Student Leader Training:

Best Practices

Saturday, November 14, 2015
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ASME Energy Conversion & Storage Segment Leader
13 years ASME member
+ 25 committees and boards
2015 New Face of Engineering
Charles T. Main and Old Guard Early Career Recipient…
YES! I am MARKETING myself 😊
Session Objectives

At the end of this session you will:

• Understand what makes effective marketing work.
• Be aware of the barriers that jeopardize effective marketing.
• Be aware of the importance of active listening and good feedback.
• Develop some tools to enable you to produce successful marketing materials for your ASME section.
Marketing Avenues

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners, and society at large.”

American Marketing Association
Successful marketers...

1. Create Value
2. Communicate Value
3. Deliver / Exchange Value
What is Value?

Value = \frac{\text{Benefits Received (perceived or actual)}}{\text{Cost (money or time)}}
Great Marketers!
Great Marketers!

✓ Points of Differentiation
✓ Quality Products
✓ Effective Messaging
✓ Deliver on the Value
What is Marketed?

- Goods
- Services
- Events
- Experiences
- Persons

- Places
- Properties
- Organizations
- Information
- Ideas
Marketing Mix

Product
Price
Promotion
Place

Target
promotion

social media
newsletters
e-mail
message
podcasts
brochures
websites
billboards
seo
advertising
direct mail
guerilla
display
sales
press release
flyers
telemarketing
publicity
Marketing Avenues

• Audience and Reasons
• Methods and Timings
  • Newsletters
  • Emails
  • Website
  • Social Media - Facebook, Twitter
Audience and Reasons

- Students/Student sections
- Senior sections
- District
- International
Methods and Timings

• Ask yourself: What do my constituents/superiors want to see in:
  – Newsletters?
  – Emails?
  – Website?
  – Reports
  – Other?
Keys to Reporting

• Build reports to the specific audience

• Don’t waste time reporting on something that is not what the audience wants to hear

• Not everyone wants to see or hear all the information, however be prepared to give that information if called upon

This all will vary, that is why it is very important to **KNOW YOUR AUDIENCE!**
• Content
• Formatting is key!
  – Aesthetically pleasing, but TO THE POINT
• Contributors
  – Praise contributors, make it easy and accessible to contribute articles
• Archive
Electronic Messages

• Remember to construct an electronic message subject that is noticeable

• Refrain from profanity, bad grammar, and lack of punctuation

• Remember that electronic messages do not portray emotions, so always be wary of misinterpretation

• Be wary of appropriate vs. inappropriate times to send messages
Website Marketing

• Information source
  – Create a need for your audience to visit the
• Public face / link to committee
  – Reference it as much as you can
• Regular updating is vital!
  – Keep them coming back for more info
Ideas for Other Activities

- Webinars
- Phone Calls
- Industrial visits
- Guest Speakers
- Networking events
Other Ideas for Utilizing Your Group

1. Have a photo contest and invite your Student Section members to join and submit their entries in the Group
2. Guest Speakers - Invite a senior engineer to do an “Ask Me Anything”-style live chat in the Forums
3. Post point/counterpoint blog posts in News & Updates
4. Embed video from your events in your Activity Feed
5. Invite alumni to participate in the Group
6. Get feedback and suggestions for events as you plan them
7. Coordinate your team’s competition efforts
Industrial Visits and Networking Events

Networking Events

• Career Fair – Event
  – Goal is to have industrial support and connection with ASME
• Socials
• Senior-Student Section Connection
• Cultural Tours/Events
• Career Success = Networking + Hard Work + Enjoyment of Work

Industrial Visits

• Great opportunities for learning
• Great opportunities for networking professionally
• Bonding for ASME members
• Outreach to large companies
  – Local companies
You’re having a tour at a local plant. What can you do to enhance the event?

Before the Event

– Post an announcement on your Activity Feed.
– Share additional details and sign-up information in your News & Updates blog
– Consider sending a Group Message to push the event instead of a reminder e-mail—remember: many Participants are also on your roster for e-blasts.
#1 You’re having a tour at a local plant next week. What can you do to enhance the event?

**During the Event**

- Take photos of the event (as the location allows, of course).
- Note interesting tidbits about the location.
- On handouts or a confirmation e-mail, let participants know to check out your unit’s Group page for follow-up info.
#1 You’re having a tour at a local plant next week. What can you do to enhance the event?

**After the Event**

- Post select photos in the Activity Feed and/or link to a Flickr account.
- Write a roundup blog post to share the information you learned, and note any further opportunities to get involved.
- Start a discussion in the Forums about something timely learned during the tour—or ask for feedback to improve your next event!
#2 You have a quarterly newsletter, but you want to make the content more dynamic.

- Instead of posting all of the content all at once in a PDF, create content throughout the quarter and share it in the News & Updates blog. Encourage your Participants to comment.

- Ask your Participants what they’d like to hear about by posting in the Activity Feed and getting their feedback.

- Start conversations about topics of note in the Forum to keep the discussion going.
ASME.org

Communicating as an Admin or Key Leader
Volunteer Group Admins

A group page for Volunteer Group Admins from Districts, Senior Sections, Affinity Groups, and Technical Divisions to learn how to administer group pages and find support.

News & Updates

Webinars on the New ASME.org

Your Knowledge & Community staff partners would like to invite you to participate in a thirty-minute webinar for the new ASME.org, tailored just for you! We are hosting webinars on a variety of dates to fit your schedule (click to join the webinar on the specified date):

- Tuesday, June 4, 2013 10am EDT
- Wednesday, June 5, 2013 4pm EDT
- Monday, June 10, 2013 10am EDT
- Wednesday, June 12, 2013 4pm EDT
- Monday, June 17, 2013 10am EDT
- Wednesday, June 19, 2013 4pm EDT

Please take a moment to visit our survey and submit your questions by June 2, 2013, so we can address your specific needs in our webinars.

Posted by Kyle Leigh Avery on 9 days ago
6 Comments

Reporting Bugs & Technical Errors

If you have found a bug or technical error, please send an email to asmecommunity@asme.org. Please describe the error, where you found the error, and the browser and operating system you are using. Thanks!

Posted by Chrissey Panakis on 24 days ago
6 Comments

Welcome to Volunteer Group Admins!

Thank you all for volunteering to be the Group Admin on your unit's new Group page on ASME.org! We look forward to your questions and ideas for making Group pages
Group Leadership

Want to learn about using your Group to communicate? Attend our webinar on October 30! Check out the News & Updates blog for more information.
Adding Visuals and Media
Kyle Leigh Avery

See why the Micro and Nano Forum is a must-attend at IMECE 2015!

Video Why You Need to Be at IMECE

The ASME Micro and Nanotechnology Forum at the International Mechanical Engineering Congress & Expo (IMECE) brings together engineering students from different disciplines with a focus on micro and nanotechnology. Hear from participants why presenting has helped them advance their research.

Jun 23 2015 3:12 PM

Reply...

Characters remaining: 500
See why the Micro and Nano Forum is a must-attend at IMECE 2015! [Video need be at IMECE](https://www.asme.org/engineering-topics/media/nanotechnology/video-need-be-at-imece)
Tutorials Test Group
We discuss gas turbines.
Kyle Leigh Avery

IMECE is the best!
Thanks for attending!

For technical ASME.org concerns: asmecommunity@asme.org

For Student Section questions: students@asme.org

For additional ASME.org questions: leighhaveryk@asme.org
Questions?

Comments?