



CHAPTER MEMBERSHIP DRIVE IDEAS January 2012

UW-Madison

We make announcements at freshman engineering classes and introductory materials science classes. Also, if an industry tour or presentation is approaching, I will have professors of those classes forward the information about those events to their students. This way, they can attend an event that interests them while we share information about our organization. Most students who attend these events become Material Advantage members.

I don't think this recruiting method is anything out of the ordinary, so I am curious to see what other schools say.

Regards,
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Institute of Technology, Kanpur (IITK)

Indian Institute of Technology@ Kanpur was announced as the winner of "*Most Creative Recruitment Strategies Award*" for the Fall 2011 membership challenge from the Material Advantage Charter while competing globally with over 75 chapters worldwide. The chapter launched a host of series of events to encourage student membership drive. This was kick started with the theme *sensitizing* the Membership Drive with a view to improve the leadership qualities among the students with a talk entitled "*Develop a Leader in You*" presented by Dr. K Balani on Sept. 10, 2011. Since many of the attendees were also non-members, this lecture followed with informal discussion on the benefits of Material Advantage student membership in developing the network. Moreover our chapter had also promoted social gathering tour, which was enjoyed by many students in large number. A good number of students had joined to Bithoor bus tour which is surrounded with historical and beautiful mythological places.

Further to increase the popularity of our chapter among the students, a lecture was arranged on "Career Prospects on Material Science & Metallurgy" which was delivered by Prof. S.P Mehrotra. The talk covered starting with the growth scenario in various industrial sectors involving metals and alloys and several other advanced materials, career prospects in Industry, R&D and Academia are specifically analysed. Potential of newly emerging sectors like Residual Life Assessment (RLA) and Rejuvenation of large infrastructures, and Waste recycling is examined from career prospects point of view. The events have witness huge number of participation from the students from inside and outside campus averaging more than 50 graduate and post graduate students. These were also engaged in a membership drive by arranging variety of technical and non technical events such as MA Quiz Contest , Micrography Contest, placing a booth table for pushing the membership drive resulting in current membership bringing a whopping growth of 236.4 % (from existing 11 added with 27 new members). Hence once again our team has proven our tag line "*...the advantage is beyond materials*".

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McMaster University

-Advertisement through email to all the undergrads in the materials engineering discipline, outlining the benefits of joining the Material Advantage program.

-A Meet the Profs Night in early September where new second year students in the faculty come to interact with professors and upper years in materials engineering. Through this night, the Material Science & Engineering Club is able to display all of the programs, intramurals and events that are being held throughout the upcoming year, this includes a presentation about the Material Advantage program.

-Extended undergrad invitations to AIST and ASM dinner evenings which promote networking with practicing engineers in their respective fields as well as give insight to prospective members of the importance of the Material Advantage program

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Virginia Tech

MEPS (Materials Engineering Professional Societies) targets mainly sophomore and transfer (or change-of-major) students for recruitment. At the beginning of every fall semester, MEPS officers arrange with a MSE professor to speak prior to a lecture. The officers in attendance then give their spiel on the who/what/why of MEPS, followed by personal experiences that show the advantages of MEPS (and Material Advantage) membership. Given the small class size in MSE, it's easy enough to notice upperclassmen new to the department and talk to them personally. Interested students are invited to the department tailgate, in order for officers to talk to them about the actual activities and opportunities we have.

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