

## IEEE - Feature

### 'Robots' at Peking University Strengthens IEEE-Student Ties

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*Working with university librarians and faculty, the IEEE Student Branch at Peking University (pictured here) organized Peking UPP's "Robots,Us" campaign.*

After venturing outside U.S. borders last year, the IEEE University Partnership Program (UPP) continues its international growth with an innovative local campaign in China and budding partnerships in India.

Later this summer, the program plans to add the Indian Institute of Technology in Kharagpur and the Indian Institute of Science in Bangalore, raising its total number of partnering universities from around the world to 17. China's Peking University and Tsinghua University joined last fall as the program's first international additions.

While each of these partnerships is different, they share a common goal: to strengthen the relationship between IEEE, the school's Student Branch and the school's faculty and librarians.

Using IEEE online resources and continuous guidance from a local IEEE staffer, partnering schools build this relationship, increase IEEE student engagement and membership, and promote IEEE *Xplore*® as a critical information source selected by their university libraries. (See more on UPP in sidebar.)

"Robots, Us," the first library campaign resulting from the IEEE UPP partnership at Peking University, is a perfect representation of this.

#### A Strong Start

Peking University librarians and student members worked closely with **Qing Li**, the IEEE Client Services manager and UPP coordinator in China, in organizing "Robots, Us."

In its initial stage, 20 engineering and computer science students designed posters on research projects that explored the unique relationship between robots and human beings.

Each poster addressed different topics, such as the origin and evolution of robots, as well as real-life applications of robotic technologies, explained Qing. Student visitors were able to respond by leaving comments on post-it notes. Additionally, their prominent display in the main hall of the university library attracted many spectators and promoted varied library resources. In fact, several posters highlighted related articles from the IEEE *Xplore*® Digital Library.

Students also gave high grades to free giveaways, including robotics-related movie DVDs, bags and T-shirts.

"The Peking UPP library campaign achieves two main goals of the IEEE UPP -- information resource literacy and student leadership," she said.

"Students rarely take advantage of the library resources, so one of

#### A Look at IEEE University Partnership Program

IEEE established the IEEE University Partnership Program in 1999 to build closer relationships with student branches, faculty and librarians at some of the top U.S. engineering schools.

The program now has 17 partnering universities, including Drexel University in Philadelphia; Stanford University in Palo Alto, Calif.; and the University of California, Berkeley.

The partnership offers student branches additional resources and support, including helping them network with local, regional, and international IEEE groups, as well as providing



*IEEE's Qing Li (right) and Patrick Leung (center), area manager, join Suqing Liu, who heads reference services at Peking University Library.*

our campaign goals is to change that and get students to visit and support the library, while developing skills outside of the technical talents they've already mastered as science and engineering students," she continued. "The students worked together to organize the campaign and, in doing so, they develop strong leadership skills."

#### **Moving Forward**

The next phase of the campaign will expand to a larger audience in the fall. The IEEE Peking student branch will organize several networking opportunities for students, IEEE members, and IEEE corporate customers. In addition to on-campus speaking engagements on field-related professions, Peking UPP will host corporate-run library exhibits.

additional financial support.

UPP also encourages the students to take full advantage of the benefits of IEEE membership, including scholarships, competitions, and conferences, and understand how IEEE can be a source of lifelong learning throughout their careers.

"We'll help students connect with IEEE corporate customers, such as Intel and other related companies, and have these corporations present their products or concepts at the library," Qing said.

"We want to coordinate events that bring students, university librarians and IEEE members and customers together, so we can introduce them to advanced technological concepts in a way that's understandable."

Peking UPP has already taken the necessary step towards achieving that goal. The campaign is featured on university Web sites as well as social media tools and there are plans to design an online forum to share information on the library campaign with other UPP student branches.

*-- Michelle Riley contributed to this article.*