Successful Publicity Strategies for a New ASEE Student Chapter

Elizabeth (Van Ruitenbeek) LeMay
University of Illinois

American Society for Engineering Education
Annual Conference
June 22, 2010
Overview

• ASEE at the University of Illinois
• Recruiting Student Chapter Leaders
• Recruiting Student Chapter Members
• University of Illinois Participation Results
• Conclusion
ASEE at the University of Illinois

• April 2009
  - Several U of I students expressed interest in starting a student group for engineering education
  - ASEE student chapter leader recruitment/publicity began

• April-May 2009
  - Organizational meetings and officer elections were held for the new student chapter

• August 2009
  - Student chapter member recruitment/publicity began

• September 2009
  - 27 students attended the kick-off meeting
  - Over 100 students joined the email list
Two Phases of Publicity

1. Find a core group of engineering students passionate about engineering education
   -> ASEE officers

2. Invite all engineering students to ASEE events, targeting those with potential interest in engineering education
   -> ASEE members
Connecting with New Student Chapter Leaders

• Identify university courses that attract education-minded engineering students
  – U of I: EOL 585: College Teaching

• Identify university programs or groups that attract education-minded engineering students
  – U of I: iFoundry (Illinois Foundry for Innovation in Engineering Education)
  – U of I: participants at the Summit on the Engineer of the Future 2.0 (held at Olin College)

*Networking and personal connections are effective*
Connecting with New Student Chapter Members

- U of I student chapter website
  - Disseminate student chapter information
  - Collect student member information
  - Administer event registration
Lunch Seminar

The American Society for Engineering Education will be hosting multiple lunch seminars over the course of the year. Lunch will be provided and attendance is limited. Please see below for seminar topics and to sign-up.

Wednesday, April 21, 2010 - 12pm | SIGN UP NOW!

TITLE:
What is Excellent Teaching?

SPEAKER:
Dr. John Popovics
Department of Civil and Environmental Engineering
University of Illinois at Urbana-Champaign

BIOGRAPHY:
John S. Popovics holds B.S. and M.S. degrees (Drexel University 1988 and 1990, respectively) in civil engineering, and a Ph.D. (The Pennsylvania State University 1994) in engineering science and mechanics. He has been on the faculty of the department of Civil and Environmental Engineering at the University of Illinois since January 2002. Dr. Popovics teaches undergraduate and graduate level courses on materials properties, construction material corrosion and durability, concrete technology, and non-destructive testing. Dr. Popovics was the recipient of the National Science Foundation’s CAREER award (1999) and several teaching and advising awards from the University of Illinois.

Successful Publicity Strategies for a New ASEE Student Chapter – Elizabeth LeMay
Connecting with New Student Chapter Members

• Mass emails
  – Sent to undergraduate and graduate engineering students

• Links to website
  – From university and department websites

• Engineering organization fair

Chapter website and mass emails are effective
University of Illinois
ASEE Participation Results

• Meeting participation (approx. 25 students)
  – Kick-off meeting
  – Five lunch seminars
University of Illinois ASEE Participation Results

University of Illinois ASEE student chapter members by department
(March 10, 2010)
Conclusion

• Each new ASEE student chapter faces a unique university environment, but the University of Illinois student chapter wants to share some publicity strategies it found useful
  – The core officer group was recruited from among students already demonstrating a passion for engineering education; publicity focused on using existing personal connections
  – Member recruitment focused on using the student chapter website and mass emails to reach the engineering student body at large

• Contact Elizabeth at evanrui2@illinois.edu
University of Illinois engineering student enrollment by department (Fall 2009 enrollment)