# Student Representative Presentation

IEEE AESS BoG - Ottawa, Canada – May 3-4, 2013
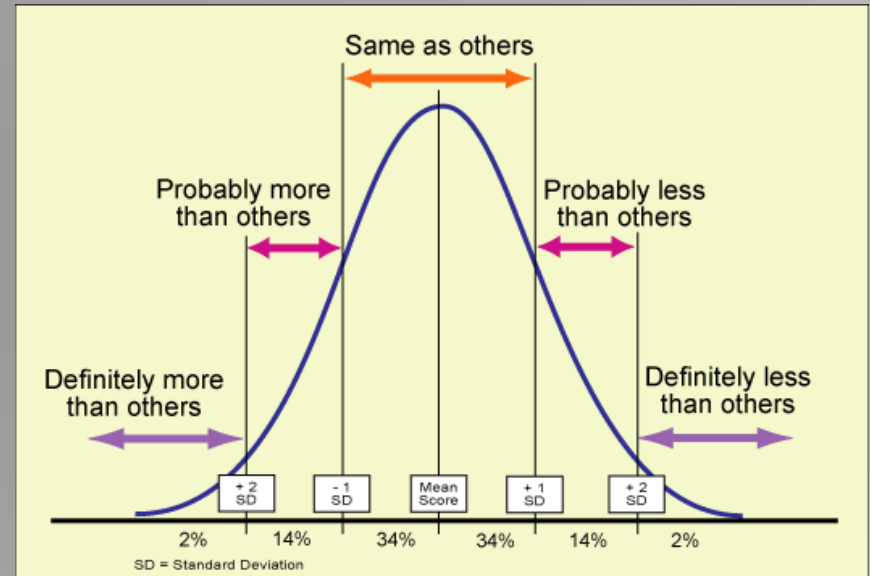
# Outline

- Concerns
- Plans
- Questions

# Concerns

- Student Identity
- AESS Publicity
- Social Media
- Pre-collegiate Students
- Networking
- Internships
- Mentoring
- Resumes
- Conferences
- Competitions
- Awards
- Tutorial Visibility
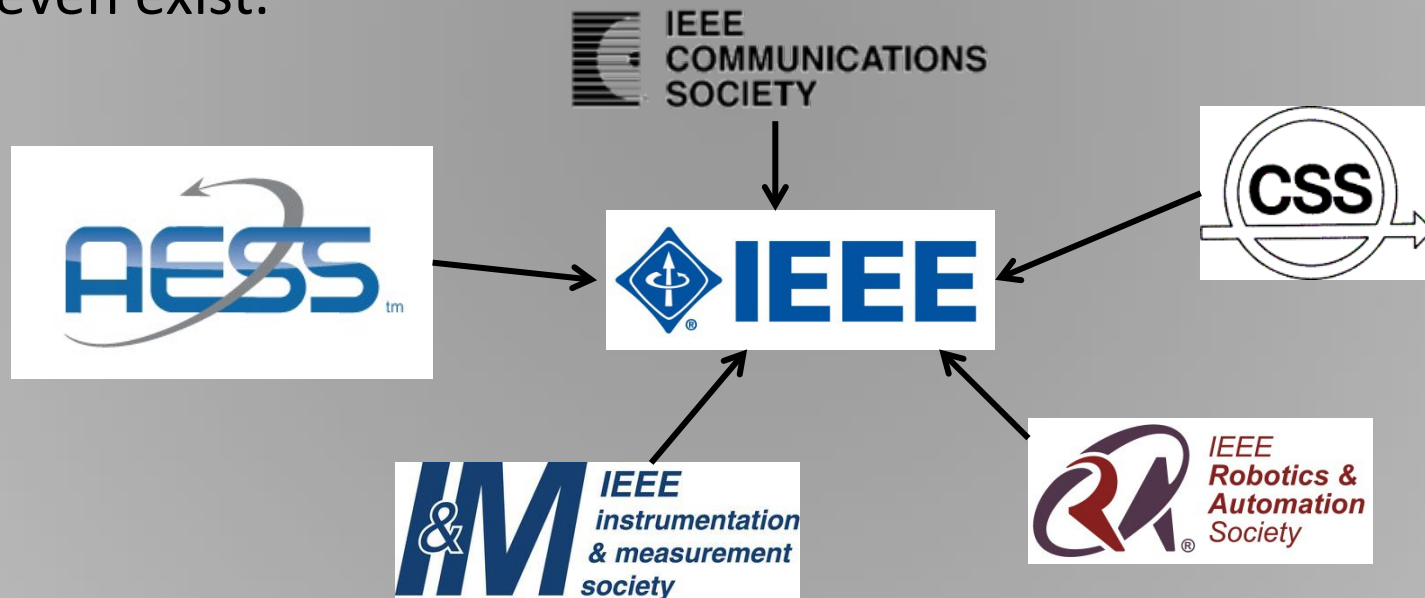- Distinguished Lecturer Cost to Student Chapters

# Student Identity

- Not all students are the same
- Majority of engineering students are very capable but are not over achievers
- We should be catering to the top percentage of students because these are our future leaders.
- By catering to the top students, we would expect the memberships to trickle down.
- We can cater to these highly achieving students via mentoring, scholarships, subsidized and/or paid for trips to conferences, etc.
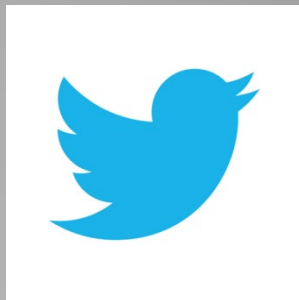
# AESS Publicity

- We believe that there is a fundamental disconnect between students and IEEE societies.
- Not all students know that IEEE societies like the AESS even exist.

# Social Media

- Problems:
  - Undergraduate students don't normally use networks like Linkedin.
  - Students rarely ever visit professional society websites.
  - Students rarely read emails from societies and/or the IEEE.
- AESS and other IEEE societies need to use networks like Twitter, Facebook and Instagram to reach their potential student member populations.

# Pre-Collegiate Students

- It is EXTREMELY important to introduce students to Science, Technology and Engineering as soon as possible.
- We need to show more children and young adults the benefits of achieving an Engineering and/or Bachelors in Science Degree.
- The more engineers and scientist we train and educated now, the stronger humanity's future will be.

# What College Students Want

# Internships
# Careers
# Networking

# Mentoring

- Mentoring is a fantastic idea – although, it needs to be implemented correctly.
- Example:
  - If you simply advertise mentorships on the AESS website, you will not get very many hits.
- Distinguished and willing AESS members NEED to actively search and find the top performing students in the world and propose being a mentor.
- The AESS cannot sit back and wait for these student to come to them.
- We believe that these mentorships will build extremely strong careers, well connected young engineers and scientist, and life-long, active AESS members.

# Résumés

- Students need to properly build résumés.
- Without good résumés, even the best students and young engineers may slip through the fingers of the best industry players.

## • Résumés:

  - Students need résumé reviews and critiques.
  - Students need résumé builders like attending professional conferences, submitted conference papers, etc.
  - Scholarships.

# Getting Students Involved
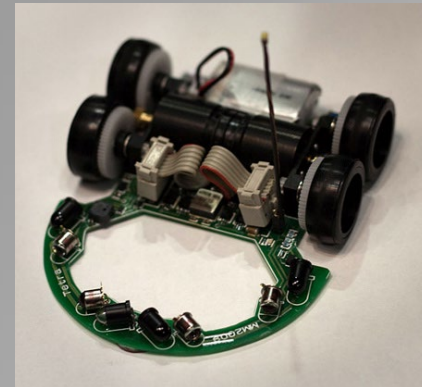
# Competitions
# Awards
# Scholarships

# Competitions

- We believe it would be advantageous for AESS to start Regional and/or Internationally sponsored student competitions.
- Competitions can be a collaboration between various IEEE societies and/or the IEEE itself.
- Examples: aerial robotics competitions, radar design competition, etc.

# Awards and Scholarships

- Who doesn't like to receive awards?
  - Awards will help to motivate students.
  - Shows that AESS recognizes students' accomplishments
  - Does not need to have a monetary reward.
- Scholarships:
  - Small scholarships would help to promote student membership.
  - Many students need the extra money for school expenses and/or tuition.

# Additional Concerns

- Online Tutorials:
  - Students love tutorials – but we believe that the AESS tutorials need more visibility.
  - We believe that free or limited access to online tutorials would be good for both students and AESS members/potential members.
- Student chapters may need additional financial help when hosting DLs.