

Associated Engineering Student Body

California State University, Long Beach

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THE PURPOSE OF AESB:

- To promote and maintain the establishment of student organizations within the COE.
- To act as liaison between the COE administration, faculty, recognized student organizations, and members of the COE student body.
- To provide a forum for the discussion and resolution of problems common to the students of the COE.
- To serve as a representative voice of the students of the COE on all matters concerning them.
- To stimulate interaction and interest between faculty and students of all academic areas in the COE.
- To act with the faculty Council of the COE on matters of general concern for the welfare of the COE students.

AESB SPRING LEADERSHIP RETREAT

January 27, 2010

Best Practices Discussion

*Coming together is a beginning; keeping together is progress;
working together is success. --Henry Ford*

I. Fundraising

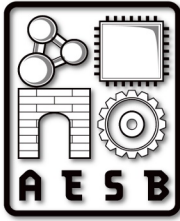
- A. Commitment of the members to the organization and the fundraising event is necessary.
- B. Tasks
 1. writing proposals to companies for funding
 2. asking for sponsoring from companies for projects
 3. restaurant fundraising events
- C. Problems
 1. Membership commitment
 2. Timing of event
 3. Young organizations need members and exposure to fundraise successfully.

II. Member Recruitment

- A. Society of Automotive Engineers – mentioned in paper that if they win a race, they will have a going away party to the next race.
- B. Law Society
 1. Problem: People don't come from the same college, so it is difficult for people to know that the Law Society exists.
 2. Reality: Membership declines as the semester progresses.
 3. Do best: people get excited about it, pay the dues, but don't ever show up.
 4. Tip: have good speakers.
- C. National Society of Black Engineers. Suggestions:
 1. Week of Welcome table (second week of each semester)
 2. Facebook
 3. Good speakers
 4. Be friendly!
- D. Problems
 1. Clubs starting up or trying to start over have trouble getting the word out.
 2. Projects and Resume material are great ways to get people interested.
 3. Be persistent in advertising.
 4. Use the campus paper: Daily 49er
 5. Engage the faculty and staff, encourage participation.

III. Communication: Officers

- A. Responsibility: be there professionally & personally
- B. Make sure the group has the same objectives
- C. Develop a relationship, get to know other officers.
- D. Officer meetings every other week: each officer should give a report



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1. Email regularly.
 2. Follow up with those they are working with.
 3. If an officer cannot make a meeting, must provide a detailed report, which is read at the meeting. Meet with the officer later.
 4. Weekly reports. Prepare the report beforehand, with talking points in order.
- E. Document minutes, email to members afterward.
- F. ASI: Require every commissioner to keep a binder of what happened during the semester and pass this information to the next person in that position.
- G. Mission & vision statements – have everyone work toward a common goal.
- H. Personal communication & phone calls to initiate communication.
- I. Establish a culture that allows the communication to take place effectively.
1. Have a professional relationship.
 2. Rally yourself against other groups only by keeping together..

IV. Communication: Members

- A. Use Google Docs to obtain feedback, for volunteer sign-ups, and Google Calendar to advertise events
- B. Newsletters can be effective – it is important to have competent members in charge of the newsletter.
- C. Email works best for communicating to members about the organization; Google Forms can help get information from members in a structured and contained way.
- D. Online message boards and forums do not work.
- E. NAACP runs meetings as though all members are equal – members feel comfortable contributing to the business of the organization based on the conference style meeting format.
- F. Whiteboards and bulletin boards help communicate to non-members.
- G. Incentives help encourage bi-directional communication between an organization and its members.
- H. Overall, it is important to use a variety of methods of communication, in order to reach the widest audience.

V. Professional Development

- A. Working with various organizations to gain more experience.
- B. To get speakers to come, meet with people face-to-face.
- C. Work with the resources you already have (i.e. Boeing, Denso) and network through them for speakers.
- D. The organizations can work with professional organizations.
- E. Networking
 1. Flip business card over & write where you met the person and some fact about them.
 2. MIE (Meet the Industries Expo) Prep Day is February 26 from 10am to 2pm. Helps with:
 - a. Job researching
 - b. Resume building
 - c. Interviewing techniques