

# AIST-ITM

## STUDENT CHAPTER



# 2022 FALL MEMBERSHIP CHALLENGE STRATEGY REPORT

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# EVENTS

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12

*September 2022*

*PROMOTIONAL VIDEO;  
"PARALLEL LIVES"*

13

*September 2022*

*HOW TO.. MAKE A  
RESUME AND AN  
EFFECTIVE LINKDIN*

13

*September 2022*

*PROMOTIONAL  
TALKS*

21

*September 2022*

*HOW TO... WIN AN  
SCHOLARSHIP TO  
WORK IN THE  
INDUSTRY*

21

*September 2022*

*HOW TO... WIN AN  
INTERNATIONAL  
COMPETITION*

3

*October 2022*

*INTRODUCTORY COURSE  
TO MATERIALS  
ENGINEERING*

5

*October 2022*

*GRAND  
PREMIER*

7

*October 2022*

*RECRUITMENT  
DINAMICS;  
"RECLUTA Y GANA"*



### Recruitment strategy.

- AIST-ITM has the principle of providing functional tools for the academic development of its members, both the youngest and those who are about to complete their university studies, therefore we decided to be present during their path prior to working life; Following this principle, we carried out activities that helped to enrich soft and hard skills of members and students of first and last semesters, based on specific needs that their reticular progress require, in these activities we obtained the participation of members and non-members of various careers such as Materials Engineering, Mechatronics and Mechanics, therefore we could have an approach with all those students who had doubts about the benefits of being a member of this student chapter. In this way we were able to capture interest and increase the number of members.

### Outcome of Fall Membership Challenge Drive 2022



-Thanks to the set of activities carried out to generate interest and recruit students, the AIST-ITM Chapter increased its membership capacity by **147.36%** respect to the start date of the challenge, so we can conclude that the strategy implemented was successful, **45 new members** were recruited.

- In this period, we decided to have a very personal and human approach with people interested in joining, through these approaches we had the opportunity to share our own experiences and discuss the benefits and opportunities that are available to belong to AIST-ITM, with this extra activity we got the confidence of those people who approached us and wanted to have more information.



## 1.- Promotional Video: “Parallel Lives”

In order to fulfill this challenge, the AIST-ITM Student Chapter planned a number of strategies to increase the number of members during this established period. One of these ideas was the recording and publication of a promotional video, which was titled “Parallel lives”; this named referred directly to the told story throughout the video. The video told the story of two students, the first one, subject A, as a member of the AIST-ITM Student Chapter; and subject B, a non-member from the student chapter. Their story is told in two different shots, where the same scene is shot differentiated by the inclusion of the AIST-ITM Student Chapter activities done by subject A; during these scenes the subject B has a common day at college.

The objective intended to achieve was to show how subject A had an enriched education due to its belonging to the AIST-ITM Student Chapter, including cultural and social activities; in contrast with subject B who only enjoyed normal college lessons. To show these differences, activities such as courses organized by the Student Chapter and the steel to students’ scholarship achievement to attend ExpoAero 2022, were shot.

Finally, to encourage students to become new Material Advantage student members, during the scenes of subject B, a continuous interest in the AIST was shown by the subject B. At the end, so show that the subject B became a new member of the AIST-ITM Student Chapter, members were gathered together to be recorded and participate on the video.



## 2.- How to... make a resume and an effective LinkedIn.

The course was held with the aim of training, guide, help and support students of different grades, to prepare a good CV and the companies in which they are interested, take them into account when they are recruiting.

The course consisted of two sessions lasting two hours each, was September 13th and 14th of this year. we had 18 attendees per session. It was given by the Adviser of the Chapter, Dr. Monserrat Sofia Lopez Cornejo.

In the first session, they were asked to each carry out some CV that they already had to be able to observe it and correct it, as well as eliminate necessary information and take it as a base to create a new one with the information provided in the course.

In the second session they were given information to have an effective LinkedIn and impact interview, in which it was spoken about soft and hard skills that are necessary, attitude in front of recruiters, who data put on your LinkedIn profile, how to interact on social networks and more tips for impressing recruiters.



### 3.- Promotional Talks to 8 semesters of Materials Engineering, Mechatronics and Mechanics.

The AIST-ITM chapter held 8 promotional talks to different semesters in three degrees in the Instituto Tecnológico de Morelia, 6 of the talks were held in the Materials Engineering degree, one for the Mechatronics Engineering degree and one more for the Mechanical Engineering degree.

In these talks the attendees were provided with information about all the important topics of the chapter, they talked about what the AIST-ITM chapter is, they talked about what the chapter offers to the members, they also provided information about all the activities that are done for the members, such as all the courses, extracurricular activities, scholarships and contests in which members can participate, among some other topics of interest.

These promotional talks were carried out with the objective of making known what the AIST-ITM student chapter is, with the purpose of inviting students of the first semesters not only of Materials Engineering, but also other degrees such as Mechatronics Engineering and Mechanical Engineering to be part of the chapter.

### 4.- How to...Win a scholarship to work in the industry.



How to? It is a dynamic where we teach our members to perform different extracurricular activities with speakers who have knowledge of the subject. Such was the case of this edition where we were supported by Agueda Garnica and Mauricio Rodríguez, winners of the Steel Intern 2022 Scholarship.

Agueda and Mauricio explained to us what documentation and requirements are needed to submit the application and their experience away from home.

for us it is important to motivate our members to participate in order to take a first step in getting to know the industry.

AIST-ITM has had participating members for years, and we have been able to get more and more of them to participate.

On this occasion we were joined by 60 students ranging from undergraduates to graduating seniors.



## 5.- How to...Win an international competition.



GANAR UN CONCURSO INTERNACIONAL

El Capítulo AIST-ITM te invita a asistir el 21 de septiembre a las 13:00 hrs en el centro de negocios.

Equipo ganador del RSVC



Continuing with the "how to?" talks.

We came across a contest that tests various skills such as:

- Creativity.
- Tics management.
- Editing skills.
- Visual areas.
- Good use of words.
- Team work.

To make a video with a specific focus last year was Industry 4.0 in which they won \$1000.

This year the winning team from 2022 explained what their steps were to win, what their organization was like, the advantages and disadvantages they could see throughout this process from choosing the name and content that would be in the video to how they gathered the most feedback.

They explained their skills and how they approached them to achieve the goal of winning first place.

Having different people share their experiences helps to motivate and inspire future participants.

## 6.- Materials Engineering induction course.

The following activity is a course that the AIST-ITM Student Chapter has developed and improved over several years.

The purpose of the activity is to increase the interest of new students to continue studying the degree until it is completed, giving them the satisfaction of having chosen one of the best degrees for their training, as well as being able to explain all the advantages and points in favor that it has. being a materials engineer.

The course consisted of being able to give an introduction to what the materials engineering career is, what it studies, what can be done at the end of the course, and mentioning that at the Technological Institute of Morelia, what is most focused the career, it is towards the branch of metallurgy and steelmaking.

The course was offered to students in the first and second semesters of the degree, dividing them into two groups for four hours a week, for two weeks. The course was presented by a ninth-semester student, two master's students, and by the advisor of the AIST-ITM chapter. In this activity, each spoke from their own experience lived



throughout the race and what they are most passionate about it, at the same time that they resolved the doubts of each of the course participants.

## 7.- Gran Premier.

To promote video, a premier of the video was arranged, this premier included a contest with the objective of increasing the number of views of the video. The video was published on October 5 at 16:00 hours, during a deadline of 24 hours members who appeared on the video were tagged. After those 24 hours, a raffle was made, and finally two prizes were given, two coffee cups for the most tagged member and the member with the most tags made.

**GRAN PREMIER**  
5 DE OCTUBRE | 16:00 HRS

El Capítulo AIST-ITM te invita a ver antes que nadie nuestro video promocional.

Etiqueta a un amigo que salga en el video promocional para que ambos participen en el sorteo por un premio.

**¡ETIQUETA A TU AMIGO!**

## 8.- “Recruit and Win” Recruitment dynamics.

The recruitment dynamics is an activity planned year after year for the participation of the AIST-ITM Student Chapter in the "Recruitment Challenge" and to increase the number of members we have.

**¡RECLUTA Y GANA!**

Integra tu equipo del 21 de septiembre al 7 de octubre

Si eres un aspirante nuevo a unirse al Capítulo AIST-ITM invita a tus amigos y se acreedor de una beca

**PREMIOS**

- BECA COMPLETA
- BECAS DEL 50%
- BECAS DEL 25%

Registro <https://forms.gle/rNj62z3zChXqakJ8>

These dynamic aims to generate interest and desire to be part of the AIST-ITM Student Chapter, as well as to develop and innovate new techniques for the recruitment of new members.

On this occasion, the dynamic consisted of team recruitment dynamic. Which, to participate in the prizes from first to third place, the participant had to create a team where he was the captain and through him invite more people to become a member. The more references that became members the captain of a team had, the more possibility he would have of being in first place and winning a one hundred percent scholarship in his registration. Also, the guys who joined a team, they were part of a raffle for eight scholarships at twenty-five percent registration.