

To: IEEE Member and Geographic Activities Board – June 2018

FROM: J. Patrick Donohoe, MGA Student Activities Chair

SUBJECT: MGA Student Activities Committee Report

SAC MISSION

The Mission of the Student Activities Committee (SAC) is: To deliver a common, high quality IEEE Student Member experience globally, for lifelong, professional success through IEEE. The SAC Vision is: To be recognized as the global platform to inspire, enable, develop, and support students as the future leaders of our profession.

MGA SAC GOALS FOR 2018 (continuation of initiatives from 2017)

MGA SAC Goals to be addressed in 2018:

1. Section - Student Branch Connection strategy and incremental execution
2. Leverage probations/dissolutions to scrub branch rosters and revitalize units
3. IEEE Students Web Site development and build out incorporating new visual identity elements

1. Section - Student Branch connection strategy

- Engagement between Sections and Branches continues to be a challenge for IEEE Student Members. Student Branches have continually noted that they are disconnected from their Sections. A need to provide mechanisms for communication, support, and to connect students with the larger IEEE was identified.
- SAC continues to focus on the three-year plan to strengthen interaction and connection amongst and between Student Branches and their parent Sections.
- Changes to architecture and reporting processes are underway
- Student Branch rebate processing and timelines will be altered
- Comprehensive resources, communications, and training have been developed to support the changes
- Proposed Section Rebate Incentive plan from 2017 has been tabled

2. Student Branch Probation, Rejuvenation and Dissolution

- In 2014, the SAC began examining the rebate model and assembled a task force to identify gaps in the process and reporting structure. With

guidance from MELCC and Geo Unit leadership teams, SAC modified the rebate model to incentivize the relationship between Branches and Sections. During this time, the membership at the local Student Branches were reviewed and discussions began on what to do with nearly half of the Student Branches with 0 -10 members who were not in compliance with the MGA Operations Manual. Varying opinions and concerns about the state of the future of the Student Program continued to cause delays in compliance.

- In partnership with MGA staff, SAC requests of the MGA Board that 800+ Student Branches be placed on probation and 6 Student Branches be formally dissolved
- Reconciliations with the staff vs. volunteer data sets continues

3. Student Digital Presence / Visual Identity

- IEEE Member Segmentation data proved that there is a need to provide students with an experience that is user-friendly and makes it easy to navigate through all that IEEE has to offer. In 2017, a digital experience initiative was identified as a priority project by the Student Activities Committee. The goals were identified as: develop a quality, modern experience for students, increase engagement at Student Branches, raise awareness of the Student Program and the larger IEEE network.
- This initiative is designed to bring all products and resources to students available in one place that is easy navigable and user friendly.
- Adhoc subcommittee formed to support plan and launch
- New Student Visual Identity and toolkit now available: <https://brand-experience.ieee.org/guidelines/brand-identity/sub-brand-guidelines-and-templates/students/>
- Formal integration, communications and marketing plans are in development
- Website launch anticipated: September 2018 (on track)

SAC Goal # 1: Section - Student Branch Connection: Background

		Checkpoints		
		2017	2018	2019
Governance	→	Completed 4 Operations Manual changes	Engage Sections in parent role and base rebates on membership within Student Branch	Continued engagement and support of units with training and best practices
Finance	→	Determine incentive funding and gain approval	Abandoned Section Incentive Proposal	Modify payment schedule to occur in Q2
Architecture/IT	→	Develop BRD for architecture changes and any vtools enhancements	Modify processing and payment schedule to Q1/Q2	Continued modifications and enhancements
Communications	→	Develop best practices and trainings for Branches and Sections	Launch all associated communications, including Best Practices	Continued communications to units and leadership

SAC began the Section - Student Branch initiative in 2014. Since then, the following motions were passed by the MGA Board.

1. November 2015 - MGA approved a structural change that formally places Student Branches in the same organizational construct as local chapters and affinity groups.
2. November 2016 - Section Chairs are given primary approval authority for Student Branch formation (in addition to the Regional Director and RSAC approval).
3. June 2017- The Section rebate component based on student/graduate student membership goes to the Section responsible for the Student Branch to which the student/graduate student belongs (as opposed to the Section associated with the home address of the student/graduate student).
4. November 2017 - MGA approved changes to the Student Branch reporting process and associated vTools modifications. The Student Branch Annual Report is to be replaced with meeting reports, as currently used by Chapters and Affinity Groups. The Student Branch meeting reports and the Student Branch Annual Plan will be the new Student Branch rebate/allotment requirements.
5. November 2017 - MGA approved two changes to the Operations Manual related to the Section Student Representative (SSR) and Section Student Activities Chair (SSAC) positions, which are members of the Section ExCom responsible for fostering the Section to Student Branch interaction.

- 6. June 2018 - SAC is proposing Operations Manual changes related to Student Branch reporting (officer reporting, annual plan, meeting reports), timelines, and elimination of the Branch Counselor endorsement for report submission.
- 7. June 2018 – SAC is proposing that Student Branches with zero membership to be placed on probationary status.

Strengthening Branch and Section Relations	Current State	Future State	Operational Impact/Costs
<i>Funding / Finance</i>			
Student Branch Rebate Formula	US\$2 per SM / GSM <50 members = US\$50 allotment >50 members = US\$100 allotment	No change	No change
Section Rebate Formula	US\$3 per M / SM / GSM	No change	No change
Processing and Payments	Sections paid - Q2 Student Branches paid -Q4	Section rebate - no change Student Branch rebate to be paid in Q1/2 using streamlined process, Note-India payments operate on a different schedule	Change in processing volume during Q1 for GEOS and Finance teams
<i>Reporting / Architecture</i>			
Student Branches	Student Branches submit Annual Report and Officer Reporting form, 3 meetings are required	Annual Report is replaced by Activity Reports submitted as activities occur, 4 Activity Reports are required, Annual Plan, Officer Reporting form	TBD – staff time / development for Activity Reports and Annual Plan
Sections	Current visibility into Branch vitality is	Section Rebate Report now has visibility into	TBD - staff time /

	cumbersome and not visible in Section Rebate Report	Branch meetings/ activities/events	development For Activity Reports and Annual Plan
Process Improvements	Volunteer reporting experience needs improvement	Enhancements to vTools data accuracy and ease of use for volunteers	MGA IT staff time
<i>Governance / GEOS</i>			
Volunteer positions	SSAC and SSR positions referenced in Operations Manual	Provide detailed SSR and SSAC job descriptions	
Operations Manual changes https://mga.ieee.org/images/files/MGA_Operations_Manual_02.2018.pdf	6 motions passed to support overarching plan, November 2015 to present	In accordance with the MGA Operations Manual, Section 9.4.I.8, "Student Branch, Chapter and Affinity Group funds provided to the Section through the annual rebate are intended for the support of those subunits. Student Branches, Chapters and Affinity Groups shall be funded at a minimum at the level of the annual rebate." Student Branch, Chapter and Affinity Group funds provided to the Section through the annual rebate are intended for the support of those subunits. Student Branches, Chapters and Affinity Groups shall be funded at a minimum at the level of the annual Rebate.	
<i>Support</i>			

Communications	Volunteer communications drafted and pending release	Notifications made and support is in place	
Training and resources	Generalized tutorials are available for vTools	Specific materials and staff/volunteer partnerships in place to support changes	

Summary of Modifications with Justifications

<i>Current State</i>	<i>Modification/Justification</i>	<i>Future State</i>
IEEE encourages interaction between Sections and Student Branches.	The Section-Student Branch organizational model is made equivalent to that of Chapters, Affinity Groups and Subsections (Parent-Child).	IEEE will expect interaction between Sections and Student Branches.
Low numbers of Student Branches reporting activities to IEEE (rebate requirement) yields inaccurate contact information, poor communication, and disconnection of branches from the organization.	Student Branches, which currently report activities to MGA at the end of the academic year (Student Branch Annual Report), should report activities directly to the Section as the activities occur (Student Branch Activity Reports) using the same process as Chapters and Affinity Groups.	Higher numbers of Student Branches will report given prompting from the Section. Sections will stay in-touch with Student Branch activities, providing more opportunities for interaction between the units.
The timing of the Student Branch Annual Report deadline at the end of the academic year is problematic for student volunteers.	Replacing the Student Branch Annual Report with Student Branch Activity Reports reduces the reporting burden on student volunteers.	Student Branch activities will be captured by the Section as they occur, allowing for effective monitoring of Student Branch vitality.
Student Branch annual planning, a reporting requirement in the past, is not emphasized, nor is	Annual planning is highly beneficial to the vitality of Student Branches and Section input into the process offers an excellent opportunity for effective Section-Student Branch interaction. The Student Branch	Increased awareness of Section and Student Branch activities should improve the vitality of both units.

<p>Section involvement in the process.</p>	<p>Annual Plan should be reinstated as a reporting requirement, and Sections should be encouraged to assist their Student Branch(es) in the development of the annual plan(s).</p>	
<p>Contact information for Student Branches is inaccurate.</p>	<p>The Student Branch Officer Reporting Form must remain as a requirement for the Student Branch rebate, with submission separate from the Student Branch Annual Plan, to encourage timely submission.</p>	<p>The quality of Student Branch contact information will improve. Sections will be aware of out-of-date contact information and can effectively rectify the situation at the local level.</p>
<p>Many Student Members are not exposed to the broad spectrum of IEEE through Student Branch activities.</p>	<p>Sections can play a key role in the retention of Student Members as higher grade members by helping to expose students to a wide range of IEEE activities.</p>	<p>Larger numbers of Student Members will be retained as higher grade members.</p>
<p>Large numbers of Student Branches should currently be on probation, according to the MGA Operations Manual.</p>	<p>Failure to enforce Student Branch vitality requirements (at least 10 members and at least 3 meetings annually) impedes the process of Student Branch rejuvenation. A significant number of currently listed Student Branches should be dissolved, for a variety of reasons. The decision to rejuvenate or dissolve an inactive Student Branch should be made locally by the Section.</p>	<p>An effective Section-Student Branch connection and realistic enforcement of probation rules will prevent inactive Student Branches from falling through the cracks.</p>
<p>Many Sections are unsure of how to implement an effective Section-Student Branch connection.</p>	<p>The team formed by the Section Student Activities Chair (SSAC) and Section Student Representative (SSR) should foster the Section-Student Branch connection. Volunteer training is required. Position descriptions and Best Practices should be provided to the Sections.</p>	<p>Once in place, an effective Section-Student Branch connection will be sustained by the underlying reporting and planning processes.</p>

STUDENT AWARDS

The IEEE Student Activities Awards platform opened in January 2018 to accept new nominations, with the exception of the IEEE Student Enterprise Award (the donor who was funding this program diverted his support to other IEEE programs). Ahmet Taygun Namli, 2017-2018 Awards Chair, extended the deadline for nominations until 15 February 2018. We received a total of 264 valid nominations. The IEEE Student Enterprise, Larry K Wilson and Exemplary student branch award nominations have all been distributed to the region RSAC/RSR teams for review. A judging panel for SAC will review the nominations for the Outstanding Branch Counselor and Branch Chapter Advisor Award and The Darrel Chong Student Activity Award. Announcement of winners and fulfillment will take place in early July 2018.

In 2017, the Awards committee received 303 nominations for all SAC Awards. The awards were announced via Social Media platforms and all recipients were notified via email and a formal letter. For details and history of winners, please refer to each awards website listed.

Outstanding Branch Counselor and Branch Advisor Award - 27 nominations received in 2018

Larry K Wilson Award - 50 nominations received in 2018

Darrel Chong Award - 101 nominations received in 2018

Regional Exemplary Student Branch Award - 86 nominations received in 2018

STUDENT PROGRAM MARKETING AND COMMUNICATIONS**Communications**

- Student Branch Leader News (released monthly) has a potential reach of nearly 5,000 volunteers and continues to see an average Open Rate of 35%
- The Global Student Facebook page continues to have a following of over 394,000
- The IEEE Collabratec (™) Global Student Exchange Community continues to see an increase in participants and now has over 11,000 (May 2018) users
- As of 31 December, a total of 1195 incoming inquiries to the Student Services email alias were received and answered by staff. A decrease in 448 incoming inquiries from 2016 to which we attribute more robust knowledge base FAQs and improvements to IEEEExtreme registration.

IEEEExtreme

IEEEExtreme is a global challenge in which teams of IEEE Student members –

advised and proctored by an IEEE member, and often supported by an IEEE Student Branch – compete in a 24-hour time span against each other to solve a set of programming problems.

- IEEEExtreme 12.0 will be chaired again by Prasanth Mohan with Luis Fernandes named Technical Lead and Kelly Werth, MGA Staff serving as Operational Lead
- The competition date will be 20 October 2018
- Registration will open 6 August 2018
- Goals for Xtreme 12.0
 - 15% increase in participation and volunteers (student ambassadors)
 - New initiative to include motivational music to be shared socially with incorporation of volunteer created social posters
- The Xtreme committee continues to incorporate new and interesting challenges into the competition
- A change to the rules will require *Proctor Confirmation* in order to place in the competition
- The competition will take place on 20 October 2018
- Registration opens 6 August 2018

POTENTIALS:

FROM: Vaughan Clarkson, Editor-in-Chief, Potentials Magazine

The Mission of Potentials is to provide undergraduate and graduate students who are members of IEEE with an IEEE publication to address global issues, career development topics, and other topics, emphasizing the value of continuing IEEE membership after graduation. These are members of IEEE with an interest in the IEEE designated fields or related professions, and IEEE needs to provide them with opportunities for educational, technical, and professional development.

- The Potentials board is now supported by staff member, Kelly Werth. Her support of the magazine is making a noticeable difference to the pace with which its business is conducted.
- Kelly has created for the Board an *Editorial Tracker*. This tool is valuable in monitoring the progress of solicitations and submissions for regular and special issues. Though the Tracker is at an early stage of adoption, it is being promoted and was well received at Board meetings.
- Teleconference meetings of the Board are now being held regularly. Meetings have been held each month since February, 2018.
- The date for the annual face-to-face meeting has been set as 24th–26th August. The meeting will be held in Singapore.
 - In keeping with the goals set forth at the beginning of the year the agenda will include:
 - Governance Review - recommendations for updates / changes
 - Strategic Marketing Plan:

- Advertising & Sponsorship
- Readership
 - Future themed editions
 - Calls for articles: Communication
- Vaughan Clarkson, Editor-in- Chief, and Craig Causer, Managing Editor, attended the Panel of Editors meeting in Los Angeles in April. This is the first time a Potentials EiC has attended that meeting in several years. The experience was very useful in coming up to speed with the issues facing editors, magazines and publications in general. It was also an important opportunity to meet some of the key people involved in IEEE publications and to “wave the flag” for Potentials.
- Two of the theme issues have been deferred due to lack of contributed material. Both the Internet of Things and Self-Driving Tech issues will be re-considered for 2019. General issues have been substituted for the July/August and September/October editions.
- Two Contributing Editors, Lyle Feisel and Erin Winick, have stepped down.
- Two new Contributing Editors, Cátia Bandejas and Syrine Ferjaoui have joined the potentials board. Both are already contributing strongly, soliciting and writing articles for the magazine.
- Potentials is positioned with a *vanity URL* within the new IEEE Students website. The goal of the digital presence for Potentials is to improve visibility for readers, authors and advertisers.
- A small promotional item for Potentials is being sourced to be included in the *swag bags* for student branch leadership later this year.
- A system of pre-screening has been instituted with the assistance of Craig Causer. As EiC, Vaughan Clarkson now pre-screens all submitted articles before they are sent out for review.

For more details, contact student-services@ieee.org.