Mid Term Report
Outreach Cell (2018-2019)

FOR PROSPECTIVE STUDENTS DURING JEE COUNSELLING SESSION

1. **#AskIITK campaign**
   - Social media campaign conducted for prospective students with the aim of providing them with a unified platform for asking queries and connecting to senior students who can help them gain clarity.
   - The campaign was structured such that anyone looking for answers about any aspect of IIT Kanpur had to just post their query with #AskIITK on Facebook, Twitter or LinkedIn and someone from IIT Kanpur would get back to them.
   - A list of final and pre-final year students was compiled department wise which was shared across all platforms for easy access by prospective students. In order to ensure successful conduction of this campaign, volunteers were sought who were then asked to proactively redirect queries from students on social media platforms to relevant people who could answer them.
   - This initiative helped in structuring and presenting a standard approach of tackling queries on social media during the counselling session, which was previously highly fragmented and lead to losses in information dissemination.
   - Further, mails were sent to all prospective students sharing with them the relevant contacts from IIT Kanpur as well the approach for seeking clarity on any aspect of IIT Kanpur.
   - Creatives were shared with DoRA office for sharing from official IIT Kanpur handles as well as for press releases.

2. **ThatsIITK blog**
   - An informal initiative that has been around for past few years which provides a student's personal account of life at IITK with respect to academics, opportunities, student gymkhana, etc.
   - It was carefully analyzed and areas identified wherein limited or no information was present at the moment. Blogs were curated on these areas (ex: exchange programs, sport facilities, etc) to make the #ThatsIITK Quora Blog a one-stop platform for anyone looking to learn more about IIT Kanpur from the students of IITK themselves.
   - Details of this blog were also shared on social media and in mailers to prospective students.

3. **Future Students Website**
   ○ Established with the aim of collecting information related to IIT Kanpur all at one place - academics, facilities, departments, student contacts, gymkhana activities, etc.
   ○ The website was updated by adding new sections, message from the professors, FAQs, and a query section facilitating people to submit any query about IIT Kanpur directly through the website.
   ○ The link for the website was again shared in the mailers sent to prospective students and it was well integrated on –the main website of IIT Kanpur for easy accessibility.

STUDENT - ALUMNI RELATIONS

1. **Integration with Students' Pan IIT Alumni Relations Cell [SPARC]**
   This body has been established to connect students and alumni of all IITs. Post ACP, there has been no representation from the side of IITK. Integration has been initiated this year with the aim that it will help the students of IITK access the Pan IIT Alumni network. They conduct networking sessions across various metro cities and we had one such session during the summer break to better understand the functioning of SPARC before signing up to be a part of it.

2. **Alumni Buddy Program**
   Launched with the aim of building strong lifelong student- alumni relationship which translated into a relationship wherein the mentor can be approached for advice on a broad spectrum of topics ranging from academics to entrepreneurship.
   Structure**:**
   ● Launched in pilot mode, connecting the second year students (Y17) to alums (majorly Y12).
   ● Mentors sign up for this program by filling up the Google form listing out their current profile, interests and general details.
   ● Students also sign up by filling up a Google form, asking them to briefly list out their expectations from the program, interests, career options willing to pursue (if any).
   ● Mapping based on career first, followed by department, then interests and else random.
   ● 2-3 students will be mapped to a mentor each

- Introductory session conducted for all students who sign up to give them a sense of what the program has to offer as well as lay down basic guidelines for interacting with alums. They were also provided with some ice-breaking tips to make them comfortable with the mentors.
- Video conferencing to be conducted between mentor and students on social media platforms as per their convenience
- Review forms to be sent to both mentors and students asking for feedback and suggestions post the first interactive session
- Students encouraged to connect with the mentor on a personal basis too besides the webinars and in future interaction can be on a one-to-one basis rather than a group call

Expected/Key discussion points:
- Opportunities available in the core v/s non-core sectors, research or in entrepreneurial field
- Advice on activities to pursue in campus - skill building, Research projects, PoRs, Technical / Cult clubs, Gymkhana governance.
- Possible activities/ interns to pursue in summers
- Time Management
- Academic curriculum

Progress so far:
- The cell has been successful to take on board 92 volunteering alumni of Y12 batch willing to be mentors to 180 Y17 students who are interested in the program.
- Mapping has been done between the mentors and the mentees based on the details provided by both the parties.
- An introductory session was conducted for the Y17 students informing them of general guidelines relating to the program and its overview. They were also provided with some ice-breaking tips to make them comfortable with the mentors.
- The first webinar series has been successfully initiated remotely among the mentors and the students in the first week of October.

PUBLIC IMAGE OF IIT KANPUR

1. **Content support to DORA office**
   Aimed to streamline a series of posts to be released in the month of May and June showcasing the achievements of IIT Kanpur. Coordinated with DORA office for the content to be released from the official Facebook, Twitter and LinkedIn handles of IIT Kanpur. Developed content and creatives featuring achievements in the field of

research, entrepreneurship and projects sanctioned to IIT Kanpur. Coordinated with the professors to share insights, research projects and accomplishments of their departments.

2. **Convocation photo booth:**
The objective was to create a photo booth during the convocation ceremony, pictures clicked using which would then be shared on social media with standard hashtags. Two cut-outs were placed outside Main Auditorium for students to make use of.

FUTURE PLANS

1. **Knowledge Tours**
   ○ Invite a few high school students to IIT Kanpur, showcasing them research facilities, labs, projects and organize an interactive session with the professors. This will mainly be a PR activity whose coverage can then be pushed from social media and to the media.
   ○ For starters, will invite few (20-25) students from schools of Kanpur to visit for a day. First tour in January tentatively.

2. **Departmental Websites:**
   ○ Aimed to revamp the departmental websites of IIT Kanpur using a common template highlighting current research and projects, departmental events etc.
   ○ In talks with the DoRA office for a unified template to be followed across all departmental webpages and individual sites of professors.

3. **Pan IIT Kanpur Alumni Network:**
   ○ Establish an easy point on contact with the Pan IITK Alumni Association such that all local chapters of IITK AA can be easily accessed by students

○ Share updates and happenings in various cities by IITK AA from student gymkhana page such that students can go and attend if possible
○ Database of Pan IIT Network too - ease of access for students going outside for internships or research or jobs.
○ Conducting Student Alumni interaction sessions in various metro cities during summer/ winter breaks where students who're pursuing internships or live nearby can come and interact with alums located in the area. Good networking opportunity for all. May be conducted in association with SPARC as well.

4. **Class Room Give-Away Program**
   ○ The objective is to put the funds collected from graduating batch students opting to donate their caution money to a constructive use. The batch can collectively chose the initiative that they would like their donation to go to – it can be towards funding a student gymkhana activity, general institute infrastructure, etc.

5. **Tips From the Top**
   ○ Reviving the old format of TFTT wherein alum speakers focusing on a particular career option are invited to share their stories. The session is being planned in the way of a panel discussion followed by an informal interaction with the guests to facilitate sharing of experiences in a manner that maximum students benefit from it. First session to be held in January tentatively with focus on civil services. Process of contacting alums initiated.

6. **Expanding Alumni Buddy Program**
   ○ Comprehensive database of Alumni across all years which can be connected on a need to need basis for all students for specific queries for students across all batches. Basically, bringing all students and alums on a single platform enabling interaction and collaboration. In talks with IITK AA for building and organizing such a platform. Also, alums can easily build a pipeline into IITK for internships and job opportunities.

7. **Institute of Eminence Awards/ University Rankings**
   ○ Intent is to conduct a detailed analysis of factors that play a role in ranking and to try to standardize the method of data collection in the institute such that it can be easily conveyed to the ranking bodies. This will help the in identification of key areas where we are good and in what aspects do we need to work hard.

8. **Student Faculty Interaction**
   ○ Build a relationship between the faculty and students wherein each one communicates with each other openly. This has drastically decreased over the years. Tentative plan is to ask interested students and faculty to sign up for the program and then connect a group of students (<10) to a faculty member with whom they will be interacting in an informal setting (maybe over dinner at the professor's home)

9. **Official Student Gymkhana Page**
   ○ Standardize content curation process for the gymkhana page such that it covers every aspect of life at IIT Kanpur from a students' perspective. While individual fest/ club/ council pages continue to operate, the mandate should be that any happening relevant for the student community should also be shared from the gymkhana page – it should be equivalent to the official spokesperson on behalf of the student community of IIT Kanpur.

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