

**Welcome to NI2**  
**Please start with 2**  
**sandwiches**



# **New Initiatives II: All About ... Campus Outreach!**

# Some Brief Announcements

You can find all of these exciting things on the website or in your email!

- Sign up for Banquet! [tbpmig.org/banquet](https://tbpmig.org/banquet)
- Electees need to be signed up for all their hours by 3A
- MindSET 2 this Sunday - Balloon Powered Cars
- STEM Symposium 3/23
- Engineering Futures 3/27
- The Bracket Pond!
  - Chance to win prizes
  - Your buy-in is supporting the Lynn A Conway Memorial Scholarship Fund
- Semesterly T-Shirt Voting Form

# 1 on 1 Peer Tutoring

Fun subtitle!

- TBP members offer tutoring to students on campus
  - Core engineering coursework (think your MATH, PHYS, ENGR, and CHEM requirements)
  - Major specific courses, mainly ME, CHEME, and EECS
- Tutoring is an electing requirement
  - Each electee is expected to complete at least one hour
- Want to understand the experience of tutors and students

# Underclassmen Mixer

Another fun subtitle!

- Held to reach out to freshmen and sophomores who would be eligible to elect in future years
  - Via being in the top eighth of GPA for their class
- Split between
  - A panel of TBP members talking about what TBP provides to members and the community
  - Open mingling between underclassmen and TBP members with snacks/desserts
- Last held around 2015ish
- Want to discuss if the Mixer should return, and if so how?

Mr DFM



# MLK Luncheons

An admittedly mundane subtitle

- Series to focus on non-technical discussion on society, culture, diversity, business, public policy and more
- Versatile form and topics
  - Panels with student orgs, research presentations, reflections on literature
  - For UM's bicentennial, the late Dr. James Duderstadt shared his thoughts on the University and his experiences
- Used to be quite prominent (2 to 3 per Winter Semester), but they did not transition through COVID
- Want to discuss if the Luncheons should return, and if so how?

# Tonight's Discussions

## Tutoring

- **Plus Minus Delta**
  - What works well, what doesn't, and are there things we should change?
- Think about BOTH
  - Our members (electees especially)
  - Students we tutor

## Throwback Events

- **Underclassman Mixer**
- **MLK Symposium**
- Think about
  - Should we bring these events back?
  - Are there better ways to fulfill their purposes?
  - How should we measure their success

# Join the Workbook at

[tbpmig.org/ni2](https://tbpmig.org/ni2)

- Get into groups of 4ish people;
  - no more than 1 officer in a group
- 6:40-7:00 Discuss and record answers with your group
- 7:10-7:20 Find a neighboring group and share your thoughts with them
  - Be sure to ask each other questions
- 7:20-7:30 Reconvene to discuss as a room



TBP offers 1 on 1 tutoring to students on campus (see the [website](#)). The tutoring is focused on entry level and engineering core coursework, including your required MATH, PHYS, ENGR, and CHEM classes. Tutoring for major specific coursework is also possible. In the past, we've had partnerships with other organizations on campus (PTS for ME courses, HKN for EECS, and OXE for CHEME), though the status of these relationships isn't fully clear at the moment. We don't advertise for upper level coursework, though some of our members have ended up being able to provide that support in the rare instances it's in demand.

1 on 1 Tutoring is an electing requirement. Every electee is expected to complete at least one hour of tutoring in order to become a member of TBP. While electees traditionally make up the bulk of tutors, some active members also provide tutoring. Tutors have freedom to select the subjects they feel confident they can teach, and get the freedom to select when to meet with students. Right now, you can sign up to be a tutor via [tbpmig.org/tbptutoring](http://tbpmig.org/tbptutoring). **Have you been a tutor? What was that experience like? Would you have benefited from any resources or support that you didn't have?**

We advertise our tutoring through the faculty of these introductory classes. Students can request tutoring at [tbpmig.org/tutor-request](http://tbpmig.org/tutor-request), and they'll be put in communication with a tutor for their course. Tutors meet with the student, work through questions and material as the student needs, and log their hours. Both the student and the tutor are able to provide feedback on how the session went. **Have you or someone you know ever been tutored by a member of TBP? Did they find it useful, or did it not serve their needs?**

Names: Aidan, Oscar, Tim

- Better advertising/more specialization of tutoring offered
- Not just 1 session (multiple sessions allows to build a relationship between tutor and client)
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Names: Taysia Morioka, Andrew Krakowiak, Elizabeth Reidy, Naomi Rogers, Sabrina Vanyo, Alyssa Fodale

- Before joining TBP, most of us didn't know the tutoring existed - some more advertising could be helpful
  - Suggested advertising methods: hand out/post flyers, in class announcements, COE emails
  - Flyer locations: math lab, outside Weiser physics lecture halls, SLC, basement of pierpont by ENGR 101 stuff, chem building, east hall, the dude, the ugli, mason by math classes
- When doing NROTC tutoring, sometimes it can be hard to jump in when you don't know what topic they'll ask about.
- Weekly tutoring session and Huron High school tutoring on the website that does not exist anymore
  - Basically check the whole outreach tutoring page
- Electees will get tutees and then they will never respond
  - Maybe add availability into form so that you align with tutee schedule wise

Names: Drew, Pritpaul, Natalie, Ava, Kayley, Raj, Joseph

- Getting information about tutoring and meeting up can be confusing
- Hard to account for ebbs and flows of tutoring resources
- More specific requests from Campus Outreach could help with urgency
- Potential to expand tutoring to Q&A opportunities
  - Potential issues include perception of counseling (conflicts with departments advertising our tutoring serve)
  - Consistent manpower to answer questions
- Group tutoring could be an expansion
  - UCLA has a really big [group tutoring service](#) with schedules
  - Increases uncertainty of questions while also alleviating some stress
- Compiling review material resources for intro courses could help with better tutor preparation

Names: Aimeng Yang, Nick Yiu, Ella Kerekes, Akshith Pulgam, Wei-Lun Huang

- Some of us have been tutoring before
  - A way to input specifically what they're studying for assignments or stress this point more on the form so tutors can prepare beforehand
    - Especially for transfer students who didn't learn the subjects at umich
    - And also for people who had the class years ago
  - For one-time NROTC tutoring, the scheduled time was really late, and nobody came during the whole session
  - Maybe a way to cancel the request
  - For one-on-one tutoring, ask applicants (i.e., potential tutees) to indicate the likelihood of them dropping the class
  - For NROTC tutoring, ask for the likelihood that no one will come ask questions (e.g., if there are ongoing events that reduce student incentives to come)
  - Topics/software/skills instead of courses to learn specific skills like programs and softwares that are not necessarily part of a class
  - Get a feedback form from the student being tutored, with specific ratings and not just free response, or both like course evaluations
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MLK Luncheons were a speaker series co-hosted by MI-G and the College of Engineering aimed at fostering a collaborative and DEI-supportive environment on a range of topics. Food was generally served to stimulate conversation and a collegial environment, supporting the spirit of liberal arts in engineering endorsed by MI-G. The MLK Luncheon series was operated around the below vision:

*As an engineering student, most of your classes are focused on learning about theoretical concepts related to engineering and on building technical engineering skills. That is why you are here at Michigan, after all – to become an engineer. However, engineering is not the only important thing in the world, or even for life at Michigan. Topics ranging from society, culture, diversity, and inclusion to business, entrepreneurship, and public policy all impact our day-to-day lives and our work as engineers, both here at Michigan and in the world at large.*

*The MLK, Jr. Luncheon series shines a light on these non-technical topics that are too often neglected by engineers. The series seeks to promote discussion, spark curiosity, and encourage attendees to continue their development as “people” rather than as simply “engineers”.*

Since the Luncheons had a very versatile form, topics and speakers covered a wide range of material. Past topics included directing social media use towards positive social/cultural outcomes, reflecting on excerpts from Dr. King’s speeches, the history concerning political violence in Myanmar, technology’s Law of Amplification for changing society, and reflection on the University of Michigan (a bicentennial special hosted in 2017 by the late Dr. James Duderstadt). As the topics and speakers varied, the format of the event was flexible also. Some were set up more as panels, others as discussions or presentations.

**What activities or styles of discussion would better connect to your studies?**

Many other organizations on campus host events similar in nature, ranging from departmentally focused technical conversations to research presentations to open discussion on social topics. **Have you ever attended such an event put on by the university or other student orgs?**

Names:

- Drew, Pritpaul, Natalie, Ava, Kayley, Raj, Joseph
  - Mani’s Rising Star speaker series good infrastructure for series
  - Potential increased demand for DEI-related speaker series in response to political changes
  - Potential for co-sponsoring from university
  - Main steps include looking at past project reports and finding interested speaking parties
  - Location is important
  - Extending across both semesters could be useful for increased publicity and outreach
  - Potential DEI Committee initiative

Names: Aimeng Yang, Nick Yiu, Ella Kerekes, Akshith Pulgam, Wei-Lun Huang

- Advertise the event to collect interesting topics and presentations
- Free lunch is a motivation for college students to come and join
- Make the advertisement slightly pertain to engineering because we are unsure if engineers will want to go if it doesn’t
- Also advertise the event’s format and contents so that students know what to expect

- The speaker can decide whether they want it to be a lecture or a discussion just tell students this beforehand
  - Set a maximum capacity for the events to make sure the discussion session will be efficient
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At the series' height, TBP hosted 2 or 3 MLK Luncheons each semester. TBP coordinated with Professors, University Departments, and other student orgs on campus to find topics and speakers. However, things changed with the pandemic. Through 2020 and 2021, virtual MLK Luncheons were held, with Doordash gift cards distributed to function as the 'lunch' component. The event did not return to an in-person format, and no Luncheon has been held since the Winter 21 semester. There has been some discussion about potentially restarting the series, and some University staff still remember the series, periodically asking if we have plans to host any in the future. If brought back, we have latitude in how we structure the event (think venues, food, speakers, advertising, and scheduling) to enhance the experience and attract more students.

**Would you (or have you) have attended an MLK Luncheon? Should we bring back the MLK Luncheons, and if so, what could we do differently?**

Names: Taysia Morioka, Andrew Krakowiak, Elizabeth Reidy, Naomi Rogers, Sabrina Vanyo, Alyssa Fodale

- Definitely interested in this coming back
- We need a discussion on the logistics - how often, how will the food work, who will it be advertised to, what will the topics be/who will speak at them
- The name may be a little misleading- it seems they are not all focused on MLK, even if themes from his work are present in all of them
  - Possibly could add extra word(s) to the title such as MLK progressive/ethical/societal engineering/science luncheons
- How to get it to be interesting to a large group of people
- Many college students would not attend if the food was not free, where will the money come from for the food budget
- Timing- if it's going to be on a weekday, it would be nice to have the time/day switch every time so more people are able to attend at least some of them
- Knowing the theme of the event ahead of time (maybe monthly)
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Names: Niloy

- See aerospace MLK day events hosted by Professor Aaron Johnson
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The Underclassmen Mixer was an event to reach out to freshmen and sophomores who, while not yet in TBP, would likely be eligible to elect in the future. Since the first 'gate' of eligibility is GPA, the top eighth of the freshman and sophomore classes by GPA were reached out to, so that they could learn about TBP and keep in mind that they could join if they maintained their performance. The benefit provided to these underclassmen was information. Attending or not attending did not change their eligibility, but was a way to provide useful knowledge and build interest so underclassmen could keep TBP in mind through their studies.

The Mixer itself was split into two parts. A portion was reserved for a panel of mixed TBP members, who would talk and field questions from the underclassmen. After this, snacks/desserts were served, and underclassmen mingled with TBP members. **How would you gauge the effectiveness of campus outreach activities like a Mixer?**

As discussed at 2nd Actives, the responsibility of putting on the mixer was directed to the Treasurer. This was done to balance the workload across the Executive Committee (the team of Officers composed of the President, VP, Grad VP, Secretary, Treasurer, and both EVPs), and ensure that Treasurers could have a more diverse role in the Chapter's business (beyond handling just Chapter finances). If we bring the Mixer back, or build an event similar to it, we should consider where to place those responsibilities.

Names: Yunseok, Peak, Paco, Adair

- Telling underclassmen about TBP when they can't even join and basically saying "if you keep your grades up you might be able to join" is kind of elitist/comes off pretentious
  - It can make people feel bad if they wouldn't be able to join (ie never got an email)
- Focusing on outreach that's more like giving things out or doing philanthropy (breakfast parties) is probably more productive
  - Outreach should be doing things for other people
  - Advertise tutoring, breakfast parties, other outreach events, etc at Festival or similar - potentially include service events
- Potentially an electee mixer could be good to get electees to meet each other, just not an outreach event
- In-class outreach might be better (advertise tutoring)
- How to measure effectiveness of outreach?
  - Attendance
  - Exit survey?

Names: Michael Capitani, Nihar Ogale, Niloy Gupta, Zicheng Jin

- Some of the underclassmen invited may not be invited to join once they are juniors
- Would help establish what TBP is and might lead to more electees, but last semester was already our largest electee class.
- A lot of electees join and they don't really know what TBP is. They then finish their requirements, but don't stay involved. If electees learn about what TBP is/does earlier, electee retention might be higher.
- If we continue with the mixer, we think it should fall under the Activities, Campus Outreach, VP, etc., but not Treasurer

- Marketing message is important. If it isn't advertised correctly, then not a lot of underclassmen would show up. Understand why electees want to join and market those ideas.
  - Meeting other studious underclassmen and get advice from upperclassmen/alumni
- Instead of an undergraduate mixer
  - Undergraduate "Professional Development" Opportunity - might be more attractive to undergraduates. Could have a social aspect near the end.
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Names: Jonathan, Matt, Ibrahim, Michael, Karen

- FYSA serves a similar purpose in terms of outreach/getting our name out - targets a subset of people who would be invited to the mixer
  - Mixer would provide more education about the organization compared to just the award
- Helps differentiate us from "scammy" honor societies - successful in adding credibility
- Treating it as more of a mixer than a recruitment event would be more effective
- Would probably be worthwhile if we can get 25+ attendees
- Ex. HKN has a successful electee mixer - could be something similar
- Potentially include a broader population? But not to \*everybody\*, otherwise the effectiveness goes down
  - Could be a talking point for Festifall tabling
- Freshman often join lots of organizations in their first year, and given that they can't officially join, it's hard to commit and it's easy to get lost
- Potentially a sophomore mixer, since that's when people can actually start joining

Names: Aimeng Yang, Nick Yiu, Ella Kerekes, Akshith Pulgam, Wei-Lun Huang

- We think it is good to have this activity
- I think the organization is not really well known by others and I was unfamiliar with it when I got the invitation so I think a luncheon would help with that.
- Learning more about TBP early can help people decide whether or not to join TBP when they are eligible
- To gauge the effectiveness of the mixer we should ask electees during the electing semester if they had heard about TBP from a mixer prior to receiving an invitation
- If not a mixer, do more tbp advertising on north campus
- For content, it would be helpful to share
  - the events TBP hosts to show the impact that the organization has (using photos to catch their eyes!)
  - career and professional development opportunities to show how potential members could benefit
- Invite more freshmen and sophomores from each department (top 10%-15% depending on the size of the department) to attend if possible, considering the grade may fluctuate in the first two years

- If this is done just make it very clear at the mixer that in future grades, only top 1/8th of grade gets invited to join and more were invited to the mixer

Names: Aidan, Oscar, Time

- May be redundant in terms of who goes to mixer and first gen, maybe beef up first gen to make it more interactive
  - Hard to tell what the cutoff is for eligibility as a freshman/early sophomore
  - First gen should focus on outreach as opposed to actually joining TBP
  - If it occurred the prior semester, it would be too large of a time gap between the mixer and potentially joining TBP
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The Mixer only happened a few times around the 2014 and 2015 school years. Most of our outreach work these days has been through our Tutoring services, the Breakfast Parties, good old fashioned word of mouth, and via the many events we hold on campus (such as the Career Fair and Company Info Sessions). **How well do you feel our current outreach efforts are working to build TBP's name on campus? Are there other ways to better target underclassmen?**

Per old Project Reports, the conversations held after the panel portion were quite productive, and most attendees stayed long after the scheduled end time to talk. That being said, underclassmen attendance remained low at each Mixer, and past leadership did aspire to growing the reach of the event. For future mixers, or other events held for a similar purpose, we would want to attract more underclassmen while still having the means to have casual discussion.

**Would you bring back the Underclassmen Mixer? What would be different, or what might you do instead of the Mixer?**

Names: Jonathan, Matt, Ibrahim, Michael, Karen

- Current outreach is mid at best
  - Generalization as a frat
  - Even at breakfast parties/hot chocolate/etc, people often just grab food and go
- CF table, corporate info sessions open to everyone
  - CF is our biggest event, better branding overall
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Names:

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# Sign In Code



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Can I get the first letter?

# Sign In Code

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—  
the “B” is silent  
How about the next?

# Sign In Code

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And the next?

# Sign In Code

iTs\_s\_\_\_\_\_t\_\_\_\_\_

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Alright I'll stop messing with you all

# Sign In Code

## iTsBsPringtime

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Thanks for coming!