IEEE Buenaventura Section

OpCom Meeting Minutes

# June 1, 2015

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| Simi Valley, CA |

## Attendees

Ali Alhatrashi (Economic Development)

Doug Askegard (RAS/IAS, PACE Representative)

Tom Campbell (MTTS)

Bridge Carney (Vice Chair)

Zak Cohen (Treasurer)

Nathalie Gosset (Chair)

Meredith Jacobson (Social Media)

Deron Johnson (Secretary)

Jerry Knotts (LMAG)

Stephanie Knotts (AESS)

David Pehlke (ComSoc)

Meeting was called to order at 6:45 PM.

Nathalie introduced three new attendees.

* Ali Alhatrashi: Ali is the Economic Outreach Chair and contacts companies to find internship openings for engineer students and entry level openings for new engineering graduates
* Stephanie Knotts: Stephanie is AESS Vice Chair, and will be assisting with section activities.
* Meredith Jacobson: Meredith is the Publicity lead for the Computer chapter, and is now the Social Media Chair for the section.

## Minutes from Previous Meeting

Minutes from the [April 27 meeting](http://www.ieee-bv.org/wp-content/uploads/2015/06/2015-04-27-IEEE-BV-OpCom-minutes.docx) were accepted without change.

## Treasurer's Report and Budget Update

Our section received the annual rebate from which chapters received their annual allocation. All chapters received $200 except for EMBS and RAS who crossed the threshold of 6 talks last year and qualified for $275. New EMC/CE and IPS chapters that have not completed their petition process did not received any rebate, but $250 each is set aside for them by the Section. Zak reported that charges to the ComSoc chapter were adjusted as discussed at the April 27 meeting. The treasurer's report was accepted without change. See Budget Update in the [Appendix](http://www.ieee-bv.org/wp-content/uploads/2015/06/2015-06-01-IEEE-BV-OpCom-minutes-appendix.pdf).

GlobeCom: David and Bridge mentioned that it is looking good so far. David asked for some time at the next OpCom meeting to discuss the status.

We have applied for PACE funds from Region 6 for the following events. (Subsequent to the OpCom meeting, we learned that the funds are not "fully approved" yet. More details will be provided once we know what this means.)

* July 22 mixer: "Around the World from 60 days to 60 milliseconds"
* Introduction to Engineering for Girls
* Fall event: "The Hitchhiker’s Guide to New Technology Frontiers" charity event
* FIRST Robotics and VEX Robotics high school teams

## Section Metrics

See "Section Metrics" and "June 29 OpCom Preparation" in the [Appendix](http://www.ieee-bv.org/wp-content/uploads/2015/06/2015-06-01-IEEE-BV-OpCom-minutes-appendix.pdf) for details.

Very Important Preparation for the Next OpCom on June 29

1. Please review the "2015 Section Budget Allocations – Actuals vs. Budgeted" table, and consider your needs for the second half of 2015. We will release the second part of the allocated funds, after a motion is made to accept edits to the amounts.
2. If you have not started spending the funds that were allocated to you in the first part of the year, please send Nathalie Gosset your plans for the remainder of the year.

## Section Updates

May was a busy month. We had the mixer, officer training, the second installment of the entrepreneurship series, and five chapter talks. See "Successes of the Past Month" in the [Appendix](http://www.ieee-bv.org/wp-content/uploads/2015/06/2015-06-01-IEEE-BV-OpCom-minutes-appendix.pdf) for the list. See "2015 BV Talks and Events Rollout" for the list of upcoming events.

Things that worked well and things that can be improved in the future:

Mixer:

* The event was a great success even though it was raining hard – 58 of the 65 registered guests came. Food was great, and the Huddle setting was excellent for this type of event.
* We should consider to design an award for Mike Panesis.
* Things to improve: Request that lights be on in parking lot.

Entrepreneurship workshop:

* Audience members loved the workshop. Jerry would like to add an evaluation to the entrepreneurship series, and Bridge will do a workshop on branding and marketing your business.
* Things to improve: Have a remote control for the mouse and laser pointer.

**Important to do during June**: Award Nominations. Nominations are open for IEEE Region 6 awards. The list of categories is on the [IEEE Region 6 web site](http://ieee-region6.org/awards/awards-desc/) . If you would like to make a nomination, please send a paragraph or two to Doug Askegard before June 29. We will discuss potential nominees at the June 29 OpCom meeting. Last year, La Reina High School from our section won for Outstanding Pre-University School.

## Strategic Focus: Promotion Strategy

The strategic focus of this meeting was promotion strategy. We discussed goals for promoting IEEE and our events; and how to achieve those goals.

Goals:

* Get more publicity out to our community (e.g. for EMBS, Acorn article brings in 10 -15 more people, while VC Star article can fill the room).
* Bring more IEEE members to our events.
* Bring more people to events who are not IEEE members.
* Get people to actually register so we can get the right amount of food.
* Have an outward facing position to industry and the community.

Strategies/Actions:

* Develop a closer relationship with the Acorn (Thousand Oaks, Simi Valley, etc.)
* Find ways to streamline announcements about the events while still increasing attendance. Nathalie will put together a small team to look at this.
* Announce the events once a week on LinkedIn and Facebook. Meredith is taking the lead on this.
* Gather information from sign-in sheets on how attendees heard about the event.
* Find a student member to tweet about the events.
* Co-announce with other engineering associations (AVSI, ASME, etc.). Doug and Jerry have a few contacts they could provide.
* Have neighboring sections announce our events in exchange of us announcing theirs. For example, some sections have more members than us but don't have as many technical meetings. So their members would be exposed to more meetings, and our chapters get a larger attendance. Doug has contact information.
* Create video of examples of our events to create excitement. This might attract younger audience.
* Figure out how to utilize the recording equipment we got from Region 6. David agreed to look into how to use it.
* Create a visual sign/stand that alerts attendees of membership opportunities and discount of 50% for joining now.
* Set up weekday breakfast meetings. For example:
  + Link this month's IEEE virtual career fair with a session on searching for a job.
  + Meet with industry leaders.
  + Have mentoring sessions on various topics.

Meeting was adjourned at 8:00 PM.

## Next Meeting

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| Date/Time | June 29 2015, 6:30 PM |
| Location | Home of Nathalie Gosset and Doug Askegard, Simi Valley |
| Strategic Focus | Financial Review, and Approval of 2nd Part of 2015 Allocations |