Partnering with Vendors on End User Outreach

Jalyn Kelley
IEEE Client Services Manager

2020 STEM Librarians South Conference
Beyond Database Training: Programs to Engage End Users

How to Get Published with IEEE (Mini Authorship Workshop)


Career, Content, Networking: Today’s IEEE

Innovation & Entrepreneurship Panel

Games / Online Scavenger Hunts
Recommendations for Partnering with Vendors

- Identify the most relevant vendor to develop a program to address a specific student or faculty need

- Partner with other groups and campus resources that focus on your target audience
  Graduate Engineering Associations, Scholarly Communication Office, IEEE authors/editors, IEEE Student Branches, Writing Center, Career Services, Engineering Department, key faculty members

- Schedule programs in locations (both physical and virtual) and times convenient to your target audience

- Work with vendor to offer food and giveaways for in-person programs

- Utilize tools such as Mentimeter to engage audience for virtual programs
Thank you!

Jalyn Kelley
IEEE Client Services Manager
jalyn.kelley@ieee.org
210-380-7625 (Mobile)
210-599-6430 (Office)

IEEE Client Services team: training@ieee.org