

ACM 2019-2020 Student Chapter Excellence Awards Application

For Application Guidelines, see <https://www.acm.org/chapters/student-chapter-excellence-awards>

Award Category: Outstanding Recruitment Program

Chapter Name: *

University of Massachusetts Amherst ACM Student Chapter (67265) ▼

City: *

Amherst

State/Province:

MA

Country: *

United States of America ▼

Outstanding Recruitment Program: Chapter Contact Information

Please provide all required information

URL for your Chapter homepage: *

For example, <https://www.acm.org>

<https://umassacm.squarespace.com>

Facebook:

UMass ACM Student Chapter (<https://www.facebook.com/groups/umassacm/>)

Who is submitting this application? *

Enter Submitter's name

Aayushi Berry

Submitter's Email: *

Enter Submitter's email

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Faculty Sponsor Name: *

Rui Wang

Faculty Sponsor Email: *

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Outstanding Recruitment Program: Chapter Achievements

Provide brief descriptions as requested, and stay within the character limit for each

Please provide a brief description of your chapter and school (1500 character maximum) *

The University of Massachusetts, Amherst is a top 20 Computer Science school and is ranked #11 for Artificial Intelligence. The school is known for its CS curriculum worldwide and has a vibrant and growing CS culture. The UMass ACM chapter started about 8 years ago and is known as the 'Computer Science & Tech' club on campus. Our goal is to provide students with resources, opportunities, and a community outside classes to develop skills and work on groundbreaking projects that can change the world. We hold workshops and competitions with We have ACM Special Interest Groups in the field of Machine Learning, Blockchain & Crypto, ICPC Competitive Programming, UIUX Design, and Video Game Development. With such a wide range of offerings, this group is the go-to for all Computer Science and engineering majors. Our total membership count is 565 active members including students part of our 5 interest groups, making UMass ACM the largest tech club in Western Massachusetts.

Outstanding Recruitment Essay Guidelines (4000 character maximum) *

Tell us about your recruiting program. How do you let students at your school know about your chapter and how do you get them interested in joining? What factors are most critical to your success? How many individuals does your chapter have? Please be sure to use your chapter's official name - do not refer to your chapter as 'ACM,' 'ACM-W' or 'WICS.' Please note, links to essays will not be accepted and will disqualify your chapter.

We are very proud to have roughly 550 active members. However, we knew our community had the potential to grow much bigger. The factor most critical to this successful growth was our strategy to seek out members from majors outside of Computer and Information Sciences. Being on a very diverse campus highlighted the importance of reaching out to other majors that might be even remotely interested in ACM and its Special Interest Groups. Though the ACM chapter is sometimes referred to casually as the 'Computer Science Club', we know that the ACM should be much more accessible than just having Computer Science majors. The first step we took was put together a team of dedicated officers as our Marketing team. We encouraged our team to plan events that would attract all students, and not just tech majors. The first event that attracted almost a hundred members in the last semester was the "ACM Expo" – an exclusive career-fair like event for ACM to showcase its Special Interest Groups and allow incoming members to get hands-on experience and time with the officers from each interest group. The second most important event held was a "Photoshop Workshop" in collaboration with the ACM Design Club. This was a key event as its target audience was art majors. As mentioned earlier, our priority for this year is to branch out to other majors and show that the ACM community at UMASS Amherst is truly inclusive and diverse. And to make our chapter more inclusive, we tried to target our crossover appeal. Photoshop / graphic design is right on the boundary line between art and computer science, so we capitalized on that to attract outside majors into our organization. Crossover majors we actively seek to attract include finance, through the ACM Blockchain Interest Group, art, through the ACM UI/UX Interest Group, and engineering, through the ACM Machine Learning Interest Group. To let the students know about our chapter, and subsequently get them interested in joining, we have worked very hard on expanding the branding of the actual name that is the 'Association of Computing Machinery'. Our goal is to make the UMass ACM a well-known club on campus, and this means maintaining a large social media presence, tabling at every possible event, and creating memorabilia that promotes the club. Memorabilia that will make our presence known are stickers, meant to be placed on laptops or water bottles, USB cables, that are computer-themed and extremely useful, and possibly even clothing items. Once these products are all over campus and everyone knows the ACM name, they will be interested in not just learning about our club but being an active member of it. Once students are familiar with our chapter, we encourage them to join by providing them with plenty of information about our Interest Groups, so that they can decide which one(s) is/are the most interesting to them. Our events like the ACM Expo give each interest group a chance to pitch their particular specialization. Since each Interest Group appeals to a different crowd, and each has its unique style, there is an Interest Group for nearly everyone. Besides events held in collaboration with our Special Interest Groups, ACM does what no other club on campus does. We collaborate with tech giants such as Google, Facebook, Viasat, etc. to create workshops, coding competitions, and 'interview prep' talks with recruiters and software engineers from those companies. We advertise these events exclusively across our social media and campus through flyers and posters in residential dorms, dining halls, and classrooms. We believe in showing our members that we value their participation and help them grow in their journey with us. As mentioned earlier, while our priority is to branch out and grow, we still want to make sure that our current members get what they deserve – which is nothing, but the best ACM has to offer.

