

WELCOME to New Initiatives III

1013 DOW – 6:30-7:30 pm

**Sign-in code: Think Spring (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. TBP Recruitment process: from mail-out to first gen to electing! (**back left**)
    - i. Group 1 (Kyle's group)
      1. Visit ENGR101 Labs
      2. Discuss barriers to joining TBP MI-G vs MI-A (MSU)
        - a. MI-A requirements are minimal (~ 5 hours total)
        - b. Joining an organization with real requirements makes you feel like a member of a community
        - c. Not trying to weed people out
        - d. Show you the things we do
        - e. Spin requirements in a positive light
      3. Contact ~ 1,000 eligible students each semester (both grads and undergrads)
        - a. ~ 70 - 100 come to 1st gen
        - b. 35 - 50 initiate
      4. Expand officer corps' personalized invitation program to the full chapter
      5. Candidate recruit a candidate program
      6. Speak with each academic advisor to:
        - a. Contact their eligible students
        - b. Get members involved and invite their friends
      7. Change the way that we filter grad students (change this at the association level)
      8. Be more visible on campus:
        - a. Make better t-shirts
        - b. Quarter zips will help
        - c. Do more to improve our brand recognition
          - i. Consistent branding for Bookswap, Campus Outreach, bagels, etc
          - ii. Avoid looking elitist
      9. Have fun, and invite non-members
        - a. Welcome back picnic, invite everyone

- i. Hosted by Tau Beta Party
    - b. Promote a liberal culture by hosting large fun events on campus
      - i. Concert?
      - ii. Movie screenings?
      - iii. Poetry slam? (What is this? - Benson)
      - iv. Talk to EVP1 re rebranding CF as the “TBP - SWE CF”
  - 10. Update the Career Fair website to increase TBP branding
  - 11. Work with a guidebook / coupon provider to send all incoming engineering freshmen a welcome to the college from TBP as well as a guidebook/thing.
    - a. No Thai
    - b. Bookswap?
    - c. Scholarships
    - d. Notes from TBP members
      - i. What we wish we had known when we were incoming frosh.
  - 12. David Martell in a dunk tank fundraiser
    - a. #ThisIsHappening
  - 13. Add talk at the BENT to campus tours (tour guides)
  - 14.
- ii. Group 2 (D’Arcy’s Group)
- 1. Main issue is lack of familiarity with TBP
    - a. How do we tell invitees we’re not spam #GoldenKey
  - 2. Publicize to freshmen what we do - our activities, involvement on campus, let them know we are real
    - a. Talk about tutoring too
  - 3. Singling out invited students in classes?
    - a. Awkward - but could be seen as an honor
  - 4. Emphasize the benefits of joining TBP
    - a. Not just resume buff and free food, though those are nice
    - b. Electing process is there because we want you to join
      - i. gives you skills, makes you better person
  - 5. “Electee Exam” is scary
    - a. Thoughts?
    - b. Do it with your electee team? Emphasize this.
    - c. Not intended to be stressful!

- d. Electee Scavenger hunt--nahh
    - e. Grand Adventure
  - 6. TBP Houses are still a good idea to bring people together
  - 7. Emphasize to Tau Bate grads how awesome we are and that they should be involved
    - a. Possibly at grad orientations/weekend events
  - 8. Keeping Actives Active
  - 9. First Gen: smaller room makes the yield higher
  - 10. Seems kind of crazy
  - 11. Too much confusion: grad vs undergrad, active/electee/officer who is who!? Wear shirts or signs
  - 12. Survey? To people who do not elect
- b. K-12 Outreach events (**front left**)
  - i. More interdisciplinary/new modules (engage kids more) at Cub Scouts and MindSET - cockroach neuroscience, lemon clock - bridging disciplines
    - 1. Have feedback and discussion of application after each event
  - ii. Cub Scouts Day
    - 1. Show kids futuristic things in addition to modules they work on - Benson brought a drone one time
    - 2. A lot of people have done light bulb in batteries in class, maybe do something else
      - a. Lemon clock - bridges disciplines
    - 3. Emphasis on engineering
      - a. Use time to talk to engineers more effectively - maybe more time for eating and talking to engineers or not at the same time
      - b. Could dress up as type of engineer so kids more interested
      - c. Before each session have different engineers talk about what they do (ex. Civil engineer at bridge event) or just whoever is running the module
      - d. What is engineering versus what is specific engineering disciplines?
      - e. Maybe have kids talk to people about a specific project an engineer would work on
  - iii. MindSET
    - 1. Incorporate worksheet into creating module (kids are not interested in worksheets)
      - a. Calculations are spaced out

- b. Purpose
    - c. Still make calculations a little simpler
  - 2. Split up 4th and 5th graders
    - a. Alter module math based on this
  - 3. For volunteers - Intro to ways kids have learned how to do math
  - 4. While kids are having opening lesson, have brief intro on how to work with the kids at MindSET
    - a. Split up groups so at least one person in group is good with working with kids
- c. How to honor Dean Munson? What to give from the chapter and also from the whole student body in conjunction with other student orgs **(front right)**
  - i. From the Chapter
    - 1. Give him a pie
    - 2. Laptop sticker
    - 3. Rap video in reply to Dean Munson's video - can also reach out to other orgs, not just TBP
    - 4. Make the electees make a parody of the video - Fifth Gen bake and yell, invite Dean Munson to be a judge
    - 5. Invite Dean Munson to Banquet
    - 6. Things Remembered gift



- 7. Paperweight bent
    - 8. Name one of the Honors Brunch awards after him
    - 9. Dean Munson Day
      - a. Benson!
      - b. His birthday
    - 10. Get someone from TBP to speak at his retirement ceremony
    - 11. Bullseye "Chest Bump" shirt
    - 12. Add draw Dean Munson to the electee exam
  - ii. From the student body
    - 1. Sticky note mural in the dude connector - compile into a booklet to give to him
    - 2. Thank you video from the student body
      - a. Script with having individuals saying one sentence and compile together

3. Make sure as a student body to continue his traditions/passions - dressing up for Halloween, E-Rade, etc.
  - a. Halloween costume contest