

WELCOME to New Initiatives II

1013 DOW – 6:30-7:30 pm

Sign-in code: Spring Break! (sign in through the website)

1. Welcome and Dinner (6:30-6:40)
 - a. Purpose: to discuss and implement new ideas to better the chapter
 - b. Structure: split into discussion groups, discuss not only ideas but **ways to execute**
2. Topics of the Day (6:40 – reconvene 7:10)
 - a. Tutoring Program
 - b. The Future of Book Swap?
 - c. Chair/committee positions and team/project leads--how to increase involvement/enthusiasm towards them. They are vital to the chapter!!!
3. Tutoring Notes:
 - a. Electees feel like tutoring is too much of a time commitment
 - b. Electees only do it for a requirement while people who want tutoring want a weekly commitment
 - c. Motivation - Weekly commitment of tutoring gets a lot of service hours done!
 - d. Hard to schedule with tutees after matching process
 - e. Many members don't feel comfortable enough with a particular subject to tutor it
 - f. Possibly have group tutoring sessions with more service hours per student
 - g. Flyering is easier to fulfill the requirement than tutoring
 - h. Possibly weekly tutoring could lead to leadership credits
 - i. Chat room type matching
 - j. Go back to "group tutoring" with scheduled hours
4. Future of Book Swap Notes:
 - a. Sales by Semester (Gross Revenue):
 - i. September 2012 \$13,960.00
 - ii. January 2013 \$14,138.00
 - iii. September 2013 \$11,749.60
 - iv. January 2014 \$6,396.75
 - v. September 2014 \$8,151.00
 - vi. January 2015 \$5,969.00
 - vii. September 2015 \$4,735.00
 - viii. January 2016 \$1,058.00
 - b. Questions:
 - i. Do we keep book swap?
 - ii. How do we keep it relevant/useful?
 - c. Students often came to book swap as underclassmen
 - i. Improvement: publicize to freshmen

- ii. Give away our blue books with participation in book swap
 - 1. Freshmen don't know
 - d. Improvement: more aggressive advertising
 - i. Facebook groups
 - ii. Get faculty
 - iii. Hot Chocolate Effect (freshmen outreach): advertise all TBP services
 - iv. AI Steph: Laptop Stickers
 - e. Suggestion: spread selling out
 - i. Sell/buy/sell/buy schedule, spread out over the first two weeks
 - ii. Maybe do initial sell session at the end of the prior semester
 - f. Create more explicit pricing guidelines (based on quality, etc.)
 - i. Advertise as fair pricing, and you can advertise the prices ahead of time
 - g. Accept books at the end of the semester
 - i. Limit which books we accept
 - h. iClickers
 - i. Bookstores are starting to buy them back
 - ii. Maybe TBP buys them upfront
 - iii. Contact freshmen before school, advertise cheap
 - iv. Brand with Bent
 - 1. put a url on this to website
 - i. Change venue
 - i. Pierpont
 - ii. Connector gallery
 - iii. Freshman aren't in EECS
 - j. announcements in Engr 101 and other entry level classes
- 5. Chair/Committee Notes:
 - a. Not enough people applying (6/20 were TBP @ career fair)
 - i. need to publicise more and earlier
 - 1. gets lost in announcements at meetings
 - ii. Make details more readily available for applicants
 - iii. Add a special "networking hour" for career fair chair
 - 1. make sure to advertise benefits
 - 2. already do a resume book of volunteers
 - b. Personally reach out to qualified people in TBP
 - c. Get back to people in more reasonable timeframe. If they apply at the end of the Fall term get back to them before Winter term starts.
 - d. Reach out to electees better
 - i. Give out information on positions
 - 1. Officer graph of hours

- ii. What are responsibilities and resources for each?
- iii. Give a lot more information to people
 - 1. don't just say "go check out the website", make sure to go over what you would do, what do you get out of it.
- e. Have leaders give announcements themselves to make people aware of who is doing each project and they get credit.
- f. Have first actives be like first general. Have lots of background knowledge and go over all positions and "second-nature" knowledge