

# IEEE 802 University outreach proposal

D5.0

12 March 2012

## 1 Overview

This IEEE 802 university outreach program would involve outreach to universities local to IEEE 802 plenary locations to invite student and faculty to attend one day of the plenary to have an exposure to the development of standards. The day would start with an orientation session, the IEEE 802 University Outreach students and faculty attendees would then have the opportunity to observe a number of activities recommended as interesting by the respective Working Groups, and the day would end with a closing session for questions and feedback. The desire is to operate this program with the lowest possible (if any) registration fee for the attendees,

## 2 Objectives

The objective of the IEEE 802 university outreach program is to expose both students and faculty members, of universities local to IEEE 802 plenary meetings, to the IEEE 802 standards process so that they may [1] increase their understanding of the importance that standards play within engineering technology, [2] may feel more comfortable in participating in the process if they do in the future during their academic careers, or subsequently as practicing engineers, [3] encourage participation in the IEEE Standards Education Committee programs such as applying for grants for Student Application Papers Applying Industry Standards and [4] to create interest in including the role of standards in engineering in the academic curriculum.

## 3 Outreach

Prior to an IEEE 802 plenary, outreach will occur to the local universities informing them of the availability of the IEEE 802 university outreach program and stating what the students can expect to learn during the day. It will also contain information on how to register, the registration fee (and any other potential cost, for example parking at the hotel) and that the program provides for a limited number of attendees on a first come first served basis.

This outreach can be achieved by [1] contacting local IEEE sections and local IEEE student branch chapters (with this assistance from MGA (Member and Geographic Activities) and EAB (Educations Activity Board)) and [2] contacting the local universities directly with the assistance of IEEE 802 academia participants as well as IEEE 802 industry participants with contacts, possibly through their employers, with academia.

## 4 Structure of the day

The day would start with an orientation session of about one hour long. The IEEE 802 University Outreach students and faculty attendees would then be provided with a list of meetings recommended as potentially interesting to observe by the Working Groups (a self guided tour). The IEEE 802 University Outreach students and faculty attendees would however be free to observe other sessions if they wished. The day would then

# IEEE 802 University outreach proposal

D5.0

12 March 2012

end with a closing session, again of about an hour. Each of these items is covered in more detail below.

## **4.1 Orientation session**

This session would be held at 8:00AM or 9:00AM (consensus seemed to be heading towards 9:00 AM) and would be one hour long. It would be lead by a volunteer from within the IEEE 802 leadership (in a similar way to the current newcomer training).

As well as logistics for the day, the session would provide an overview of the standards life cycle to provide context of what they will observe during the day, an opportunity for the attendees to state what they hope to get out of their day, and guidance to the sessions that they have been recommended to attend.

To help address costs, badge pickup could occur in this room, maybe starting before the session starts.

Another opportunity is that we could provide a survey or list of questions during the orientation session and then the same survey or list of questions at the closing session to try to measure what the attendees have learned and assess if the program is meeting its goals.

## **4.2 Items recommended as interesting**

Each Working Group will be asked to provide a list of items they would consider interesting for the IEEE 802 University Outreach students and faculty attendees to observe. These items should be the most technical / business, least procedural, items. We may wish to provide a coordinated list of these items so that the attendees may "walk through" the stages of a project by going to different sessions in a sequence.

To ensure there isn't an issue with space the IEEE 802 University Outreach students and faculty attendees will be informed that some meetings have limited space and if they get to a meeting and there is no room they should go to a different meeting so as to not disrupt the progress of the work.

## **4.3 Closing session**

The wrap up session at the end would provide the opportunity for the IEEE 802 University Outreach students and faculty attendees to ask questions about what they have observed. It would also provide an opportunity for feedback about how effective the day was for the IEEE 802 University Outreach students and faculty attendees, and what could be done to improve the experience. There would also be the opportunity to have a survey that measured the satisfaction of the IEEE 802 University Outreach students and faculty attendees and as a measure of the program against its goals.

## **5 Hosting**

# IEEE 802 University outreach proposal

D5.0

12 March 2012

Potentially have IEEE-SA staff and/or volunteers host the group during the day - doesn't need to be the same person all day – and rotation may be a good idea - for example wireless host while visiting the wireless sessions. Being part of the hosted group will be recommended but not required should an individual have an interest in observing a specific group. In general IEEE-SA staff has indicated they are willing to help when available.

In addition have a number of other staff and/or volunteers identified (for example a red badge or a ribbon large enough to be visible at a distance) as people the group members can approach with questions or for background.

## 6 Suggested day

The suggested day for IEEE 802 University Outreach students and faculty attendees to visit is Tuesday. This was based on it being one of the two days with the most technical content. Wednesday also has an equal amount of technical content; however there is the issue because of the added cost associated with the social.

## 7 Cost

The four biggest costs associated with an IEEE 802 university outreach program attendee were identified as [1] IEEE Get 802 fee, [2] registration, [3] Networking and [4] refreshments.

### 7.1 IEEE Get 802 fee

The IEEE-SA has agreed to waive the IEEE Get 802 meeting fee for IEEE 802 University Outreach students and faculty attendees. This was agreed to since attendance through this program will be targeted at student and faculty at local universities, would only give attendance for one day and would not grant voting rights; it is highly unlikely to cannibalise any existing attendance.

As part of the agreement to waive the fee, the IEEE-SA has asked that when the IEEE 802 treasurer provides the IEEE Get 802 payment to the IEEE-SA for a particular meeting, a report is include that indicates how many "waived" fees were granted under this program at that particular meeting.

Note: The different registrations should be classified in the treasurer report (e.g. IEEE staff, Invited guests, University outreach).

### 7.2 Registration cost

Potential attendees will be directed to a separate area of the IEEE 802 web site during outreach that will describe the IEEE 802 University Outreach program. This page will

# IEEE 802 University outreach proposal

D5.0

12 March 2012

provide a link to the IEEE 802 plenary registration web page (either using a special discount code or through a dedicated link – whichever is the lowest cost option) for those that are interested in attending under this program.

Payment will only be by Credit Card (or any other method that does not increase cost) and there will be no onsite registrations (even if there are spare places). The registration fee will be non-refundable (to remove the temptation to 'reserve' one of the limited places 'just in case').

Attendees will require badges that are clearly marked in some way, potentially with a different background colour, to ensure they can't be used on any other day and will not contain items such as drink tickets for the social.

[1] One Time Fee for the Registration Database Management set-up: \$1000.00

[2] Session Fee of \$25.00 per student/facility attendee

## **7.3 Networking cost**

The existing networking contract includes the provision that there is no charge for student attendees. We need to ensure that this arrangement continues and applies to those attending under this program.

## **7.4 Refreshments cost**

Over the last three US meetings, refreshments have ranged from \$55 to \$110 per attendee. Assuming average attendance of 4 days, that is \$14 to \$28 per day. Based on this an estimate of \$25 will be used for the estimated cost of refreshments per attendee.