Meeting Minutes: 2nd IEEE WIE New Brunswick – ExCom Meeting (April)

Date: April 4, 2025
Time: 11.30 am   via Teams
Members Present: Dr. Windhya Rankothge, Dr. Lillian Olule, Dr. Samita Chanchal Bai, Ms. Nethmi Hettiarachchi

1. Welcome and Opening Remarks
Dr. Windhya Rankothge chaired the meeting and welcomed all executive committee members. She expressed her enthusiasm for the team's collaboration and the exciting activities ahead for IEEE WIE New Brunswick.

2. Financial Matters - [Chair Dr. Windhya Rankothge]:
Decided to use the existing Section's bank account for WIE activities to avoid administrative overhead.

Awaiting confirmation from the section regarding the account setup; follow-up will be done.

Initial funding (approx. USD 400) for the first event will be requested from WIE Global once the account is ready.

3. Social Media Updates - Secretary [Ms. Nethmi Hettiarachchi]:
- LinkedIn and Facebook pages for WIE are created; members encouraged to like, comment, and share.
- Photos and video from the Craft Night event have been received and will be compiled into a post and a video.
- Use strategy to repost content from official IEEE Women in Engineering pages to keep the page active.
- Monthly posts proposed with inspirational quotes, personal highlights, or non-technical content.

4. Future Events & Engagement - [Discussion]:

Discussed about the requirement made in IEEE Region 7's meeting: "three events per quarter"

Suggested: Collaborating with other small IEEE chapters (due to less number of members in the IEEE community.
- Hosting webinars with local speakers.
- Organizing promotional drives targeting IEEE and WIE membership.
- Addressing freshmen during orientation to raise awareness.

Issues identified:
- Low motivation among local and international students.
- Lack of perceived value from IEEE membership in this region.

Action:
- Plan brainstorming session with Canadian students to understand their motivations.

- Conduct outreach to promote IEEE benefits (networking, global opportunities).
- Improve <u>Student Engagement Strategies</u>
  - Collaborate with departments (ECE, CS) to present IEEE during events and prize ceremonies.
  - Propose IEEE sponsorship for CS Research Expo similar to Engineering Symposium.
  - Improve section social media visibility by tagging related faculty pages.
  - Utilize current opportunities like **Women in Cyber Security Student Group** to build engagement.
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- Community Outreach & Broader Engagement
  - Workshops for school students (e.g., basic Python, soldering, etc.).
  - Events targeting hands-on learning or community service (e.g., orphanage visits).
  - Global collaborations (Hackathons, coding competitions).
  - Proposed partnership with outreach coordinators (e.g., Sonia in FCS) for organizing impactful events.

- Professional Member Engagement
  - Explore "IEEE Hours" or community service credits for professionals.
  - Engage working professionals in mentorship or speaker roles at events.
  - Promote IEEE visibility at career fairs and industry events.

- Promotions and Marketing
  - WIE section to create banners or stands for physical presence at events.
  - Request funding support from the IEEE NB Section for promotional materials.
  - Utilize IEEE's online form to order free small merchandise items (e.g., luggage tags, bracelets).

5. Next Steps and Action Items - [Chair Dr. Windhya Rankothge]:

- Prepare a timeline for next two events (virtual and physical) for this quarter.
- Finalize and circulate Craft Night media post.

6. Adjournment

The meeting was concluded with a discussion on future plans and collaboration efforts. The next meeting will be scheduled accordingly.

Prepared by: Nethmi Hettiarachchi [Secretary]
Date: 07/04/2025
Approved by: