

STUDENT CHAPTER AND AFFILIATE RECRUITMENT & ENGAGEMENT TOOLKIT

A guide to recruiting and retaining Affiliate and Associate engineers for local representatives

INTRODUCTION

Welcome to the Recruitment Toolkit designed for volunteers who would like to recruit and convert Affiliate members in their area. This guide will take you through engaging and recruiting Affiliate members at university level and converting them to Associate members. With presentations, useful advice and clear guidelines, this process will be straightforward and enjoyable.

For help, please email international@imeche.org

RECRUITMENT PROCESS



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PART 1 - RECRUITMENT

Student recruitment presentation

The student recruitment presentation is given when there are mechanical engineering students based at a university. Student recruitment presentations are a popular and effective way of introducing mechanical engineering students to the Institution. Once a local university with a mechanical engineering department has been identified, the following section will support you to both engage and recruit students.

1.1 Student recruitment presentation logistics

A student recruitment presentation will usually be given at the university itself as this is where your main audience is based. To set up a presentation in a university you will need:

- **A venue:** consider cost, size, facilities, and equipment available
- **Presentation equipment:** projector, screen, and laptop
- **Student recruitment presentation:** see **Appendix A**
- **Presentation script:** see **Appendix B**

Suggested material:

- *Affiliate application forms* **Appendix C**
- *Young Member Network flyer* **Appendix D**
- *Your IMechE business card/contact details*
- *IMechE posters Affiliate/Careers* **Appendix E**

USEFUL ADVICE Work with the Head of Department to organise the meeting as they will be based at the university and will therefore have easy access to the necessary resources.

1.2 Student Recruitment Presentation structure

A student presentation session usually lasts one to two hours. This typically involves:

- **Welcome:** from a university representative (*5 – 10 minutes*)
- **Presentation:** from the volunteer or IMechE representative (*20 – 30 minutes*)

- **Questions:** from students (*10 – 20 minutes*)

- **Registration:** if students choose not to apply online, they can fill in the application form and give this to you instead (*30 minutes*)

1.3 Registration of new student Affiliate members

If students are not applying online, it is advisable to collect the completed application forms at the end of the presentation. If this is not possible, ask the University Representative to collect them and send them to you within one week.

Once you have a group of forms, enter the details on to a spreadsheet so that the forms can be tracked. See **Appendix F** for an example spreadsheet that can be used.

Send a copy of the spreadsheet with the completed forms to the Institution's membership department:

Membership Applications

1 Birdcage Walk

Westminster

London

UK

SW1H 9JJ

The membership department aims to process all Affiliate application forms within four weeks of receiving them.

After four weeks, you can request a list of new members at the university from the International Development Department (international@imeche.org) and cross reference this with the list you sent initially.

Once you have a confirmed list of the students registered in the university, you can forward this to the university representative for their records.

PART 2 - ENGAGEMENT OF AFFILIATE MEMBERS

Engaging with Affiliate members means they are more likely to become Associate members in the future. This is because engaged members feel more a part of the Institution and are aware of the benefits. One way to engage with students within a university is through a student chapter.

What is a student chapter?

A student chapter of IMechE is a group of student Affiliate members of the Institution studying at one university who work together to promote the Institution and engage the IMechE members based in that university

2.1 Student chapter set up

Why form a student chapter?

Setting up a student chapter in a local university can help a representative or a committee to recruit members at a university. For universities where there are already members, a student chapter can engage those members and provide them with a more tangible link to the Institution. By increasing the students' link with the Institution, this increases the likelihood of students upgrading their membership upon graduation.

Once there is a group of 50 or more student Affiliate members registered in a university, a student chapter can be set up as a way to engage these members and provide them with support.

Having a student chapter in your area also benefits the local Branch or Region committee. Students can be invited to all Branch or Group events, contribute their ideas and become a new representation of members willing to learn and engage.

2.1.1 Aim

The principal aim of a student chapter is to recruit student members by providing an initial reason for them to become a member while at university. A student chapter also aims to increase the Institution's engagement with members who are based at the university and therefore make it more likely that they will retain their membership of the Institution on graduation. The activities of the chapter should also aim to raise the profile of the Institution and the engineering profession both with the wider student and teacher population at the university and with the local community.

2.1.2 Background

Student chapters in the format described in this toolkit have been set up as a way of recruiting and engaging student Affiliate members of the Institution. In the past, they have been set up to operate in conjunction with a Young Member Panel or Region of the Institution outside the UK, or by a standalone Representative. Examples and supporting documents appearing in this toolkit are based on Chapter being set up by either a standalone IMechE representative (Representative, Young Member Representative) or a group of representatives (Region, Group, Joint Group).

2.1.3 Who sets it up?

A student chapter operates as part of the local volunteer network and therefore is accountable to, and assisted by, the local Branch; or, if no such Branch assists, the Young Member Representative of that Region. Once a University representative or Academic Liaison Officer has been nominated (see 2.2.3), they will assist with the set-up process as will the student chapter committee itself during the final set-up stages. Support from the International Development Department at HQ is available to ensure the necessary tools and resources are allocated to the student chapter once it is set up. Information on the various tools needed to set up and run a successful student chapter are included in this toolkit.

2.2 Set up process

The process of setting up a student chapter has four main stages:

1. Initial contact: led by a local volunteer or IMechE representative

- Identify a university
- Meet with relevant university staff
- Assign an Academic Liaison Officer (ALO) for the university

2. Student recruitment: led by a local volunteer or IMechE representative

- Presentations to engineering students at the university
- Sign up new student Affiliate members (see section 1.3)
- Inform the ALO of the new student Affiliate members

3. Chapter setup: led by a local volunteer or IMechE representative /Academic Liaison Officer (ALO)

- Presentation to student members on setting up a chapter
- ALO to assign a Chair for the Chapter
- Chapter Chair to recruit the Chapter committee
- Chapter to register formally with HQ **Appendix M**

4. Chapter Launch: led by student chapter committee

- HQ to set up support tools for committee
- Committee host first meeting as a formal launch
- Put together an annual action plan and budget
- Public launch

2.2.1 Initial contact - identifying a university

A university can be identified for student chapter formation in one of the two ways:

A. Recruiting members based at the university: a recruitment drive at a university usually starts with a local objective set by the applicable Branch/Region committee or representative to increase the number of engaged members in their area.

A university can be targeted for a recruitment drive if it has more than 200 engineering students in each year group.

A recruitment target and an Affiliate level to Associate level conversion target must be set by the volunteer or IMechE representative or Branch/Region committee before the establishment of a student chapter.

B. Supporting student members already based at the university: in a university where there are student members already present, a volunteer or IMechE representative may decide to set up a student chapter to increase the Institution's engagement with these members.

A university can be targeted for this when more than fifty student members are already registered in a university. These students may have registered for a specific reason e.g. taking part in the IMechE UK Formula Student competition.

2.2.2 Meeting with university staff

At this meeting, you should discuss the Institution's vision and key themes, the benefits to the university of being linked to the Institution, and the benefits of membership to students at the university. See **Appendix G** for a template agenda. See **Appendix D** for information to give out concerning the Young Member Network.

Relevant staff members at the university can be located through:

- The university website
- Local member contacts at the university

2.2.3 Nominating an Academic Liaison Officer

At the staff meeting you should discuss the nomination of an Academic Liaison Officer (ALO) for the university. This person is the Institution's main contact at the university and will be responsible for ensuring the student chapter is operating correctly. See **Appendix H** for a role description of an ALO.

2.2.4 Presenting to students

Appendix K is a presentation to give to students to show them the value of joining a local active group and also includes the benefits of becoming a member of the Institution.

2.2.5 Chair recruitment

At the student chapter presentation, try to find out the contact details of at least one student who is enthusiastic about setting up activity in the university. Contact this student after the presentation session and, if they are still enthusiastic, you can nominate them as the first student chapter Chair. This student can then become the lead in the establishment of the rest of the chapter committee and its activities within the university.

2.2.6 Committee recruitment

Once you have nominated the student chapter Chair, it is this individual's responsibility for recruiting the rest of the committee. The committee will need a:

- Vice Chair
- Secretary
- Treasurer

Additional roles may include:

- Website Officer
- Publicity Officer
- Event Coordinator
- Newsletter Editor (A template is available in **Appendix I** and an example of an effective newsletter can be found in **Appendix J**)

See **Appendix L** for descriptions of the roles of Chair, Treasurer and Secretary.

2.2.7 Student chapter registration

When the student chapter committee is formed, the committee's first task is to complete the student chapter registration form (**Appendix M**). The completed form should be sent to the local Branch/Region Chair, the university representative/ALO and IMechE HQ so that the panel can be formally registered and reported to the International Strategy Board via the Branch/Region committee.

USEFUL ADVICE If someone contacts your local committee to ask if they can set up a student chapter in their university, send out the first part of the registration form to get some initial information about the university. You can then use this to decide if it is a suitable target for a student chapter.

2.3 LAUNCHING THE STUDENT CHAPTER

2.3.1 Support tools

Once the student chapter registration form has been submitted and the student chapter has been approved, the student chapter will be provided with tools and resources to support them in their roles and to develop the committee. These are:

- A list of current members in the university
- A set of pages on the IMechE website to use for marketing themselves and their events
- IMechE branded email addresses for the Chair, Secretary, Treasurer, and one other role

In addition to this, information on the Institution's strategy, objectives, the local action plan, and tools to support this will be available from the local Region/Branch.

2.3.2 Inaugural meeting

To formally launch the student chapter, the Chair must call an inaugural meeting of the committee, inviting the local Branch/Region Chair and the university representative/ALO.

The inaugural meeting and the launch of the student chapter must also be recorded in the minutes of the next meeting of the local Branch/Region.

The chapter is then formally launched.

2.3.4 Action plan and budget

Each student chapter will need to have an annual action plan and budget that forms part of the applicable Region/Branch's overall action plan and budget. This will be requested from the Region/Branch Treasurer or Chair once a year between July and September.

If a student chapter is set up mid-year, they will be asked to develop/complete a budget and action plan for the remainder of that year as necessary.

2.3.5 Public Launch

Sometimes a student chapter may want to organise a public launch event. This can be held in conjunction with a Presidential visit, or a visit from the Branch/Region Chair, and may include a speech from this guest of honour. This is an excellent method for raising the profile of the student chapter and the Institution within the rest of the student body and the local community.

USEFUL ADVICE Hold the launch in conjunction with a large event, such as a competition or conference and invite local press to take photographs or interview participants.

2.4 Event ideas

Once it has been established, the role of a student chapter is to support members of the Institution based at the university and to raise the Institution's profile within the university and the local community.

Some examples of events that have been successful are:

- Prize competitions e.g Speak Out For Engineering
- Lectures from local company representatives
- Engineering fun days
- Debates on key engineering topics
- Site visits

- Networking sessions
- Social media
- Career guidance and CV workshops

2.4.1 Presentations to students in the final years of their course

Appendices N, O and P. These presentations cover CV (resume) workshops, company recruitment and assessment centres.

The presentations are examples of workshops that could effectively engage students. Please note: These presentations do not have to just be given to students in the chapter; all students will find these of interest.

These presentations have been produced for use with Affiliate members who are enrolled in a degree course at a higher education institution. They are intended to meet three primary objectives:

1. To provide careers guidance by explaining an aspect of the process of looking for a job, e.g. writing a CV
2. To create an opportunity for Affiliate members to network with and speak to a professional engineer, and gain insight into their own engineering career
3. To encourage the audience to upgrade their IMechE membership to Associate level when they graduate, and pursue Professional Registration

The presentations are not intended to be exhaustive and the presenter will therefore need to explain more about the subject using their own experiences. You should focus on areas you are most comfortable with, adding your own experience and knowledge as relevant. The text in the presentations should provide answers to specific questions and act as a general guide.

USEFUL ADVICE Just reading out the words in a PowerPoint presentation is boring! Add pictures and stories to make it entertaining.

You will need to decide how best to use your own experience to add context, and provide an explanation of technical terms as you believe necessary.

Each member attending should introduce themselves to the audience and give a brief summary about themselves (including, for example, their job title, the company they work for, which university they attended, etc).

USEFUL ADVICE The more members attending a presentation, the greater the variety offered to the students to find out about different industries and draw on different experiences.

Organising a university presentation/workshop

To organise a presentation and/or workshop, contact the university representative/ALO at your local university to arrange a suitable time to hold this. This may be at the start/end of a lecture, during a lunch time or after classes. An hour long visit is most appropriate, and will allow time for a general question and answer session to give students the opportunity to gain further information and advice.

The university representative will be responsible for providing a venue (e.g. a classroom, lecture theatre or office), organising laptop and/or projector and for informing students about the event.

Appendix Q has a timesheet that will help you schedule your workshops and presentations.

Advertising the event

The university representative will notify their students about the event, usually via email. You can create a poster to advertise the event (templates have been provided in **Appendix Q**) which the university representative/ALO can then disseminate around the engineering department.

USEFUL ADVICE If you can get support from the companies you work for, use their logos on the posters advertising the events as students are always interested in finding out more about potential employers.

It's always great to give students something to take away with them.

There are a range of promotional items available for purchase from the IMechE merchandise store at www.imeche.org (you will need to login to the website to access this) using your Regional budget.

You can also obtain promotional literature, such as copies of the IMechE Vision booklet, to hand out to students at events, as well as display banners and posters. To obtain literature and other display materials, please email international@imeche.org

PART 3 - CONVERSION TO ASSOCIATE

Upon completion of their university course many students will be thinking about their career development. This is a great time to remind students how the Institution can continue to support them through professional registration.

3.1 Final year presentation

Follow the steps in part one in arranging a presentation at your local university (see 1.1.1).

In place of Affiliate application forms your suggested material should include an Associate application form and - **Appendix R** – and information on how they can apply online.

Reuse **Appendix F** to record the Associate members you sign up.

The presentation you will find in **Appendix S** has been devised especially for final year students and recent graduates to understand the benefits of staying with the Institution.

If, once the presentation has been given, students are interested in signing up as an Associate you can explain how they can sign up online.

If they would prefer to apply via a form, they will need to fill in the Associate form and enclose payment or payment details. You will then need to send the forms, payments and the spreadsheet to:

Membership Applications
1 Birdcage Walk
Westminster
London
United Kingdom
SW1H 9JJ

It is useful to contact HQ before you make your final presentation as often there are incentives you can offer to Associates such as no fee or no cost until end of the year. You can then offer these at your presentation as an encouragement to upgrade their membership.

3.1.1 When to give the presentation

The presentation should be given to students in their final year. Usually it should take place two to three months before graduation.

3.2 Letter from the local Branch/Region representative

Another way to encourage students who are about to graduate is to explain to them the benefits of being involved with their local Branch/Region. See **APPENDIX T** for a letter you could use which you can personalise it with your events and contact details.

For a list of members who are eligible for upgrade to Associate membership, please contact the International Development department: international@imeche.org

USEFUL LINKS AND CONTACT DETAILS

Hopefully this toolkit has been useful to you in the recruitment and engagement of members. If you need any assistance with the above, please contact the Institution as soon as possible.

- International Development Department: international@imeche.org
+44 (0)20 7973 1313
- Membership Team: membership@imeche.org
- IMechE branding guidelines for poster/letter templates and logos:
www.imeche.org/brandidentity
- IMechE website: www.imeche.org
- For Associate forms online: www.imeche.org/associate
- Volunteer Resource Centre: <http://nearyou.imeche.org/volunteer-resource-centre/overview>