Report on the Student Summit

SNAME Annual Meeting 2010

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The report summarizes the findings and recommendations of the 2010 Student Summit held on 6 November 2010 at the 2010 SNAME Annual Meeting in Bellevue, Washington. The Student Summit is a bi-annual event held to help the Student Steering Committee better understands the needs and wants of the students they govern. This year's summit was conducted using focus groups to discuss a series of topics that the SSC found important. In addition to the summary of the summit, this report includes the raw notes taken by the facilitators at each table.

Contents

Introduction

On Saturday, 6 November 2010 during the 2010 Annual Meeting of the Society of Naval Architects and Marine Engineers (SNAME), the Student Steering Committee (SSC) held a Student Summit to better understand the needs of SNAME Students and find ways to improve the SSC and SNAME. These summits are held every other year with this year's being the third one. Information was discussed using five focus groups of approximately 10 students plus one or more student facilitators. Non-student SNAME members also sat in on the focus groups and gave their insight. The focus groups were told to discuss the following topics:

- SNAME from a student perspective
- The SSC from a student perspective
- Individual Student Sections
- The Student Program at the Annual Meeting
- Student member recruitment
- Student member retention
- Transition from student membership to Young Professional (YP) membership

These topics were discussed and analyzed using a Strength, Weakness, Opportunity, and Threat analysis (SWOT). The findings and recommendations of these focus groups are presented in this report.

SWOT Analysis

The SWOT analysis is a strategic planning method developed by Albert Humphrey of Stanford University used to evaluate the Strengths, Weakness, Opportunities, and Threats involved in a business venture or project. It requires specifying the objective of said project or venture and then identifying both the external and internal factors that could help or hinder its completion. Strengths are internal characteristics of the project that make it likely to be successful or at least more successful than its competitors. Weaknesses are those internal characteristics that give the project a disadvantage. Opportunities are external chances that would lead to success and threats are external things that could prevent success.

The Focus Groups

Five focus groups were assigned with an emphasis of separating students from the same school, as much as it was possible. This was done to increase conversation and interaction across the entire student population. The SSC understands that each SNAME student section faces a unique set of challenges and was afraid that one school could dominate a focus group and bias the SWOT Analysis.

The following facilitators were used:
- Nathan Hagan (Webb Institute, SSC Electronic Media Chair)-The SSC from a student Perspective
- Cassandra Morecroft-King (Florida Institute of Technology), Dr. Richard Boutwell (SSC Faculty Advisor)-SNAME from a student perspective

- Vanna Keller (University of Hawaii, SSC Vice-Chair), Michael Klein (Webb Institute)-Individual Student Sections
- Marc Woolliscroft (University of Michigan, SSC Secretary/Treasurer)-Student Program at the Annual Meeting, SNAME from a student perspective
- Thomas Devine (Virginia Polytechnic Institute), Alan Orthmann (University of Washington), Lampros Nikolopoulos (National Technical University of Athens)-Student Member Recruitment, Retention, and YP Transition
- Douglas Rigterink (University of Michigan, SSC Chair)-Summit Coordinator

The Student Steering Committee

Led by Nathan Hagan, current SSC Electronic Media Chair and SSC Chair-Elect for 2011, the Student Steering Committee Focus group consisted of eight students and one non-student, plus the facilitator.

The main strength identified by this focus group was the quality of the SSC leadership; it was noted that all positions were both active and outgoing and that the transition from year to year was generally effective. Also, the fact that all students were involved in voting for the SSC leadership was seen as a strong point. Lastly, the new policy of inviting all student section leaders onto the bi-weekly SSC teleconference has been well received.

While communications have been improved, the lack of accessibility to information about internships, scholarships, and Technical and Research (T & R) through either the SSC or SNAME was found to be a huge weakness.

This was also seen as an opportunity. If the SSC were to increase the amount of information on its website about how to get involved with T & R panels or where to find scholarships or internships, the focus group believed that more people would learn about the SSC, support it more fully, and get more involved. Other things the group would like to see include:

- Publish a monthly calendar of events including:
  - o SSC meetings
  - o SNAME regional meetings that students could get involved in
  - o Meetings of other maritime societies, or societies in related fields to allows students an opportunity to further explore the industry
- The SSC taking a bigger role in planning an event at each student section, potentially having an SSC officer (or representation) come and give a talk about the SSC specifically and possibly SNAME in general.
- An International SSC Representative, though the group did not want this to be rushed, they understand that is must be done right or there is as much potential to have it turn people off from SSC as it does to involve them.

While increased communication was seen as an opportunity, the group as concluded that over saturation could be a threat. They believed that too many distributions and emails were made that effectively made some students numb to the SSC. Boiling everything down into one easy to read/easy to find at the student leisure package was seen as the most effective way to increase communication without overdoing it.

A completed set of Mr. Hagan's notes from the focus group can be found in Appendix A: The Student Steering Committee.

SNAME from a Student Perspective

One focus group on this subject was led by Cassandra Morecroft-King; current Chair of the Florida Institute of Technology Student Section, this focus group consisted of nine students. Assisting Ms. Morecroft-King was Dr. Richard Boutwell, Faculty Advisor to the SSC.

Issues raised in this focus group included keeping better track of students as they become Young Professionals. One recommendation to facilitate this was for SNAME to create a data base that would essentially follow students through their careers. This could either be done at the national or section level.

Many students also believe that SNAME should provide more funding or at least opportunities for funding to help student sections travel or get speakers to travel to student sections.

For recruiting purposes, the focus group believed that if senior SNAME members, like those on the Executive Committee, visited schools and spoke to current student members and potential student members it would help with recruitment and retention.

A complete set of Dr. Boutwell's notes can be found in Appendix B: SNAME From the Students Perspective

SNAME Student Sections

The SNAME Student Sections focus group was led by Vanna Keller, SSC Vice-Chair, and Michael Klein, Student Section Standards Committee Chair. This group had five additional students and one non-student.

The strengths of the student sections that were discussed included the reduced cost of books the ability to network with both fellow students and industry professionals. Also, the friendship aspect of being in a group of like minded students should not be overlooked. Further, student sections that set aside time for study groups and mentorship (either formally or informally) were looked upon favorably.

The main weakness the student sections have is convincing potential members of the values of SNAME. Not all campuses use SNAME published books and main times those that do use them for more introductory level classes when students are less likely to understand why SNAME (or any professional society) is beneficial. It seems many of students stumble into SNAME as opposed to being directly recruited in their freshman or sophomore year classes. Not all sections have a good section advisor to help advocate the society; in fact some of the students in the focus group were not even aware they had a faculty advisor. Strong advisors are vital to recruiting and retaining students. Also, strong active advisors are more likely to encourage students to participate in the student papers track and apply for scholarships. It was noted, that only New England Schools were represented during the student paper awards.

Most sections agree an opportunity would be to start an initiative to bring younger students into the sections. A good way to do this would be to go to the freshman classes for recruiting and hosting freshman only events. Food and friendship seem to be the key tools in keeping older students coming. Sections should strive to make a personal connection with meeting attendees and possibly setup study groups to help with classes. Increasing inter-student section interaction was also seen as an opportunity, either through physically meeting up with the other sections (as many of the New York Met schools do) or through some time of teleconference or video-conference (potentially having a presentation at one school streamed to another school or all the other SNAME schools).

Students liked the idea of having an SSC officer assigned to each section and arranging a Skype meeting with *ALL* the student section's officers as there is sometimes a disconnect between the chair and the rest of the officers at a school). There was also a suggestion to create a new SSC officer to handle communications with the student sections. Not that this person would be the one to teleconference with each section but that this person would hold the other officers accountable for remaining in contact with their respective sections.

Due to time constraints, the threats to the individual student sections were not discussed fully. It was agreed the biggest threats to the student sections are the competing priorities of the student members and the generally small budget of the student sections.

A complete copy of Ms. Keller's notes is included in Appendix C: SNAME Student Sections

Student Program at the Annual Meeting
The Student Program focus group was led by Marc Woolliscroft, SSC Secretary/Treasurer, and consisted of seven students and one non-student. While it was intended to have this focus group be more general to the entire Annual Meeting from the student perspective, the focus shifted more the strictly the Student Program at this year's meeting.

Overall, the student program at the annual meeting seems to be a success. With nearly 200 students attending in a year where funding was difficult and the location of the meeting made for expensive transportation, it is clear that there is an interest in the student program.

The main weaknesses seem to be poor communication. For example, suggestions were made to let people know about the SSC positions before the meeting, publicize the opportunity for student papers, and let sections know that the SSC can provide ideas for funding. All of these are currently done, but apparently not in an effective manner. The sections receive emails regarding these topics in the form of eBlasts, but they also receive many other notices in the same eBlast form and they may simply get into the habit of ignoring/deleting them. Therefore, communication may need to be done on a more personal level with regard to important topics like papers, elections, and funding. It will be more work, but it may be necessary for the SSC to call sections to make sure that these issues are resolved. The program is on the right track, and with a focused SSC improvements should be able to be made by next year's meeting.

A complete copy of Mr. Woolliscroft's notes is included in Appendix D: Student Program at the Annual Meeting

On the more general level about the Annual Meeting it seemed most students enjoyed the experience and found it very rewarding. The Student Assistant Presiding Officer (APO) position was extremely popular, both by those that served as APOs and those that want to wish to serve at next year's Annual Meeting. The SSC is aware that not everyone is in agreement about the usefulness of the APOs, but the SSC stresses that this is an important tool for getting and keep students interested in the technical portion of the Annual Meeting. Also, the SSC likes to use this program as a way to reward student section leaders for their hard work during the year.

Student Member Recruitment, Retention, and Transition to YPs

This focus group was facilitated by Thomas Devine, Section Chair at Virginia Tech, Alan Orthmann, Section Chair at the University of Washington, and Lampros Nikolopoulos, Vice Section Chair of the National Technical University of Athens. This group had six other student members and one non-student member. This section will include the final recommendations of the focus group, the individual SWOT analysis of each of the sub-topics can be found in Appendix E: Student Member Recruitment, Retention, YP Transistion The recommendations made by this focus group are:

- Edit the requirements for "Super Section" to include a visit from the parent section to their student sections briefing the students on the state of the parent section as well as the changes occurring and student opportunities in SNAME.

- Suggest added roles for the vice chair of the individual student sections such as reporting back to the Parent section and the student section on major events. This officer position seemed to be lacking definition at most schools.

- Stress to industry the need to tell students how important their involvement with SNAME is. Furthermore for the smaller and remote sections, especially those without NAME degrees, encourage local companies to go out of their way to involve the student chapter.

- The Faculty at local campuses are severely underutilized. An effort should be made to examine the roles they play at each school and the best way to make an impact with their students.

- Communication is good compared to similar organizations, but there is room for improvement. Particularly, electronic media and contact must be strengthened and student officers should encourage their sections to get onboard with the profiles and micro-sites. Content does not currently make visiting the sites frequently worthwhile.

- A system needs to be established to send contact info of graduating seniors and summer interns to their new YP groups. After conversations with some Young professionals, these groups were impossible to find without Alana's help.

- Add prestige to the Annual Meetings by having a larger student awards and recognition portion. This would be particularly effective at the Thursday banquet.

- Above all it is worth recognizing that student sections are vastly different at different schools. What works at Webb will not work with Virginia Tech or Maine Maritime. The SSC leadership needs to up communication, beyond the biweekly telecom to monitor progress of sections to promote growth in member recruiting and retention.

Conclusions

The Student Summit was very effective. With the information and recommendations gained, it is believed the current and future SSCs can strengthen the committee and the student experience within SNAME. The main take away from the summit is that communication is key. The SSC needs to strive to actively communicate with the student body rather than just rely on eBlasts which are as likely to get deleted as read.

Over the coming weeks a survey will be sent out to all students asking for their feedback on a various topics. The results of this survey will be attached to this report when they are available.

Appendix A: The Student Steering Committee

Notes by Nathan Hagan

ATTENDEES:

Peter Noble		
Brandon Mow	University of Washington	
Peter Lindberg	Maine Maritime	Sophomore
Casey Harwood	Webb Institute	Senior
Justin Champion	University of New Orleans	Junior
Gleb Stocub	NTUA	Senior
Joanna Aims	FAU	Senior
Serena	FAU	Senior

Initial Thoughts:
- Positive
- seems to work effectively
- all positions seem quite active and outgoing

Strengths:
- All students are involved in voting
- Open communication, telecons
    - Even for Greece
- the transition of leadership from year to year seems to stay strong

Weaknesses:
- Internships?
- Scholarships?
- T & R knowledge? All three of these are issues with communication and accessibility
- SNAME.org
    - "You shouldn't need Mark's card to use the website."

Opportunities:
- T & R presentation at AM
- website presentation at AM
- scholarship presentation at AM
- Make SSC site more thorough, including information on;
    - scholarships
    - T & R
    - student opportunities
- Publish monthly calendar of events
    - Include is possible dates of events from other maritime societies
- SSC should try to help plan/coordinate at least one event at each section
    - find presenters to come
- host video presentations online
    - so members can be electronically present at meetings

- news feed of upcoming events right on the homepage of sname.org
- International SSC representative (still worried though. Has to be done right, and not rushed)
- extend outreach suggestions
- SSS needs to be more developed
- A Speakers Bureau. list of all available speakers nationwide

Threats:
- Ocean Engineering
  - do not want to seclude these people
- numb to some opportunities
  - too many distributions that no one is paying attention
  - be more selective, such as the monthly calendar
  - and make the information easier to find on your own time
  - perhaps so that people can subscribe to events or issues about certain topics based on the SNAME profile interests
- don't send too many emails
  - make sure outreach suggests SNAME goals better.
  - be more personal

Appendix B: SNAME From the Students Perspective

Notes by Dr. Richard Boutwell

1. This issues was raises to help keep track of students after graduation in order to support the Young Professional (YP) Program.
   a. One recommendation was for HQ to establish a meta-data base and follow the student throughout their career. Details about how to ensure up to date information was not offered
   b. A second recommendation was that a better place to have a database was at the Section level. Closer to home where information about new location a member or student might take would be more readily available.

2. There should be a better logistic mechanism to conduct exit data collection methods. This seems like a sensible idea, however, universities are historically poor collecting this data or even conducting interviews. SNAME could include this action as part of the coat sharing, Section budget support currently provided by HQ.

3. HQ should provide federal and state funding opportunities for local sections. This supporting information could then be funneled to its members and non-members as a way to provide Value and enhance on-going membership. Providing members with funding and other data would result in increased membership.

4. Some Student Section members are so spread out that getting members to attend is challenging. The same is true of guest speakers or presentations. For Sections like this, SNAME could provide funding for Guest Lodging (for overnight stays because of traveling distance).

5. Over the last our President visited all most all student sections. It was a great success and drew in many faculty, business leaders and students. We like to recommend SNAME provide a list of guest speakers who could visit student sections. Retired navy big wigs or industry leader would be a big draw to increase membership.

6. We should encourage Sections to publish the latest research topics or topical information that might interest other students and member, to draw them into the Section.

7. What is the latest on using the SNMAE Web site as a discussing tool? We would recommend developing a Blog. And have at least three different types:
   a. DESCRIPTIVE: to share nice to know information
   b. RESEARCH TOPICS: to draw in other in the same field
   c. One for members to develop a Community of Practice for research and other mutually shared interest. Perhaps to ask for support

Appendix C: SNAME Student Sections

Notes by Vanna Keller

Participants:
Michael: Webb
Christos: Greek Section
Chase: Texas A&M Galveston
Eric: executive director or sname
Kelsey: UNO
Kaleb: Maine maritime
Claire: Stevens

Strengths and Weaknesses
- It's hard to make the sections active: about 20 active members. Hard to find the time when everyone is so focused at academics
- Cyclical: biweekly meetings:
- Biggest events are with crawfish boils which is kind of intimidating for younger students. Usually more active in older students.
- SNAME is not actually that active. It's under an umbrella society.
- Most students join RENA. Networking isn't as important because the networks are established through your families. About 20 people are really active. Attend the technical meetings of the Greek section. If they come, they get the students to stay
- Webb has all incoming freshman sign up for sname… then they kind of lost students' activities.

Summary: Student Sections Strengths
There are a lot of advantages to being active in the student sections including books cheaper, things like this networking. Help with study groups and establish friendships. Another great strength is attending these national meetings. A lot of Networking and friendships occur here. Job networking is pretty successful as is research networking. More than networking friendships amongst students and professionals are being established. It should be noted that networking and job hunting isn't something that is usually successful when you are specifically hunting for it. A lot of times it's a friend of a friend of a friend that makes these business opportunities come up and SNAME is a good way to start that process.

Summary: Student Section Weaknesses
Lots of student section have problems convincing people to see the value of a SNAME membership. Not all campuses use the books and a lot of times they use them in the early years of undergrad when students are likely to be less involved in SNAME. It's also hard concerning the recruitment efforts. It seems like a lot of student stumble into sname as opposed to being approached in their freshman or sophomore year classes. Not all sections have a good section advisor to help advocate the society (some didn't even know they had an advisor). An advisor is really important because students come and go and you need that piece of contingency to keep

the section strong. Strong advisors would also encourage students to apply in the student papers track. (this year it looked like only students in the new England states encouraged students to participate). Also Scholarships are not really known about.

Opportunities:
- To Maybe we can put scholarships on the webpage:
- Offer food at section meetings. Also… beer might be good
- To get freshman, maybe offer some freshman only activities. Get them to the meeting by to the meeting by going to the freshman classes and then keep them in there by establishing a friendship
- Also think about a mentor program. But be careful because of people may fall through (I think is a common theme in most mentoring programs through)
- Nerdy Idea: SNAME study groups. Have a short meeting and then a normal study group… maybe bring in some food.
- It's hard to combine meetings with drinks because many people like to just come for the drinks. But it works to get them there. So if it's like the greek section might help.
- Connections with the regular sections: they have dinners but then nothing with dinner happens afterwards. In some sections, the meetings are held at times that students cannot make it (Houston section). Maybe if sections put 2 or 3 vans together to bring students it might help.
- Intersection involvements: a lot of the New York sections are doing things together. Texas A&M and Galveston and New Orleans. During the day tour campus and then go out and hit the town.
- International sections: online egroup for the international section. Maybe a website or e-group that that's where you go to for your

Opportunities Summary:
Most sections agree an opportunity would be to start an initiative to bring younger students into the sections. A good way to do this would be to go to the freshman classes for recruiting and hosting freshman only events. Food, beer, and friendship seem to be the key tools in keeping older students coming. Sections should strive to make a personal connection with meeting attendees and possibly set up nerdy things to help with classes like a SNAME meeting followed by study group for a test. Also it might be good to start a mentoring program for older students to interact with younger students or for students to interact with their respective parent sections. To obtain a more macro view of SNAME it would be a good idea for student sections to interact with each other. The new York sections already kind of do this and it works really well for keeping students engaged and interested.

Students liked the idea of having an SSC officer assigned to each section and arranging a skype meeting with ALL the student section's officers (sometimes there's a disconnect between the chair and the rest of the officers). There was also a suggestion to create a new SSC officer to handle communications with the student sections. Not that this person would be the one to teleconference with each section but that this person would hold the other officers accountable for remaining in contact with their respective sections (maybe ask for a half page summary from each meeting)

Threats
We didn't get a lot of time to talk through this one. But it seems like the biggest threats are everybody's busy lives (time constraint) and money

Appendix D: Student Program at the Annual Meeting

Notes by Marc Woolliscroft

Table Attendance

Name, Position	School	Year
Marc Woolliscroft, SSC	Michigan	Grad
Elizabeth Cote, VP	Maine Maritime Academy	Senior
Jose Diez, Chair	Memorial	Junior
Maryhe Penders	TU Delft	Junior
Chase Rogers	UNO	Junior
Roger Compton, SNAME Past President	Webb	--
Andrew Lachtman	Webb	Senior
Jared Harlan, Chair	Webb	Junior
Sebastian Fave	Virginia Tech	Senior

TOPIC: Annual Meeting Student Program (obviously, many of these remarks are strictly about this year's annual meeting)

STRENGTHS
- The design competition *is* fun because it provides the opportunity for students to meet almost every other student attending the meeting
- The competition is a great way to balance a challenging activity with fun
- The cost aspect of the competition was very creative
- A monetary prize is always nice
- Really interesting to see all the teams' designs
- The job fair was well organized with a good variety of companies
- Recruiters were informative and easy to talk with
- The student papers were impressively technical
- Those running in elections seemed very prepared and serious about wanting to serve on the SSC
- There is a lot of excitement about the student social
- The student luncheon was comfortable and the several hours of awards were not missed
- Being a student APO was very beneficial
- Student APOs were able to meet and talk with the authors and POs

WEAKNESSES
- There was a little confusion about the rules for the design competition
- Teams for the design competition were pushing what seems to be their maximum size (13)
- The size of the teams led to an effective team of 6-8 with the others simply watching

- Opportunity for student papers not publicized effectively
- Interest in going to student papers, but passed them up for professional paper presentations occurring at the same time
- Multiple companies were only interested in full-time employees
- Internship-seekers were told to go to websites
- SSC's ability to help student sections with funding solutions was not communicated well
- The election process took too long
- Those who don't attend the meeting do not get their voices heard during elections

OPPORTUNITIES
- Schools with graduate programs should have booths at the job fair
- International companies could be present at the job fair
- Lampros could open the door for this international job fair experience
- Job fair feedback sheets could be given to the students to fill out and then passed on to the companies
- Student papers could also include senior design projects, section papers, and unique internship experiences
- Calls could be made to student sections to get local companies from around the nation to the job fair
- The election process could be started before the meeting
- Students could know the candidates and any of their ideas beforehand

THREATS
- Design competition could become repetitive
- Hard to think of really creative ideas for the competition *each year*

SUMMARY

Overall, the student program at the annual meeting seems to be a success. With nearly 200 students attending in a year where funding was difficult and the location of the meeting made for expensive transportation, it is clear that there is an interest in the student program. The main issues (weaknesses) seem to be caused by poor communication. For example, at the table suggestions were made to let people know about the SSC positions before the meeting, publicize the opportunity for student papers, and let sections know that the SSC can provide ideas for funding. All of these are currently done, but apparently not in an effective manner. The sections receive emails regarding these topics in the form of eBlasts, but they also receive many other notices in the same eBlast form and they may simply get into the habit of ignoring/deleting them. Therefore, communication may need to be done on a more personal level with regard to important topics like papers, elections, and funding. It will be more work, but it may be necessary for the SSC to call sections to make sure that these issues are resolved. The program is on the right track, and with a focused SSC improvements should be able to be made by next year's meeting.

Appendix E: Student Member Recruitment, Retention, YP Transistion

Notes by Tom Devine

Name	School/Organization	Year if applicable
Matt Walton	University of New Orleans	Sophomore
Mike Kazek	California Maritime	Advisor
Kurt Gillespie	Maine Maritime	Junior
Alan Orthmann	University of Washington	Senior
John Smith	Texas A&M Galveston	Sophomore
Dale Thomas	Maine Maritime	Sophomore
Lampros Nikolopolous	National Technical University at Athens	Fourth Year
Nancy Osten	SNAME Headquarters	N/A
Ian McMahon	Webb Institute	Senior
Tom Devine	Virginia Tech	Senior

All Notes are taken on the fly. For a more collected and concise version refer to the official report submitted to Doug Rigterink

Member Retention

- Pizza (Food or Social)

  - Maine Maritime typically has a social to encourage member gathering

- Field Trips

  - Typically these are taken with organizations beyond SNAME/ASNE at the smaller universities

  - Only practical at Schools close enough to naval industries

  - Maine Maritime and Virginia Tech use weekends and days off to take members longer distances in the 3-5 hr range

- Faculty Emphasis

  - Teachers and advisors command respect and prestige in all programs, their recommendations carry weight with the students

  - When they work with and demonstrate that they care about the students it is very effective, evidence at Texas A&M

- New Orleans YPs

- Range of YP socials

- Nacho Bars

Approximately half the table was unfamiliar with the YP program. A few minutes were spent informing students about the programs, its structure and its goals
- Benefits the YP program can provide

  - Relocating and becoming familiar with a new part of the country

  - Gain an experienced mentor. There was a lack of mentees when the program was started and this lack still exists today

  - Someone who understands generational differences in the workforce and workplace

  - Transfer of Knowledge and ideas critical to sustaining the Industry of the future

  - Support system of peers

Member Recruiting
- Events

  - Technical sessions are particularly effective in the Greek session.

  - Summer and winter sessions are planned

  - Symposiums such as SOLAS also provide alternatives to lure new members into the organization

- UNO NAME Department

  - The support systems are generally in place to bring upperclassmen into SNAME

  - Knowledge is not properly communicated to underclassmen, things like textbook discounts, technical presentations ect.

  - Matt was a transfer student who had to seek SNAME out rather than hearing about it.

- Cal Maritime

  - Part of the professional Clubs/Society Rush

  - Also present information in class

- Faculty

  - Recommendations carry weight

- A&M Uses a general engineering council to communicate with the engineering college meeting times and events

- NTUA

  - Lack of junior opportunities

  - No real faculty involvement rather driven by industrial sector and the parent section meetings.

  - NTUA is the only real marine school in Greece, but opportunities do exist to expand within Europe

- NTUA Opportunities

  - Society brings Naval Architects and naval architecture to the undergrads at the university.

- Webb University Differences

  - Webb operates on an opt out system where students are automatically enrolled in the society with admission and must choose to opt out of the organization

  - Does not hold general business meetings, only school wide assemblies where meetings and activities are covered under announcements

  - Faculty influence is critical in such a close quarter community

- UNO

  - Attendance and involvement wanes as student become more committed and more busy throughout the year

  - Typically the first meeting has roughly 50 people

  - Only 10 attend by the end of the semester

- Threat to retention exists if meeting lose value

  - Students time is valuable

  - Electronic versions of meetings as well as e-communication and e-notices are more likely to reach and have an impact on the current generation

- A real opportunity exists to involve the parent sections with their respective student sections

- Typically the student section rely only on the universities for their needs

- This is an incredible weakness as smaller schools may be isolated

- Attending parent chapter meetings are generally governed by the initiative of the students.

- Particular weakness for the smaller sections, Maine Maritime was unaware of who their parent section was.

- A lack of knowledge exists about the structure and administration of SNAME.

- Webb uses school vans to attend NY Metro section meetings

- Most meetings are joint through ASNE.

- Retention

  - Weakness exist if other engineering organizations are not involved at large universities

  - An opportunity exists to expand with these groups through joint efforts

- Opportunity exists to connect the YP programs to the schools.

- Weaknesses at Washington

  - Without a NAME program, industry often ignores the students involved.

  - Annual meeting provides a real opportunity to connect these students to local industries.

  - Companies need an effective method of communication to reach the students. This is most likely possible with proper awareness of the student chair

- Tremendous weakness that parent sections are not as heavily involved as they could be.

- Opportunity exists to restart and strengthen the mentor program to aide this

- T&R seems to be an excellent opportunity for students to grow

  - Structure of the T&R system

  - Potential panels for students to sit in on and become acclimated

- Meeting opportunities exist

- At the same time a threat is present if meetings are held with little purpose and lack valuable information

- Parent section has the ability to further validate the student section

  - Lack of authority leads to loss of interest and thus loss of members

  - Again no communication network exists between the students and the parent section

- Industry must demonstrate to the students the value SNAME provides and students must demonstrate to industry that they take positive lessons from SNAME at their school

- Recommendation that for the title of "Super Section" a representative from parent sections must be sent at the start of the fall term to establish communication, discuss SNAME programs and encourage students to get involved

- Alumni associations also present a tremendous opportunity for students. Outside MIT Webb and Michigan, alumni dinners at the Annual Meeting are nonexistent

  - Try to create alumni presentations about their road from school to present

  - Website directory is an incredibly useful tool for locating and tracking alumni

  - Need to get current students on board with the new micro sites and profiles so they remain active after graduation

- UNO has an excellent relationship with their YPs based on close proximity

  - Hold a beginning of semester icebreaker

  - Recommend this be extended to the end of summer for recent graduates at companies

- Webb has a real opportunity to throw a large YP event even though the Metro section has almost no YPs

  - Serve as a transition when they begin working in areas with strong YP programs

  - Homecoming is the largest gathering

  - Maybe a simple Happy Hour (Half to ¾ of students would probably attend)

- Alumni events

  - Real possibilities exist with proper planning

- Faculty advisors can use alumni associations to locate possible attendees

- Advertising wise, Hard copy is becoming obsolete

- Word of mouth is a real asset at A&M

- Chair needs to advertise with the other local engineering organizations and pass information in both directions (To students and to SNAME national)

- Social networks also provide a chance for growth

- Students felt the format of the website was a weakness

  - Needs to be a way that students can reach their page in one link

  - Current format is too long to navigate for students who are not heavily involved with SNAME

- Seemed that vice chairs have little responsibilities in local sections, suggest that they become the official reporter to the parent section, submit slides of student body activities to the general meeting presentation

- This would raise student visibility and increase communication

- UNO has a chance to recruit at orientations

- Utilize the clubs and organizations on campus

- Posters as advertising

- Students need an incentive to join.

Recruiting
- Strengths

  - Upperclassmen are naturally drawn to the society for job opportunities

  - Excellent pitch with professionalism and technical advancement to graduate students

  - At experienced universities, greatest strength is the current members and word of mouth they pass to the underclassmen

  - Faculty possess an incredible amount of influence on undergraduates and their recommendations will lead students to the society

  - Work within a larger engineering organization o collection at schools helps to raise awareness and section profile on campus

- Technical sessions at schools provide a good environment to get students interested in the field involved with SNAME

- Weaknesses

    - Students are not involved early enough. SNAME student sections need to let freshmen know the benefits from textbooks to relationships within a department

    - That said, there is a clear lack of opportunities for Junior(underclassmen) members at most of the represented sections

    - SNAME does not openly demonstrate the incentive of joining a student section

- Opportunities

    - Industries need to relay to non members the value they see in a SNAME student

    - Faculty should be encourage to give SNAME pitch at the beginning of each semester

    - Student officers need to speak at events to raise visibility of their student section

    - Use various marketing techniques from social networking, to word of mouth to engineering organizations across campus

    - Hold a mini conference where 1 or 2 student presentations are given in addition to a talk from a technical expert.

- Threats

    - Students must be cognoscente that while engineering conglomerates do give them a large audience, they will also likely compete for the same members

    - Current members need their needs addressed because negative publicity is the easiest way to kill society momentum

    - Without effort underclassmen will most likely not seek out the organization. Complacency will hamper any attempt to recruitment

Retention
- Strengths

    - Students who attend larger meetings like the annual meeting or ASNE days recognize the inherent value of membership

    - Most sections seem to be fairly good about creating a conduit between recruiting employers and interested students

- Field trips allow students to take learning and theory beyond the classroom and "put their hands on the steel"

- Social events and free food are a cheap and easy way to invite members to remain active

- Weaknesses

  - Depending on geographic location, it is somewhat difficult for some sections to go outside the university environment or attract professional members to come speak

  - Some students fail to see what SNAME does for you after graduation so in that sense retention upon graduation is weak

  - The apparent lack of knowledge about SNAME governance leaves students confused as to where they should go after graduation

  - Information is not properly documented to ensure that student members are kept abreast of society current events

- Opportunities

  - Again a major opportunity exists to connect the parent section to the students

  - Officers must stress to their students the value of the annual meeting, because it seems that those who attend are far more likely to remain active, especially with positive social experiences at the meeting.

  - T&R seems to be an excellent field of expansion to give members another area of exploration in NAME related industry

  - Student sections should prompt visiting employers to spend 5 minutes on why students should continue involvement with SNAME

  - Faculty as well need to discuss continued involvement, especially for those remaining in academia, as the Annual Meeting provides an excellent chance to be published

  - Vice chair could expand responsibilities to report monthly features of the new online content to keep students involved. The MT editions are an excellent starting point

- Threats

  - The greatest threats are complacency and lack of value

- Maintaining the status quo is an easy way to move students through the system without involving them. If students are not challenged by new and exciting opportunities they are likely to avoid SNAME in the future

- As stated in the recruiting section, a student's time is valuable. Meetings should have a definite purpose and one that is directly related to their role.

- Information and communication must remain accessible. Students are not likely to jump through hoops for an extracurricular if they are borderline involved to being with. Section officers must present topics for students to read about.

Young Professionals
- Strengths

  - Ease relocation transition

  - Develop a peer base network

  - Gain a mentor

  - Learn from those in the industry

  - Support system who understand generational differences in the office

- Weaknesses

  - Only helpful to those in an area where the marine industry is located

  - Poor methods of communication

  - Lack of publicity and student experience with the program

  - Dearth of knowledge about the YP program and how to get involved

- Opportunities

  - Reach out to students at larger gatherings of alumni on local campus

  - Establish a network to capture graduating seniors' information and relay it to the local YP coordinator

  - Involve YP representatives in SNAME national to give that group a greater voice in the direction of the society

  - Create social gatherings where YPs can "Let their hair down" and interact with other professionals

- Allow YPs access to experienced leaders in the industry to advance their career goals through a more structured mentorship program in areas of strong development

- Present an opportunity for further education for recently graduated students. Examples range from seminars to advancement for a PE license

- Use Social networking through SNAME and sites like Facebook since the current generation is so computer literate

- Threats

    - YPs have little free time as they enter the workforce. Activities should be both :

        o Engaging

        o Worthwhile

    - YP events need to be varied, inviting and frequent at critical times, particularly at the end of summer with new hires from school. Without proper events, it is likely that transitioning students will be lost and will ignore the society.

Additional Comments from Lampros Nikolopoulos
- Technical meeting content is of vital importance: a meeting without value can be a threat to recruiting, retention and YP's
- Student involvement to the T&R committees is important and can also stimulate the students, thus improving the retention rate.
- Vice-Chairman duties. I suppose a closer monitoring, if possible, of each student section by the SSC would not be a bad idea.