



Student Chapter Engagement Initiatives:

Massachusetts Maritime Academy IAEM Undergraduate Student Chapter



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INTRODUCTION

Problem Statement

Student chapters frequently encounter challenges in maintaining active member engagement and delivering experiential opportunities that support professional development and career readiness.

Mini Literature Review

- This article looks at how structure, diversity of activities, and role of a leader can affect engagement in mixed clubs and chapters. These suggestions can be a map for how student chapters design meetings, exercises, and guest speaker events (Heilporn, Lakhal, & Bélisle, 2021).
- This article explored the relationship between knowledge, involvement, and emergency preparedness among students. The study emphasized that increased involvement in preparedness activities correlates with higher levels of preparedness knowledge and confidence (Groves, 2019).

Claim / Thesis

Structured experiential engagement strategies such as emergency management related facility tours, participation in exercises, and immersive activities have significantly increased participation, skill development, and career readiness in IAEM Student Chapters.

Recommendations

- **Incorporate Guest Speakers**
 - Invite professionals from local, state, federal, and private sector areas to provide insights, guidance, and networking opportunities.
- **Implement Experiential Learning Opportunities**
 - Include field visits to emergency management agencies and facilities as well as attend full scale exercises
- **Immersive Classroom**
 - During meetings on school grounds, incorporate hands-on projects such as table-top exercises and case studied.
- **Social Media Presence**
 - Utilize social media to highlight chapter events, share resources, and connect with the broader emergency management community.

Methods / Study

- **Emergency Management Facility Visits**
 - FEMA Region 1 Bunker
 - IAEM Region 1 Conference
 - Massachusetts Emergency Management Agency
 - Massachusetts Emergency Management Agency Tour
 - IAEM National Conference (4)
- **Guest Speakers**
 - IAEM Region 1 Board Meet and Greet
 - Professionals in the field
- **Immersive Classroom**
 - Table-Top exercises (1)
 - Movie Night (Deep Water Horizon) and discussion

Engagement Highlights



MA Maritime IAEM Logo



Student taking part in table top exercise during IAEM meeting time.



Students at FEMA Region 1



Students attending the Higher Ed. Symposium at Emergency Management Institute.

RESEARCH FINDINGS

Results / Observations

- **Increased Membership**
 - By implementing these efforts, we have seen a rise in chapter membership from previous years.
- **Leadership Growth**
 - As Chapter Officers, we have added additional leadership positions due to the increasing number of members.
- **Chapter Success**
 - Nationally recognized Chapter of the Year through IAEM.
 - President of the Chapter received the Student of the Year award through IAEM Region 1.
- **Social Media Presence**
 - The chapter has significantly grown in followers.
 - Chapter has connected with various universities and colleges through social media.

Conclusion

IAEM Student Chapters that offer structured activities, simulations, and guest speakers see higher member engagement and skill development. Leveraging feedback, partnerships, and strategic programming further prepares students for careers in emergency management.

References

Chapter Social Media

