

Public Relations Chair Transition Feedback

How did your position contribute to the mission of SWE as a whole? Do you think it adds value to SWE?

Definitely -- One of the major things I did as Public Relations Chair was organizing an MIT SWE/Boston SWE Meeting. It was a great way to bridge the gap between on-campus MIT SWE events and off-campus SWE groups. There were attendees from various SWE groups, including Tufts and BU, and of course Boston SWE.

My position's goal is to facilitate the interactions of MIT SWE with outside groups, whether on-campus or off-campus. I plan on having an IEEE-SWE co-meeting next semester (if I am re-selected to be Public Relations Chair).

Please list all events that you planned over the last year.

- Boston SWE/MIT SWE Meeting -- I spent the summer planning on logistics, and the first month of school finally implementing the event.
- I sent out emails publicizing SWE events in the vicinity, including events that weren't necessarily hosted by Boston SWE.
- I plan on having a co-event with IEEE next semester (if I am re-selected as Public Relations Chair).
- I also plan on implementing some study breaks, to encourage non-SWE members to join.

Which events were the least successful, and why?

Events in which there was not enough publicity, or awareness. Everyone tries to come to GBMs, but fewer people are even aware of the fact that MIT SWE hosts a variety of events apart from GBMs.

Which events were the most successful, and why?

I would say events in which the publicity was excellent -- this applies to all events across the board.

Describe your working relationship with your co-chair if applicable. Include how you divided responsibility, how it well it worked, how you felt about working with this person overall, and whether you found it necessary/helpful to have a co-chair for your position. Did you know your co-chair before working with them in this position?

So, I originally did have a co-chair in February last year, but then she resigned as she had a lot of schoolwork. Essentially, I have been the only Public Relations Chair for this past year. I found it to be a rewarding experience, and I don't think a co-chair is necessary.

Please list any important resources, contacts, and other relevant information for your position.

- Boston SWE contacts -- in case someone would like to organize an event with them.
 - President -- Lori Amara [lori_amara@hotmail.com]
- My contact at Copytech -- June Milligan -- jmillign@mit.edu

What do you wish you knew before you entered this position?

What my position entails. I was never fully aware of that, but by asking my VP, I quickly learned about what I was supposed to do.

Is there anything you would have liked to do with your position, but didn't have the time or resources to do? Please describe.

As I've mentioned, I'd like to host some study breaks, and a co-event with IEEE.