Institute of Electrical & Electronics Engineering

Modern Sciences and Arts Student Branch

IEEEMSA Master Plan

Authors:

Ahmed Nassar

Heba Khaled

Mohamed Fawal

Mostafa Mohamed

Amina El-Haggan

Mohamed Mobark

Khaled Ehab

Supervisor:

Dr. Diaa Hafez

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Abstract

IEEE plays a huge role in the development of technology. As a group of ECE students who have recently come to understand the importance of such an organization to both our fellow students as well as ourselves, IEEE MSA Student Branch was reopened in spring 2017; from this time, we have done a lot from our vision form quality and standard and we hope to achieve more and more.

We contacted IEEE's Egypt section's Student representative in or-der to understand the proper procedures required in order to update our Student Branch with a focus on enriching young engineers through supplementary practical, as well as academic, experiences.

Part I

Overview

Events

I. Orientation: To welcome our new recruits and to introduce the IEEE organization in-depth. Ensuring every member understands our objectives and mission.

II. Arduino session: Arduino session was a workshop for who are interested about robotics and coding.

III. Arduino Completion

IV. Committee-Special Training: Multiple sessions will be held on a variety of topics including Marketing, Fund Raising, Coordination, and HR. These are targeted at our newly recruited members with the aim of bringing everyone up to the same standard.

V. Raise your idea sessions: Where students can gather and explore project ideas for who are interested in new technology.

VI. Recycling Event: With a focus on E-Waste (waste created by Computers and Electronic devices).

VII. Junior Engineering program: Reaching children in schools from all over Egypt in order to bring the IEEE message to them and provide engineering-development programs.

VIII. Mid-year board training: It will give the board more knowledge about leadership skill and how to work toward your goals with your team effectively.

Trips

(i) Egyptian Engineer day (EED): It is an annual event that is held to show engineers from all around Egypt different topics, sessions, graduation project ideas, and workshops that they can benefit from,

(ii) Made in Egypt (MIE): is a University-Industry linkage program founded and organized by IEEE Egypt's Young Professionals (YP) affinity group; it aims to bridge the gap between the academic community - including

both research and educational sectors- and the industrial community. *Our contribution lies mainly in creating suitable models of cooperation between both communities that enrich the national industry and production and lift up the academic standards to create a better impact on the industrial and economical development in Egypt.*

Part II

Human Resources Committee Plan

1   Vision

It is the vision of the human resources team to inspire all of our mates to reach their full potential where their contributions serves the role of IEEE in the community.

2   Mission

It is the mission of the human resources team to provide the following quality services to the members of IEEEMSA: Recruitment of qualified individuals. Retention of valuable members. Training, development and education to promote individual success and increase overall value to the organization.

3   Objectives

(i)   Orienting the team to the IEEE goals and role in the community,

(ii)   Orienting the team to the HR functions,

(iii) Build up team relations and bonds,

(iv)   Assess the members' experiences and abilities to include them in the process of the HR development,

(v)   Prepare the team for the following:

- The tracking and evaluation process
- The team development
- The recruitment process

(vi)   Establishing suitable tracking system for the IEEEMSA,

(vii) Building our own database of IEEEMSA members' profiles,

(viii) Distributing the roles of the HR on the members and achieving synergy of work,

(ix)   Forming the Job descriptions to all of the IEEEMSA teams

4 Requirements

(i) Training courses and workshops provided by the University's training department:

- HR skills (Interviewing, tracking and evaluations),
- Interpersonal,
- T.O.T or any related trainer program,
- Presentation Skills

(ii) Booth for recruitment,

(iii) Buses for transportation,

(iv) Rooms with functional data-show and air-conditioning provided for sessions and workshops

5 Procedures

(i) Introduction to HR presentation while interfering the known-to-be experienced members for icebreaking,

(ii) Open discussion for orientation to HR functions,

(iii) Sessions and workshops to measure their soft skills, abilities and knowledge,

(iv) Training sessions and courses provided by the university.

(v) Sessions for practicing and exploring the needs and goals of HR,

(vi) Creating the forms needed for tracking and development

Part III

Coordination Committee Plan

1 Vision

My vision is to encourage our students to innovate and broaden their perspectives towards their capabilities. Also, encouraging them to participate in events and competitions to gain more experience and try to become the best.

2   Mission

(i)   To encourage students to participate and try new things,

(ii)   Teach them the required skills that will them in their career,

(iii) Wining competitions and becoming a well-known branch in the IEEE,

(iv)   Helping students define, achieve, and pursue their goals,

(v)   Teaching the students the definition of a team spirit and team work,

(vi)   Having fun while gaining experience and focusing on theirs studies

3   Head's Responsibilities

(i)   Helping each and every member to learn and discover new things,

(ii)   Being strict and firm in a given task to ensure its progress while ensuring to have fun and learn in the progress,

(iii) Working with the members to achieve our missions,

(iv)   Preparing each member to become a leader,

(v)   Teaching the members to work together,

(vi)   Teaching the members how to time manage,

(vii) Holding weekly meeting to achieve our goals,

(viii) Teaching the members that good communication is key to success,

(ix)   Using the policy of reward to ensure everyone's work is appreciated and to encourage them to do their best,

(x)   Always having a plan B,

(xi)   Encouraging everyone to do their best,

(xii) In case of a member not doing their work they would be warned for up to three times after the third warning it would be voted if he/she would leave

4   Plan

(i)   Planning the orientation to be well-organized and well-planned,

(ii)   Preparing the member with the sufficient skills for the coordination department with the help of sessions such as: project and time management, public speaking and building relations,

(iii)   Preparing the students with the sufficient skill to participate in competitions

5   Member Criteria

(i)   Committed,

(ii)   Academia-focused,

(iii)   Energetic

(iv)   Team worker

Part IV

Fund Raising Committee Plan

1   Vision

Through the proper and suitable resources, the process of learning can be executed perfectly and effectively.

2   Mission

The fundraising team will improve and provide the resources needed by the IEEEMSA team who contribute in order to achieve the goals of IEEE and achieve its role in our community.

3   Objectives

(i)   Orienting the new recruits to the following:

- The hierarchy as well as their teammates,
- The mission and goals of IEEEMSA

- The mission and goals of the FR
- The system and policies of IEEEMSA

(ii) Teamwork and team relations formation and constructing synergy of work between them and synergy of work with the other teams,

(iii) Members' capabilities assessment to know the depth of their knowledge and form the development plan depending on this assessment,

(iv) Acquiring the skills needed for the process of FR,

(v) Planning and executing the final stage of the training which is the exam

4 Requirements

(i) Training courses and workshops provided by the university's training department for the following soft skills (or what could be provided):

- Communication skills,
- Sales skills,
- Interpersonal skills,
- Presentation skills,
- Mind mapping,
- Public relations,

(ii) Rooms with data show for meetings and workshops,

(iii) Buses for transportation

5 Procedures

(i) Introduction to FR presentation and what is the future of a fundraiser like,

(ii) Social interaction games and sessions,

(iii) Research and exploration sessions,

(iv) Training courses and workshops held by the university,

(v) Role Playing Sessions,

(vi)   Tutorial Sessions:

- Writing formal and professional e-mails,
- Psychology studies,
- Targeting consciousness,
- Case study,
- Choosing the right Donor,
- Exploring donors,

(vii)   Surveying and forming our own data base of donors,

(viii) Planning on for recruiting volunteers,

(ix)   Reaching an agreement with a friend company manager to conduct our exam which will be a reach out for funds for an event. It will be recorded on video and assessed

Part V

Marketing & PR Committee Plan

1   Vision

Understanding IEEE's vision of "Advancing Technology for Humanity;" as well as IEEEMSA's unique aim to become the finest student-led organisation that provides students with engaging hands-on experiences with up-todate technologies, the Marketing and PR department (hereby referred to as MPR) is a core driving force whose objectives are to reach and inform as many students as possible -of these opportunities- whilst maintaining the professional image of both the IEEE Entity and the Student therein.

2   Learning from the Past

It is advisable to note that this is not the first instance IEEE has been effective at the Modern Sciences and Arts University. This presents a wealth of material to be studied in order to avoid the same issues encountered previously, and to plan some preventative measures for the future.

Strictly from the perspective of the MPR department, the previous initiative posted a total of 58 photos on the Facebook page across their time of operation. These were shot during two events namely their "Introduction Session", and "EED 2012." The figure mentioned above includes a handful of

adverts such as the "Over IP" info-graphic alongside others. These postings contained lack-luster captions that were not indicative of the quality of the sessions. Furthermore, they lack any kind of "tags" that would help distinguish the page amongst other branches or even improve the search ranking of the posting. It is important to note, as well, that the quality of the photography and adverts were sub-par at best, and it will be a main focus of the new MPR department to overhaul the public image of IEEEMSA. This is in addition to a more extensive amount of reporting on the IEEE platform, as this ensures the notice-ability of our branch to the Egypt Section.

3   Preparing for the Future

To rejuvenate the IEEEMSA Student Branch, we began by re-designing the logo, i.e the main brand image of the activity. This new clean and minimalistic style will be carried across all of the activity's publishings henceforth.

We then posted a series of teasers that would re-ignite the demand for IEEE at MSA, this was achieved through six "mini-cards" that detailed the main operations of the IEEE.

Figure 1: New IEEEMSA Logo

Figure 2: IEEE Info-graphics

This campaign was very successful in bringing the spotlight back onto IEEEMSA, with an average post reach of 3500 people; bearing in mind that the current number of likes as of this plan is just over 4,600 (up over 200 likes since we started up this project).

This is just an example of one of the many actions executed in the short time since the restarting of this activity.

Challenges

After a rigorous recruitment process, the team consists of about 9 people. The next step would be to ensure that everyone's technical level is up to standard in order to focus on the creative exploration process - after all it's fun to dream up ideas, but if their execution is not feasible, then they are practically nothing more than that. This is why in order to bring everyone up to the same level, I have listed (in order of importance) a number of suggested topics for training sessions that would be required of myself and my team.

Design-specific Training

(i)   Photoshop and Illustrator Essentials*

(ii)   Designing for Screen Vs. Designing for Print*

(iii)   Fundamentals of Colour Theory*

(iv)   Fundamentals of Typography*

(v)   Proportionality, Scaling, and White-space*

(vi)   Effective Brainstorming and Sketching

(vii)   Designing for Mobile (viii) Optimizing File Types & Sizes

*These are essential.

Marketing-specific Training

(i)   Organizing and Executing Marketing Campaigns*

(ii)   Search Engine Optimization*

(iii) Paid Promotions on Facebook and Google (Ad Words)

(iv)   Photography (Light meter, and Colour-oriented)

*These are essential.

4   Reaching our Target Audience

In addition to the steadily-growing Facebook following, we plan to start an Instagram page where a majority of the event photos can be posted and easily digested by our audience. We have also partnered with a variety of other student activities at MSA who are constantly supporting our posts by sharing them, thereby enabling an even further reach. A branch-specific website will be developed and launched soon, this will become our main "online-HQ". Although there is an incredible focus on Digital mediums, this does not negate the use of traditional media such as posters around the university campus as well. In fact, one such design was recently released:

The aim of this design was to be printed on sticker paper and to be distributed across campus. The design echoes the same design language of both the IEEE as well as my planned vision for this branch.

Figure 3: IEEEMSA Facebook page disguised in QR-Code
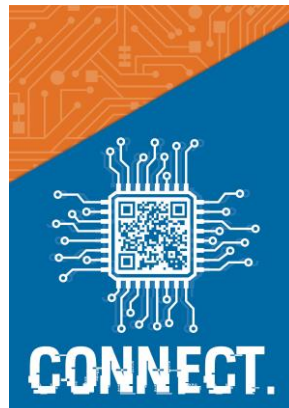
5   Distribution of Responsibility

The Head

As Head of MPR, I will lead-through-example. This means, I will show my team the quality of work expected of them, and then help them improve until they meet and surpass those expectations. My greatest strength in this position will be my technical knowledge, and so it will be my duty to:

(i)   help my members realise their ideas and bring them to life through design,

(ii)   ensure the team works harmoniously together through a slew of team-building activities,

(iii)   constantly remind them of the bigger picture at hand, and the end-goal we aim to achieve together,

(iv)   constantly encourage and motivate the team,

(v)   ensure a strong base of communications between my members by creating an environment where everyone's ideas are given equal weight,

(vi)   hold bi-weekly meetings for brainstorming sessions

(vii)   understanding my members' visions and goals in order to help them achieve those as well

(viii)   provide a valuable experience in MPR, thereby extending their total skill-set.

The team will be inherently divided into two sub sections, those who are more familiar with Media work and those who are more proficient in Marketing.

The Media Team

Will be responsible for:

(i) All event photography,

(ii) Ensuring all photos are backed-up in-case of hardware failure,

(iii) Scouting the location prior to the event and understanding the best photo locations, backgrounds, and angles,

(iv) Communicating clearly with other team members to ensure full coverage,

(v) Managing the Instagram account, and building relationships with the audience,

(vi) Writing detailed event-reports to be submitted to IEEE.

The Marketing Team

Will be responsible for:

(i) Managing the main Facebook page and website,

(ii) Devising new and innovative campaigns to engage the students,

(iii) **Ensuring all designed material adheres to the IEEE Design Guide**

(iv) Creating all event-related media (this includes: posters, nametags, banners, stationery, gift-bags, etc.),

(v) Following up with any of the publics' inquiries with regards to our activities

(vi) Communicating clearly with other team members to ensure the work is designed to the highest quality standard achievable.

6   Final Remarks

This brief outline introduced the main vision, current and future plans, as well as a comprehensive distribution of the responsibilities expected from each member. It will be used as a reference for all future activities henceforth.