

ACM 2020-2021 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: *

UCLA ACM Student Chapter (90844) ▼

City: *

Los Angeles

State/Province:

California

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://acm.cs.ucla.edu/>

Facebook:

<https://www.facebook.com/uclaacm>

Who is submitting this application? *

Enter Submitter's name

Rucha Patki

Submitter's Email: *

Enter Submitter's email

ruchapatki@gmail.com

Faculty Sponsor Name: *

David Smallberg

Faculty Sponsor Email: *

das@cs.ucla.edu

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) *

Established in 1919, UCLA is dedicated to education, research, and service, with dozens of Nobel laureates, multiple Turing Award winners, and 500,000 living alumni. Known as the Birthplace of the Internet, the UCLA Samueli School of Engineering is where countless other fields also took their first steps, including AI, reverse osmosis, mobile communications, and human prosthetics. UCLA is ranked the #1 public university by US News, and UCLA Samueli is ranked in the Top 10 among public engineering schools.

Our chapter, UCLA ACM Student Chapter, has grown to be one of the largest student-run tech organizations in California, with over 1300 members and 8 sub-groups:

ACM AI: To nurture curiosity in artificial intelligence and machine learning.

ACM Cyber: To explore cybersecurity through cryptography, web hacking, and more.

ACM Design: To foster a community passionate about design and user experience.

ACM Hack: To empower students to influence their world through code with mobile and web development.

ACM ICPC: To prepare for ICPC competitions and teach students algorithms and problem-solving skills for them to excel at competitions and technical interviews.

ACM Studio: To create a community for developers interested in game development and virtual reality.

ACM Teach LA: To empower elementary, middle, and high school students with access to CS education.

ACM-W: To advocate for the engagement of all who are interested in CS; to increase diversity in the technical field.

Our material: github.com/uclaacm

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 becoming a chapter member? What factors are most critical to your success? How many chapter members does your chapter have? Please note, this question is referring to your chapter member recruitment, not ACM membership recruitment. 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.

At UCLA ACM Student Chapter, we are humbled to have over 1300 chapter members. Our steady growth in recent years can be attributed to multiple factors.

From the moment students get accepted by UCLA, we engage with prospective students by attending multiple fairs and starting conversations about not only our chapter, but the tech community as a whole. At the beginning of the school year, we spread awareness of our organization. Our chapter works heavily with the UCLA CS Department and various faculty members, so we collaborate to spread the word through emails and announcements in lower-division courses. This happens in parallel with our online marketing, as we make our presence known on Facebook, Instagram, LinkedIn, and Twitter. We strive to go beyond just posting—we interact with our audience directly through Instagram Takeovers and Q&As. We also communicate weekly via an email newsletter. With the transition to an online environment this year, our primary focus was maintaining a sense of community, such as by redesigning our brand (design.uclaacm.com) to better emphasize a cohesive, welcoming feel. We even kickstarted a Discord server and quickly amassed over 1000 members in just a few months, allowing students to make friends, discuss classes, and study together.

A key part of getting students interested in becoming chapter members is showing them what we do. At the start of every Fall Quarter, we hold our biggest event of the year: Fall General Meeting. Here, we talk about what members can expect, the hands-on projects we offer, and the community to which they belong. This year, we hosted it via Zoom and YouTube livestreams, and welcomed over 500 attendees. To interact with students more personally, we also held an open Q&A session on Discord after the event. We always place a special emphasis on the fact that students need no prior experience to join any of our events, and we're open to students of all majors. In fact, we made huge strides this year in hosting more interdisciplinary workshops that attracted students with a variety of interests, such as our Game Development Art Track, Social Impact, and Intro to UI/UX workshops.

A crucial aspect to our success is our openness. Not only are we incredibly beginner-friendly, but we also ensure equal access for all. Every workshop is recorded and posted on YouTube (youtube.com/c/ACMUCLA) to allow people in different timezones to participate. We place a special emphasis on diversity and inclusion by requiring all officers to take part in related trainings each quarter, having frequent discussions on improvements throughout the year, and ensuring unbiased recruiting when looking for new officers. Another key aspect that drives our success is our emphasis on community. Many of our events encourage participants to get into teams and work together. This year, we created BruinQuest, an online puzzle hunt that required no coding experience. On Discord, users were able to form teams and work together to solve puzzles and win prizes; puzzles were scattered around a digital UCLA campus, serving as a bonding experience for those who had not yet been to campus due to the pandemic. Allowing students to form bonds is key to making prospective members feel welcome, and we encourage members to meet each other and officers alike at all of our workshops and events, utilizing online features such as Zoom breakout rooms, polls, and Discord voice channels.

We are proud to have cultivated a culture in which over 90% of our officers return the following year. With

over 150 officers, it is equally important to provide them with support. We group newer officers together and provide them with mentorship and professional guidance. We also host a plethora of socials to grow closer as a UCLA ACM family while improving our collaboration and interpersonal skills.

As we continue to grow each year, our mission to make technology more inclusive remains unchanged, and we remain focused on inclusion, curiosity, and exploration.

This form was created inside of Association for Computing Machinery.

Google Forms