

Chapter Development Panel
November 3-4, 2006 Purdue University

5 Outstanding Chapter Award winning presidents led an interactive discussion covering various aspects of chapter management. These are some of their responses and ideas as well as some ideas from the other eight chapters present.

Moderator:

Eddie Pettis, President, Beta, Purdue University

Panelists:

Alex Rutkowski, President, Beta Epsilon, University of Michigan

Luke Hogrebe, President, Gamma Theta, University of Missouri-Rolla

Catherine Wah, President, Alpha, University of Illinois, Urbana-Champaign

Glen Garner, President, Beta Eta, North Carolina State University

1. *How has your chapter motivated members into becoming more active in HKN projects?*

- Pledge Points – members must maintain a level of activity to remain active members. They receive points based on their contributions and activities.
- Offer food at events. Cater special events, such as induction banquets.
- Survey the pledges to find out what they want to see in HKN and if/how the chapter can provide that service or activity. If students see activities that they are interested in, they are more likely to participate.
- Ensure the officers are active and engaged in all functions and that at least part of the officer corps is represented at each function.
- Mentorship: Assign small groups of 2 established HKN members as mentors to 4 pledges as mentees. Allow them to decide as a group what they want their group name and/or colors to be and what activities they would like to do. This engages a pledge with a senior member of HKN and allows the relationships to start forming.
- Form committees – this is similar to the idea of mentorship. Assign the small group a task to complete, whether it is planning an event, starting a project, helping with awards etc.
- The senior officers mentor the junior officers before they graduate. This provides a continuity of membership and leadership and ensures that all records are maintained and tasks completed.

2. *Social Event suggestions*

- Ping-pong or pool tournaments
- Paintball tournament – HKN vs. Tau Beta Pi or IEEE
- Bowling
- Cultural events – eat ethnic foods, visit a restaurant with live music
- Karaoke night
- Movie night
- Happy hour – meet faculty and mingle
- Poker tournaments

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- Game night – Nintendo or board games
- Whirley ball
- Assassination
- TG's (TGIF)
 - a. HKN only event that allows new people to get to know old members.
 - b. Meet at a restaurant every other weekend. If possible, HKN chapter pays part of the bill
 - c. Or, open it up to the entire ECE department – good marketing for your chapter. Get your name out there.
- Flag football (against Tau Beta Pi, IEEE etc.)
 - a. Make a traveling trophy that goes between the winner for each year

3. How do you draw in members for recruiting?

- Show what HKN can contribute to the department and to students
- Get to know the officers – invitees will have a vested interest if they can relate to other members
- Socialize with prospective members
- Remind them of benefits of joining – significance of having it on your resume, advantages at your school (such as free coffee or free printing in the ECE office)
- Host a donut stand – everyone stops by for a snack and it is a fundraiser as well as a marketing tool. Everyone knows its run by HKN.
- Maintain the high standards and reputation of HKN; be recognizable on campus by students, faculty, staff, and administrators.
- Corporate networking – maintain relationships with businesses that will speak at your meetings/Tech Talks as well as recruit employees
- Service Projects – through services provided to the department and community, the chapter is known around town
- Offer department tours, tutoring, raffles, collect donations for charities
- Visibility within the department is key and enthusiasm of current members and officers is the best way to recruit new members.
- Visit classes for a brief presentation on HKN
- Hand deliver invitations
- Ask professors to hand out invitations and congratulate students on being invited to join.
- Officers send out personal emails to all invitees, relating personal experiences in HKN and in their majors
- Make a good first impression
- Send a copy of the invitation to the parents
- Ask HQ to email all invitees from the Executive Director
- Use the Recruiting Flyer on the HKN website
- Include a note from the department head/dean/distinguished alumni/University President or some other well-recognized authority to personalize the invitation.
- Get acquainted with the international students at the beginning of the year. Have a picnic and games and welcome them to your school. They are often looking for groups to get involved in right away.

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4. How do you recruit graduate students or get them involved?

- Free food at events
- Fairs
- A service requirement on graduate students is hard because they may not have time.
- Social events for graduate students only – Karaoke
- Allow graduate students to choose their pledge project
 - a. Follow the undergraduate requirement (whatever that may be for your chapter, i.e. service hours)
 - b. Allow them to complete a chapter project such as holding a presentation about grad school for undergrads
- Give them an excuse to get out of the lab for meetings, social events etc.
- Graduate students institute a self-perpetuating culture within a chapter. They are on campus longer and have a close knit graduate community that can spread the word easily. It allows for more continuity over the years for your chapter.
- Make a good first impression.

5. What are your requirements for inviting graduate students?

- UMR: Recommendation of faculty advisor and department chair, service hours, attend the initiation banquet
- UIUC: Recommendation of faculty advisor and department head, attend the banquet, either 1) same pledge projects as undergrads or 2) alternate pledge project
- NCSU: Recommendation of faculty advisor and department head, pledge project with the undergrads
- UM: Recommendation of faculty advisor and department head, 30 service hours

6. What is your acceptance rate on invitations and pledge class size?

- University of Michigan- approx 30-35 accept
- University of Missouri-Rolla – send out 40 invitations, 7-10 accept
- UIUC- approx 25 accept
- NCSU- approx 22-33 accept

7. How do you fund your activities?

- UIUC: Sell food in their office, company sponsorships
- NCSU: Governor's Council- Engineering Board and the Student Senate will fund specific activities;
 - a. Network with industry before asking them for money. Establish an advisory council that allows interaction, recruiting, speaking opportunities etc.
- UM: Donut stand
 - a. Sell pizza (they have a deal with Domino's to buy cheap pizzas and sell them)
 - b. TechTalks

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- c. Charge companies \$500 to come talk at one of their 6 general meetings per semester
- d. Advertising at the donut stand
- e. Maintain contacts with the companies throughout the years
- f. Resume CDs
- UMR: Professor Work Days – work in the office or do yard work for a professor for a donation to HKN
 - a. Student/Company dinner – invite companies at the career fair to a banquet the night before the fair. Allows students to network early too.
- Purdue: \$500 is the magic number – companies seem to donate in increments of \$500.
 - a. Maintain contact with former members (*Note from HQ: ask all graduating students and alumni to update their information online as it changes – we want to keep in touch with them too!*)
 - b. Work with people from the university who handle fundraising
- Pledge Project – required to sell 3 T-Shirts (they can sell them to other students or give them as gifts and the chapter will keep the profit)
- Sell past exams – GET APPROVAL from University administration

8. What do you use the funds for once you have acquired them?

- Events that affect the whole department, services to HKN members, i.e. a new fridge in the ECE lounge
- Social events
- Service fundraising
- Student projects lab – new equipment
- Induction banquet
- Scholarship endowment

9. How often do you hold meetings?

- 6 per semester plus committee meetings, plus officer meetings
- 6-8 general meetings, officers meet biweekly
- 1 general meeting; officers meet biweekly
- Officers meet weekly, president meets weekly with officers of other similar organizations and the department administration; 1 general meeting along with 8 events
- Every other Monday, with industry presentations on the off-Monday

10. Do you work with other societies?

- A few, such as for the paintball tournament
- A few, for the larger scale corporate events
- Meet with the presidents with other societies weekly
 - a. The university is more willing to help if your activity helps more than 1 society
- Host a picnic
- IEEE/HKN Electric Bowl – free food, football, traveling trophy

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11. At the info sessions, what do the companies pay for?

- Charge a flat fee \$200-\$300; \$100 will go to pizza and HKN gets the profit
- \$350 flat fee – market it as a service to the company because HKN orders the food, sets up the room and A/V and handles all details
- No profit for HKN – it's a service to the students
- Corporate sponsors host bagel/coffee days to cover HKN's cost of materials and HKN makes profits on all sales

12. What is your pledge process?

- Service hour requirement – lots of options such as going to the Ronald McDonald House, cleaning parks
 - Pledges run the donut stand
 - Service projects such as Professor work day, phonathan, work the coffee shop
 - Take a fundamental EE/CE and HKN history test
 - Make and decorate a plaque, have all faculty and members sign it
 - a. Officer a prize for the best plaque
 - 2 philanthropy events
 - Interview professors – HKN sponsors a lunch
 - Electee exam
 - Group activities
 - Weekly tutoring service
 - 10 hour pledge process:
 - a. 2 hours of community service outside the university
 - b. 2 hours of pledge service to benefit ECE Dept or HKN
 - c. 1 hour lab work
 - d. Attend an Executive meeting
 - e. Attend an industry presentation
 - f. Attend 3 pledge meetings (where the chapter provides food)
 - g. Fill out a signature sheet – meet the professors
 - Design a wheat stone bridge or other open ended design projects
- It should help pledges bond and allow them to backup their membership on the resume as actually participating in the organization.

13. Career Skills Building Ideas

- “Ready for the Real World”
 - a. Series of workshops on resume writing, interviewing, secrets to success, management/leadership skills, and public speaking skills
 - b. Work with the career center
 - c. Get feedback from companies for what they are looking for in new hires
- Post resumes online
 - a. Keep the resumes current
 - i. Form a resume committee and the chair send out emails
 - ii. Make a new CD with only the new resumes

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- iii. Take everything off the internet periodically and only put recently received resumes online
- At a company info night, give them everyone's resume who attends
- Resume book vs. resume CD
 - a. The book is more formal – is it a better presentation?
 - b. Do both and see what the company prefers
 - c. Put them online or on CDs if you have electronic copies; if you have hard copies bind them in a book
- Give away resume CDs or sell them?
 - a. The corporate advisory board at NCSU gets a book for free for participating
 - b. UIUC gives CDs to companies that sponsor events

14. How much do you charge for dues? (Keeping in mind \$40 goes to nationals)

- NCSU: \$90 which covered all of the funding for the chapter; recently cut to \$50
- UMR: \$65
- UIUC \$85
- PU: \$80
- UM: \$105
- The common range among all attendees was \$50-\$80
- About 25% said that dues are one reason some people don't accept the invitation
- UM makes a presentation that proves what they are getting for their money such as free events while at the university
- All chapters have a 1 time fee (not yearly dues)

15. What do you do at your pledge meeting?

- Faculty advisor and department head make a presentation
- Be enthusiastic – save the details and requirements for a later meeting
- Play a game (i.e. EE Jeopardy)
- Informational session – go over requirements, why they're there, benefits, get to know invitees personally
- Develop a relationship with invitees
- Have an ice breaker or picnic
- Have food
- Make sure the current members mingle with the prospective members