



The SpartIEEE

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Upcoming Events

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IEEE Links

MSU Student Chapter
SEM Website
Region 4 Website
IEEE National Website

Further Information

SPAC at MSU

By: Ryan Fitch

The MSU chapter IEEE Student Professional Awareness Conference (SPAC) is here again. This annual event is the premiere IEEE presentation of the year. What is an SPAC (pronounced “s-pack”)? SPAC is a group of presentations by both industry and IEEE representatives meant to give students guidance in their careers and relate the dynamics and expectations of the workplace. Presentations are generally non-technical and help students understand the nature of being an engineer regardless of what discipline they study. This year’s SPAC will have three speakers and be capped by a question and answer session with our panel of speakers, professors, and graduate students.

The first speaker this year is Orin Laney. This IEEE speaker’s topic is “Tales of an experienced engineer. Next, Andy Kim will give one of his rousing speeches on developing your career.. Finally, Gary Gariglio will be giving advice on starting and running your own business. The night will wrap up with our panel answering your questions.

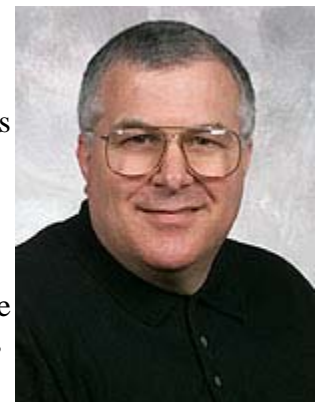
The MSU Chapter IEEE SPAC is being put on by the MSU IEEE executive board and coordinated by SPAC chair Tony Cerri. For more information please visit ieeusa.org.

Microsoft XBOX 360 Marketing

By: Ross Hamilton

Bill Nielsen, a Michigan State University alumnus and Director of Marketing for Microsoft's XBOX console gaming systems generously donated his time to Michigan State University engineering and computer science students on January 24th to provide some insight on how the XBOX 360 was developed and marketed. Many students were supremely interested in all of the information that Bill had to share related to XBOX 360 features, game titles, and various other console entertainment fields.

While the ultimate focus of his presentation was related to the marketing and successful launch of the



Bill Nielsen - XBOX Director

Wavelengths

A newsletter published eight times per year by the Southeastern Michigan Section of IEEE.

The Institute

A report on news around the IEEE.

IEEE Spectrum Online

The member publication of the IEEE.

What's New @ IEEE For Students

Check out this publication that is written monthly for students.

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XBOX 360, he did his best to answer any and all questions that were posed to him. Some of these questions were related to well known rumors that have been propagated via the World Wide Web, while others focused on games titles, and even user specific XBOX 360 problems that people might have been having.

One topic that he specifically focused on during his speech was that of the different XBOX 360 options that consumers had. He described that the goal for the XBOX 360 Core System (nearly \$100 cheaper) was to attract the light to moderate gamer. The Core System plays all of the XBOX 360 games, but lacks some of the enhanced features of the full XBOX360 system, such as a hard drive, and various other peripherals that most hardcore gamers would be fond of. From a marketing prospective, creating these two XBOX 360 options for consumers allowed for greater marketing potential, and an increase in overall XBOX 360 sales.



We at the Michigan State University IEEE Chapter would like to thank Bill Nielsen for coming out and holding this presentation. Many students

took interest, and we hope that the knowledge that he shared is appreciated by all who attended.


IEEE High School Visits

By: Anthony Recca

This past fall as the ECE Undergraduate Studies representative I brought to IEEE's attention that there have been fewer and fewer engineering students over the last several years, both at MSU and at other universities across the state of Michigan. In response to this information, I started a new high school outreach program for Michigan State Engineering students.

The idea behind this program is that, as engineering students only two to four years beyond high school graduation, we can put on a presentation that will have a real impact on the students sitting in the same chairs we were in only a short time ago.

I put together a presentation for this program designed to create a connection between the presenter and the students. I accomplished this by focusing one quarter of the presentation on what I have experienced since graduating high school, what my friends have experienced, and what many of them will experience in the near future. In my presentations I talked about experiences studying abroad, living in a cooperative house with 21 people, and watching my friends graduate college with varying degrees and how their lives have changed. I found this kept the attention of students who may have been lost, having little or no interest in engineering, as well



as to connect with the students as a peer, an important part of this presentation. I also brought two demos, a Peltier and an antenna I designed in ECE 405, to keep the students interest and to explain how a group project is organized and completed. I was able to use the work our team did for our project as a microcosm of what happens in the real world enforcing the idea that engineers play multiple roles, from leader to researcher to constructionist and even writing reports. The other 75% of the presentation brought engineering to the students and opened their minds to what engineering is. This was done by explaining what engineering is professionally and academically, as well as articulating the skills gained from an engineering collegiate program and the out-of-class opportunities available to an engineering student. The presentation also included multiple slides and discussion on how an engineering degree opens doors to almost any future and closes none, as well as slides listing the numerous jobs and industries in which engineers are employed.

Shannon Nicley and myself put on a total of thirteen presentations at our respective high schools. Both of us found our audiences were very appreciative of us taking time to come back and share their experiences and advice with students in our shoes just a few short years ago! I will be contacting SEC and other engineering organizations this semester and encouraging them to give presentations on at their former high schools over spring break, as well as in May and early June while MSU is out of session and high school is still finishing their semester.

As a side note, I found these presentations to be very rewarding. After one presentation, students lined up to ask questions, thank me, and shake my hand. It was a great feeling I got after sharing my advice and knowledge with people coming from the same place that I came from. I feel lucky to have the opportunity to be able to go back to my old high school and connect in such a way that I might not be able to as I get older and more distant from students in high school. I encourage everybody reading this to assist in putting presentations on in their high school over spring break, after school gets out, or next year and support the continuance of this program.

You may contact me at ReccaAnt@egr.msu.edu with any questions or suggestions about this program.