WSWS Officer and Committee Report
Annual Board Meeting – March 10, 2014

Office or Committee Name: Student Liaison Chair

Officer or Chairperson Name: Craig Beil

Date of Preparation (include year): March 1, 2014

Committee Activities during the Year:

- Continue to use the WSWS Student Section Facebook page to facilitate communication with student members and more generally increase the society's transparency online. Page currently has 32 'likes' or followers. The visibility and use of the page among society student members has increased substantially since last year when it was first introduced. The page now has enough followers that we have access to demographic information (gender, age, city, country, how often content is viewed or reposted) as well as the ability to market or advertise the page and our society.
- Assisted students with questions pertaining to the student scholarship, application process. We did not receive any complaints but there were a few questions concerning the timing of deadlines and where to find the information online.
- In addition to the President's communication with each of the applicants the student liaisons separately made an effort to congratulate each of the student scholarship winners and to welcome them to the society.
- Organized the Student Night Out event. E-mailed students participating in the event in order to ascertain what type of professionals they would be most interested in being paired with. Paired students and professionals and e-mailed groups with everyone's contact information.
- We sent letters or e-mails of solicitation for donations to the Silent Auction from October 2013 through February 2014 to 18 companies/organizations outside of the sustaining members list. Companies solicited include:
    - Otterbox
    - Trimble
    - Sigma-Aldrich
    - United Phosphorus Inc.
    - Hilton Portland & Executive Tower
    - MarroneBio
    - Helena Chemical
    - California Olive Oil Association
    - UC ANR (publications)
    - St Supery Winery
    - Domain Chandon Winery
    - Hess Winery
    - Walk the Vine Winery
    - UC Davis Winery
    - Trinchero winery

- Gallo Winery
- Cooper Winery
- Bogle Winery

After last year's broad solicitation technique produced very few items, we worked on a more personal and directed contact technique. This approach appeared to work as we had a much higher success rate and received more items and donations ahead of time.

As of writing this report (March 1) we have several companies that donated items early (Otterbox, Trimble, Hilton Portland & Executive Tower, MarroneBio, Helena chemical, Gallo winery, California Olive Oil Association, Cooper Winery, Bogle Winery, United Phosphorus).

It remains to be seen how effective our efforts at soliciting donations from the general society membership will be. Solicitations for donations from the general membership were included in the Student Liaison update in each quarterly newsletter.

Recommendations for Board Action: None

Budget Needs: Postage for thank you letters to those that donated silent auction items

Suggestions for the Future:

- Transition the WSWS Student Section Facebook page into the society's Facebook page. There isn't enough content specific to only students. The information and updates that Facebook provides about the viewings of the page, demographics of our followers, and the ability to advertise the society page could be beneficial.
- Establish more effective communication between student liaisons and society membership regarding personal contacts at companies and organizations that can be solicited for Silent Auction donations.
- On the website when we ask students if they would like to participate in the student night still allow them to choose who they would prefer to be partnered with (industry, university, government).
- Give students feedback on their presentations or posters directly after the meeting. Students did not receive critiques from the San Diego meeting.

Current Committee Members: Craig Beil, Marcelo Moretti

Name of Person Preparing This Report: Craig Beil