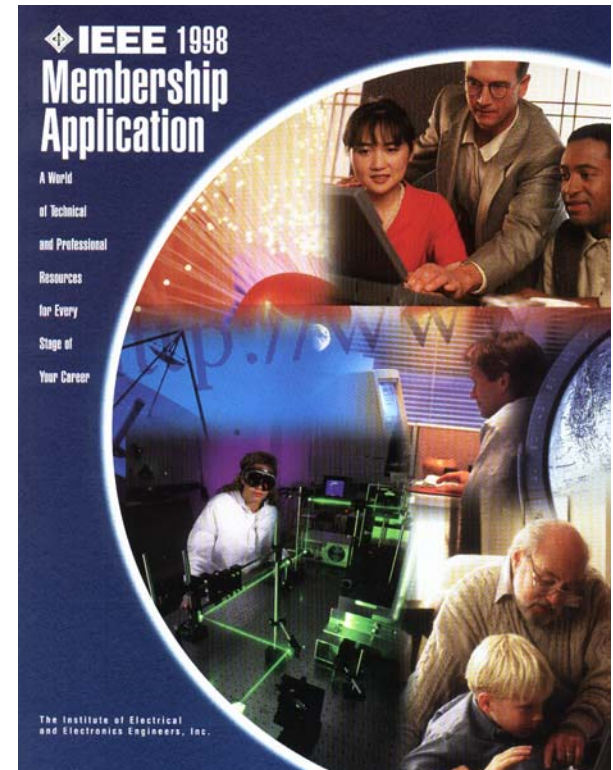
Outline of Presentation

- ◆ About IEEE Students Activities
- ◆ **Benefits of Student Membership**
- ◆ The Student Branch - Roles of Key Members
- ◆ Activities of a Vibrant Student Branch - What your SB can do?

Benefits of an IEEE Member



- Opportunities to be speakers, authors and conference directors
- Enhance your career opportunities
- Foster technological innovations
- Promote community worldwide
- Participate in technical/professional committees and standards development
- Guide the future of the Institute by holding elected offices in the technical and geographic entities ~increase leadership skills
- Discounts on books and technical publications ~ 30% of worldwide technical publications are IEEE
- Participation in IEEE conferences/seminars at a discount
- Discover career opportunities
- Global networking



What are the Benefits of Being a Student Member?

- ◆ *Get to form a society under the auspices of the IEEE
~ a world body with worldwide community*
- ◆ **Easier access to world-class technical information**
- ◆ **Discover career opportunities**
- ◆ *Network of colleagues - local and abroad*
- ◆ **Great reduction in annual dues and discounts in attending conferences**
- ◆ **Opportunity to be represented at many dialogues/workshops**
- ◆ **Can qualify for best student paper prizes in IEEE conferences**
- ◆ **Organise own activities which can benefit your group**
- ◆ **Can establish a Student Branch Library with IEEE's publications**
- ◆ **Opportunity to organise technical talks with some credibility**
- ◆ **Can organise career day/job conferences for students**
- ◆ **Can organise industrial visits**

IEEE Student Benefits (Contd.)

1. Discover career opportunities and gain a better understanding of your field.
2. Gain a competitive edge with the included IEEE Spectrum and IEEE Potentials magazines.
3. Access world-class technical information provided by the IEEE and cut down your research time.
4. Join IEEE technical societies in your areas of interest.
5. Stay on the cutting edge with online resources available to members only--for technical information, planning a career move, or changing your e-mail provider.
6. Network with peers and future employers in your field, gaining valuable leadership experiences and making career contacts.
7. **SAVE MONEY** with substantial discounts on more than 15,000 IEEE books, journals, videos, and self-study courses.
8. **SAVE MORE MONEY AFTER GRADUATION** with the IEEE Reduced Dues Program--you won't be charged the full IEEE membership dues until the fifth year after you graduate!
9. Receive your graduation gift from IEEE--a free \$20,000 Option of Group Term Life Insurance for one year.
10. Take advantage of the tremendous buying power of the IEEE with programs such as Education Financing, Credit Cards, Automobile Insurance, Photocopies, Resume Design, Phone Cards, Long Distance Phone Services, and much more!

How to be a Student Member?



- ◆ Fill up student membership application form. (www.ieee.org)
 - ◆ Get endorsement by your College's IEEE Student Counselor
 - ◆ Make a cheque of US\$14.00
 - ◆ If you wish to join a specific technical society - pay extra dues as indicated in the form.
 - ◆ To make your life easier - give completed form and dues in RM (cash) to IEEE Student Counselor
- Your IEEE Section should send the application forms for you.



Outline of Presentation

- ◆ About IEEE Students Activities
- ◆ Benefits of Student Membership
- ◆ **The Student Branch - Roles of Key Members**
- ◆ Activities of a Vibrant Student Branch - What your SB can do?

Student Activities Committee

Membership

RSACs - Regional Student Activities Chairs

RSRs - Regional Student Representatives

IRs - Industrial Representatives

SPAA Chair and USAB SPAC Chair

Potentials Student Editor, Potentials Editor

TAB Representative, Branch Chapter Representative

Chair, Vice Chair

Student Services Manager (non-voting)

STUDENT BRANCH ADMINISTRATION

Key individuals in your Student Branch include:

- Student Officers
 - Chair
 - Vice-Chair
 - Secretary
 - Treasurer
- Branch Counselor and/or Branch Chapter Advisor
- Branch Mentor
- Committee Chairs (also Student members)

Role of the Student Branch Chair

- Serves as the Executive Officer of the Student Branch.
- Manages the general operations of the Branch.
- Presides at all meetings of the Branch.
- Appoints committee chairs.
- Involved in “forward planning” for the Branch.
- Prepares necessary reports for IEEE Headquarters.
- Arranges for election of new Officers.
- Communicates frequently with other Officers.
- Works with Branch Counselor in dealings with the Department and Faculty.

Role of the Student Branch Vice-Chair

- Serves as the junior Executive Officer of the Student Branch.
- Chairs the Program or Membership Committee.
- Monitors the progress of Branch programs.
- Fills in for the Student Branch Chair as required.
- At some Branches, automatically becomes Chair next year.

Role of the Student Branch Secretary

- Keeps detailed records of all Branch meetings and activities.
- Carries out all necessary communications of the Branch, including the filing of reports with IEEE Headquarters.
- Maintains stationery and other IEEE forms and supplies as required.
- Posts a calendar of events to keep all members informed of Branch activities.
- Ensures that all Branch activities are conducted under the provisions of the current Branch Constitution and IEEE Bylaws.
- Arranges for orderly transfer of all Branch records to incoming Secretary.

Role of the Student Branch Treasurer

- Responsible for ensuring the Branch's finances are in order.
- Deposits all monies received promptly in the Student Branch account.
- Prepares a budget at the start of the school (or fiscal) year.
- Prepares end-of-year Financial Statements.
- Chairs the Fundraising Committee.
- Co-signing Officer (jointly with the Student Branch Chair).
- Arranges for orderly transfer of all accounts and records to incoming Treasurer.

Role of the Student Branch Counselor

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

Role of the Branch Mentor

- A new initiative by IEEE, designed to maximize the interaction between the Student Branch and the local Section.
- Branch Mentor must be from Industry.
- Appointed by the local Section Chair, in consultation with the Branch members.
- A recent graduate with firsthand experience in Student Branch operations is an ideal candidate.
- Meets regularly with the Branch members and the Branch Counselor.
- Assists the Branch to develop effective programs.
- Provides a bridge between the Branch and the local Section.

Student Branch Committees

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

- Program Committee - responsible for planning and running the Branch's program of activities.
- Membership Committee - responsible for planning and carrying out Branch recruitment.
- Publicity Committee - responsible for advertising all Branch activities.
- Finance Committee - responsible for fundraising activities.
- Nominating Committee - responsible for setting election guidelines and dates. Further responsible for finding suitable candidates.



Outline of Presentation

- ◆ About IEEE Students Activities
- ◆ Benefits of Student Membership
- ◆ The Student Branch - Roles of Key Members
- ◆ **Activities of a Vibrant Student Branch - What your SB can do?**

BRANCH OPERATIONS

- **Branch Program**

Design a varied and interesting schedule of events.

- **Branch Resources**

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

- **Student Awards**

Ensure that students are aware of awards and scholarships available to them.

What a SB can do?

Branch Program

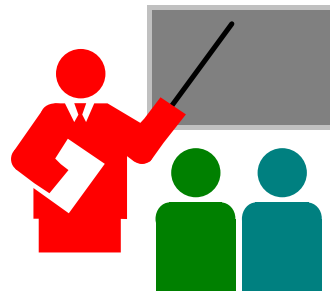
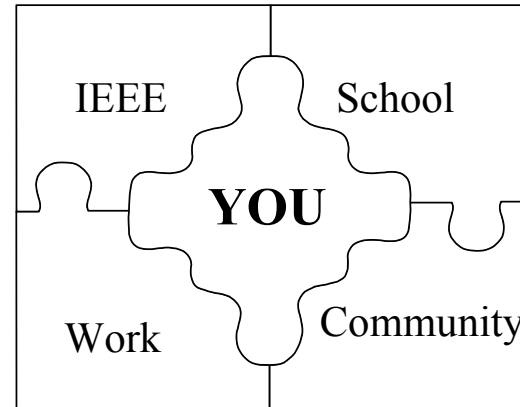
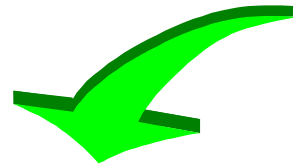
- Invite speakers on technical or professional subjects.
- Enter design competitions (e.g., Micromouse, Region Hardware and Software Design Contests).
- Hold a Student Professional Awareness Conference (S-PAC).
- Hold a Student Professional Awareness Venture (S-PAVe).
- Organize field trips to Industry.
- Give tutorials to junior students.
- Organize sales of lab kits, lab manuals, resume books, solved past exams.

Branch Program (continued)

- Raise funds for charity or Student Branch projects.
- Publish a Student Branch Newsletter on the web.
- Develop a Student Branch web site.
- Participate in engineering awareness programs.
- Visit and organize joint activities with other Student Branches.
- Volunteer at a conference, staff a membership booth.
- Host an annual “Welcome Back” or “End of School” picnic.

To Start With...

- ◆ Organize your Branch such that each officer knows his/her responsibilities
- ◆ Get hold of the Region 10 Student Activities Calendar organized by RSAC
(from <http://www.cairo.utm.my/ieee/R10Students.htm>)
- ◆ Organize a Branch Planning - to take part in next year's activities, you should start planning before September
- ◆ You can also organize a Leadership Training Workshop in your Section/Country (funds are limited)



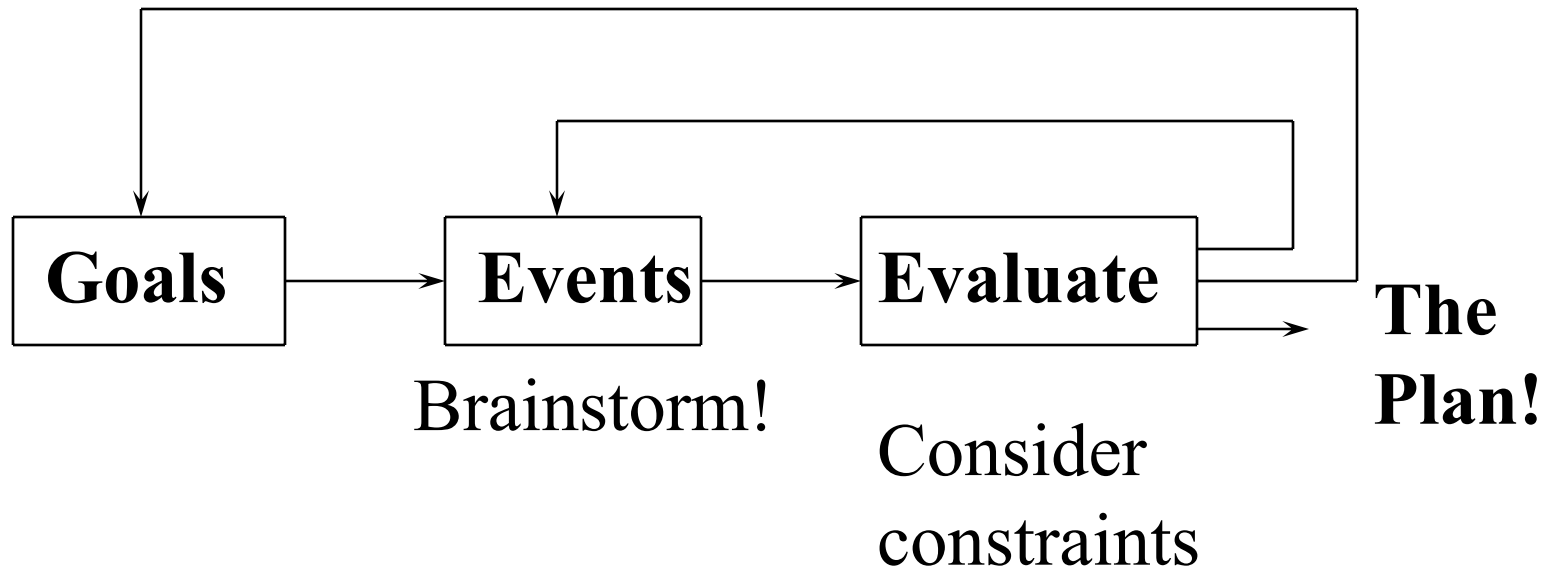
IEEE

Branch Leadership Training Workshop

Branch Planning

- Assess the state of your Branch (resources, people, money)
- Identify the major objectives for your Branch for this year (e.g., membership rise, some big event, new equipment)
- Identify the specific goals that will help you meet your objectives and identify the events that will make up your Branch Program to achieve these goals
- For each event, develop an *Action Plan*

Branch Planning



Your Annual Branch Plan is the result!

Branch Planning

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

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

Someone keeps time (you need a limit!) and someone is scribe.

Branch Planning

Evaluate the results---

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

Branch Planning

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

For example,

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

Branch Planning

Once you decide on a plan, put it into action!

- Assign people to duties
- Set a timeline, and milestones to be achieved
- Be REALISTIC!!
- Establish your financing and cash-flow

Branch Planning

If you are coordinating some event...let people do their jobs.

- Keep people communicating; e.g., short status meetings
- Don't forget to compliment people on accomplishments
- Plan for the unexpected! Murphy's Law...
- Reward yourselves when it is all over
- Learn from your mistakes!

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!)

FUNDRAISING

There are 4 different kinds of money you may need to raise:

- *Operating money* - for continual expenses.
- *Seed money* - an “advance” for an event.
- *Subsidy money* - to reduce the cost for members.
- *Capital money* - to buy things.

Student Branch Operations Guide has a list of 19 ideas.

- Brainstorming is a good way to think of ideas.
- Need to be aware of University Fundraising constraints
- Need to be careful not to tarnish the image of engineering.

FUNDRAISING

Money Sources (\$\$ and/or in-kind contributions):

- Branch bank account
- Money from Branch Plan, and Rebate from Annual Report
- Fundraising events or activities
- School
 - Department Head, Dean, Student's Association, Engineering Student's Association
- IEEE
 - Local Section, Region
 - For S-PACs and S-PAVes: USAB/SPAC and RAB/SAC/SPAA
- Local Industry