



Students' Senate (2016-17) Indian Institute of Technology Kanpur



Outreach Cell

Need:

Over the past many years, certain sections of students and faculties have been of the opinion that IIT Kanpur hasn't been projecting its strengths to the outside world but not much has been done in this regard. For past few years, students have volunteered to disseminate information to the prospective students through various online mediums and in the process it has been realized that voluntary activity for a select few months of the year isn't really effective and a proper system needs to be in place.

Additionally, with the disbanding of the Alumni Contact Program, there is a strong need to have a student body dedicated to interaction with the Alumnus of IIT Kanpur. This reinforces the necessity of an Outreach Cell which will engage in various such activities not just limited to reaching out to all the stakeholders.

Vision:

- Building a positive and attractive image of the institute in the eyes of the alumni, the corporate world, potential faculty, aspirants and the society.
- Connecting with the Alumni of IIT Kanpur

Mission:

- Spreading awareness about institute's academic/non-academic activities, life at college among prospective students (UG as well as PG).
- Coordinating with the Information cell, Media and Publicity Centre for promoting IIT Kanpur across the globe.
- Acquiring and Creating online and offline Content in the form but not limited to news updates, articles, blogs regarding academic / non-academic activities and achievements of the institute from internal/external sources.
- Keeping the alumni connected and actively involved through regular updates via a website providing information on active research projects and campus activities.
- Building and improving Student-Alumni Relations.
- Coordinating with the DoRA Office and the Alumni Relations Office for interaction with the Alumni.



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- Collating the proposals from Students' Gymkhana and pitching them to the external bodies.

Description:

- Content and Social Media presence: A common social media handle for the Students' Gymkhana and an official one for the institute.
- Creating a one-stop website for alumni, students, potential faculty and visitors, giving them comprehensive information about the activities of the institute and its alumni.
- Prospective Students: Organizing Open House for UG students just after JEE results. Creating short videos, blog posts, newspaper articles to communicate information about the institute. Integrating the future-students website and Quora blog. Creating a social media campaign for spreading awareness among prospective students. Reaching out to the people using print media (in coordination with the Information cell and the MnP centre).
- Coordinating with Information Cell, Media and Publicity Centre
- Alumni-Institute Relations: Maintaining online albums of each graduating batch and photos of various locations and activities of institute, depicting the progression of the institute to connect with the alumni at an emotional level. Also maintaining a tab of what problems the institute is facing and the progress on those problems so that alumni can decide where to donate.
- Alumni-Student Relations: Organizing Alumni interaction sessions for the current students to help them with their career counseling and events/campaigns for the graduating batch.
- Coordinating with DoRA Office: Managing the Facebook page of IIT Kanpur in coordination with the DoRA office. Pushing the content generated continuously through offline media (newspapers, tech magazines, etc.) via DoRA office.
- Coordinating with Alumni Relations Office
- Maintaining various initiatives and projects of Students' Gymkhana on a website to improve efficiency. Also, using the progress on projects and prospective projects to conduct a fund raising.
- Getting feedback of the activities of the cell through regular surveys and strategize accordingly.



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Organization and Constitution:

It is recommended that the Outreach Cell have three wings (Creatives, Content, Public Relations). The wings will have the following roles:

- Creatives: Web Development, Design Posters/Videos, etc.
- Content: Content acquisition and generation
- Public Relations: Handling and moderating the social handles, Contacting and coordinating with various stakeholders involved

The Cell as a whole will have Overall Coordinator(s). The Coordinators should be nominated from the general body members by the Nominations Committee of the Students' Senate. The overall composition of the Cell is as mentioned below:

- Overall Coordinator(s)
- Head(s), Creatives
- Head(s), Content
- Head(s), Public Relations
- Executives