

## GET WITH THE IN-CROWD: CREATE YOUR OWN STUDENT CHAPTER WEB PAGE

If you build it, will they come? On the World Wide Web, they will.

There are now a whopping 1.7 million web sites on the Internet, and that number is increasing dramatically with every day.

Now, more than ever, the web offers the perfect forum for TMS student chapters to reach out. Gandham Phanikumar, webmaster for the Indian Institute of Science at Bangalore's TMS student chapter web page, agrees.

"In the past few years we have seen a revolution in the World Wide Web and its increased access to almost every academic institution on Earth," said Phanikumar. "This brings people of common interests closer, and that is one of the main ideas behind a professional organization like TMS."

However, it is not enough

anymore to throw together a web page to prove that your student chapter is technologically savvy. Once upon a time, a web site involved tossing together a few paragraphs of boiler-plate text and a couple of scanned graphics; today's better web sites are consider-

concert with technology. Therefore, a careful designing and planning stage is essential. Your student chapter web page should start with a requirements definition that evaluates the real needs of your student chapter and how they can best be served through the web.

Before you make a commitment that you could "surf to regret," you may find it helpful to write a media kit, in which you describe your site's purpose as succinctly

as possible—as you would for a press release. Phanikumar lists five pieces of information that should be included in your media kit and eventually on your TMS web page—a note on the chapter's birth, member information, details of activities, graphic images of social activities, and information on how to join the chapter. Then, expand on the key concepts

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**"ASK FOR HELP  
WHENEVER YOU NEED IT.  
PEOPLE TEND TO BE VERY  
FREE WITH ADVICE BECAUSE  
EVERYONE WANTS AS MANY  
HIGH-QUALITY WEB SITES  
AS POSSIBLE."**

### Know Your Purpose

So what does it take to make a good web site? Content, content, and content—in

## Getting the Year Started



On behalf of the TMS Student Affairs Committee and staff, a somewhat belated welcome back! We hope that you had enjoyable and productive summers and that your chapter is looking forward to the upcoming year. We anticipate a busy year full of fun new programs, improved communication, and more activities to promote the field of materials science and engineering. It is appropriate, then, that we begin with a quick look at this year.

**November 1997**—Have you paid your 1998 dues? Send your payment and the completed survey back to TMS headquarters.

**December 1997**—After finals, establish a web site to communicate with ASM, TMS, and other student chapters. See "Get with the In-Crowd: Create Your Own Student Chapter Web Page" in this issue for ideas and guidelines.

**January 1998**—Finalize arrangements now for your chapter to send representatives to San Antonio.

**February 1998**—Student award winners will receive their prizes at the TMS Annual Meeting in San Antonio, Texas.

**March 1998**—Schedule a casual, fun social activity such as a pizza party, a golf outing, or late-season skiing to celebrate a successful year before finals keep you too busy.

**April 1998**—Put the finishing touches on your Chapters of Excellence entry and scholarship applications. Don't wait until after you have left campus!

As you can see, there is a lot to do in the next few months. As always, if you have questions, suggestions, or are in need of assistance, please feel free to contact me at koebnick@tms.org.

**Vicki Koebnick**  
TMS Manager, Education

Professional

PREFACE



*The Newsletter for  
Student Members of The Minerals,  
Metals & Materials Society*

Volume 4, Number 4

## STUDENT MEMBER DUES INCREASE FOR 1998

After four years without an increase, student membership dues for 1998 have increased to offset increased costs for providing journals and other membership benefits. New applications reflecting the change have been distributed to student chapters and department chairs. As a result of the dues increase, the chapter rebate will be increased to 20% of the fees.

Joint ASM/TMS student member dues are now \$25 per year; joint Canadian Institute of Mining, Metallurgy, and Petroleum/TMS student membership dues are \$25 (Canadian). Dues for TMS student members outside of North America are \$15.

Membership renewal notices for 1998, containing the dues increase, were sent to students in October. Enclosed with the renewal bill is a satisfaction survey. Both ASM and TMS would like to get feedback on the program, and we hope you will respond. We will share the results of the survey when they are available.

and subdivisions of your site. This page can become the template for further work.

Kevin Worth, a computer specialist, believes that defining a site's purpose is crucial. As one of the originators behind the University of Michigan's student chapter web page, Worth wanted to make sure that the web site's goal was clear.

"We wanted to make it known that it was a place for companies to come in and see our students, for our students to have pointers to job postings, and to keep people posted on the goings-on of the society," says Worth.

As you plan your home page, keep in mind that writing and graphic design must work together to give the viewer a quick idea of your purpose. Keep the central theme consistent throughout your site with the use of good graphics and navigational tools.

Customized color-coordinated banners, bullets, dividers, animation, icons, photos, and backgrounds can be very effective tools as well, but do not overdo it to the point of letting the look of the page interfere with your content. Know what you are doing and why.

### Combining Content with Technology

The key to technology, as with content, is making certain that you have properly trained personnel either on staff or readily available to walk you through the constant changes that will be necessary for any web site to keep up with its rapidly changing environment. This was a problem for Jud Ready, the current webmaster of Georgia Institute of Technology's ASM/TMS student chapter web page.

"The original version [of our web page] was created in 1995. Due to a lack of involvement, the page was put on hold. For example, we had directions to a picnic that happened over a year ago," he says.

Webmasters like Ready advise to set some reasonable goals and objectives, and then establish a time frame for the project.

"I just sat down with pen and pad and started thinking of things I'd want to have easy access to, for example, job information, homework help, e-mail addresses of my classmates. Then I went about obtaining those items. It mostly boils down to a cut-and-paste of links, a few scanned im-

ages, and lots of surfing of the TMS and ASM websites," says Ready.

Keep in mind that a web page is not an opportunity to show off your technical prowess. Use the technical aspect to support and enhance, but do not let it overpower the other aspects of your work, because this will increase the download time and stretch the patience of your visitors. Colored or textured backgrounds, oddly colored text or links, and a preoccupation with appearance over content are sure signs of a "first generation" web site. Instead, strive to create a distinctive, clean, professional look. And, most important of all, be sure to match the look and feel of your site to your target audience.

### Updating and Maintenance

Once, your web site is up and running, you can sit back and relax, right? Wrong! Properly managing a web site is an ongoing, ever-evolving process. You should monitor your site by conducting spot checks to make sure it is accessible at all times. Verify all the links in your site on a regular basis to ensure that they lead where you want. You also have to consider the operations aspects of the site, such as guar-

anteeing response time and availability.

For your student chapter, keeping the information current can be difficult. Karl Palm at Washington State University took over the TMS student chapter web page a year after it had been established and faced some updating issues.

"Improving the appearance was of first interest. Using the school's free IEEE [Institute of Electrical and Electronics Engineers] web page, I was able to download backgrounds used in designing the page," Palm says. "Adding new links, updating the officers' page, creating and maintaining an events page, and creating a short list of links to companies who hire materials people was also needed."

Worth notes that the turnover of chapter officers was a problem at the University of Michigan's web page.

"The new officers are slow to learn about all of the great things having a page can do for the society, so each year there is a rocky start," says Worth. "For instance, after I graduated, the page remained 'as is' for a month or so until the officers got the hang of their new duties."

Finding a place to put the

web site created another updating problem for Worth.

"When the page first started, the only disk space we had available was the personal space allocated to the two people making the page. This made updating the page very difficult, since access was limited. Since then, the university has allowed student groups to rent disk space from them, at a minimal monthly charge. When the department bought its own web server, they allowed us to have space on it at no charge, as long as the page was well-maintained," said Worth.

Finally, refer back to your original strategic plan in your media kit. Is your web site meeting the goals you set up for it? If not, what can you do to change that?

### Looking Ahead

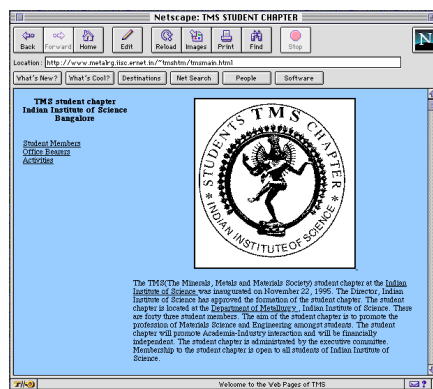
Webmasters believe that the wave of the Internet's future lies in the further development of multimedia. The web already offers audio and video to enhance any presentation of information.

"In the near future, I would like the students to put on Quicktime movies of speak-

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**The home page of the ASM/TMS student chapter at Georgia Institute of Technology.**



**The home page of the TMS student chapter at the Indian Institute of Science at Bangalore.**



**The home page of the ASM/TMS student chapter at the University of Michigan.**

## HOW TO DESIGN A SUCCESSFUL WEB SITE: MORE THAN MEETS THE EYE

- 1. Think visually.** Group related information visually. Plan your use of photographs and other graphical devices intelligently. Ask yourself, "What do I like about this image? What does it say?" Your answers may prompt a new web page idea.
- 2. Move information from left to right, top to bottom.** Building a house starts with a strong foundation. Not so with a web page. A foundation is certainly necessary, but eye movement should start at the top left and flow to the lower right.
- 3. Develop a multimedia approach.** The web offers audio and video capabilities to enhance any presentation of information.
- 4. Utilize databases by developing simple interfaces for visitors to access the information.** Search functions are one of the most powerful tools on the web.
- 5. Keep your home/main page small so that it loads quickly—under 15 seconds is the goal.** This is especially important when the web slows down. Remember that yours is only one of millions of sites; web surfers have short attention spans.



## SAN ANTONIO HOTSPOTS FOR THE 1998 TMS ANNUAL MEETING

*Historic mansions and theme parks, river walk cafes and mariachis, working ranches and golf resorts. These are just a few examples of how San Antonio, Texas, has created a uniquely rugged yet romantic culture all its own. Born out of the rich heritage of Mexico and influenced by the pioneer spirit of Texas settlers, this city has its feet firmly planted in both the old and new worlds. Here, historic battle sites of Texas independence and Spanish missions reside side-by-side with theme parks and night clubs. Now the ninth largest city in the United States, San Antonio's appeal continues to grow. When you are not at the San Antonio Convention Center February 15–19, 1998, for the 1998 TMS Annual Meeting, check out some of these popular spots.*

10. **Witte Museum:** San Antonio's most eclectic museum, the *Witte Museum* displays award-winning exhibits of everything from dinosaurs and Native Americans to paintings depicting the early inhabitants, missions, and landscapes of Texas. Its diverse exhibit schedule focuses on history, science, and the humanities.
9. **Mi Terra Café:** A venerated San Antonio tradition, *Mi Terra* is known as the restaurant that absolutely never closes. No matter what the season, the café is bedecked with Christmas lights—a testimony to the city's festive spirit. The kitchen prepares such traditional Mexican fare as huevos rancheros with bacon, ham, or pork chops. There are also many Mexican pastries and candies, many for \$1 or less. Open 24 hours.
8. **Fort Sam Houston:** See the original Quadrangle, where Geronimo was held captive; the early officers quarters, where Dwight D. Eisenhower lived with his bride, Mamie; and the military history collection at the Fort Sam Houston Museum, Building 123.
7. **Los Barrios:** Some of the best Mexican food in Texas and America is found at this friendly, festive restaurant just five minutes south of the airport. An extensive menu features traditional, continental, and Tex-Mex specialties. A typical meal might include nachos agrios (sour nachos), caldo de res, enchiladas mexicanas (with white cheese and sauteed in red pepper sauce) or maybe churrasco steak with Los Barrios' famed chimichurri dressing. Locals and tourists alike love this place, which is owned and operated by the Barrios family. Awards and accolades for Los Barrios' Mexican cuisine have been numerous over the years, chief among them being recognized by *The New York Times*. (Sunday–Saturday 10 A.M.–12 P.M.).



**The River Walk.**  
(Photo by San Antonio Convention and Visitors Bureau/Craig Stafford.)



**The Alamo.**  
(Photo by SACVB/Nancy Hoyt Beloher.)

5. **Menger Hotel:** Though renovated numerous times since its 19th century heyday, the *Menger* retains much of its original charm. Built in 1859, it has always been a hub of activity. O. Henry set several stories here, Robert E. Lee and Ulysses S. Grant visited, Oscar Wilde stopped in to smoke some of his exotic cigarettes, and, on a night in 1898, Teddy Roosevelt is said to have recruited some of his Rough Riders from the bar for the Spanish American War. [204 Alamo Plaza, (210) 223-4361].
4. **County Line:** This is where you belly-up to the barbecue, especially if you opt for the country-style all-you-can-eat selection. Tables groan under platters of ribs, smoked brisket, and sausage, with bowls of beans, cole slaw, and potato salad. Hot bread and cobbler complete the tradition (if you save room!) [located at 11 South Crockett, daily



**The Quarry.**  
(Photo by SACVB/Tim Thompson.)



**The San Antonio Convention Center.**  
(Photo by SACVB/AI Rendon.)

6. **Spanish Governor's Palace:** This palace was labeled "the most beautiful building in San Antonio" by the National Geographic Society and is now a national historic landmark in the downtown area. It once housed the officials of the Spanish Province of Texas. Over the entrance is the original keystone on which is carved the double-headed eagle of the Hapsburg coat-of-arms and the inscription, in Spanish, "finished in 1749." A national historic landmark, the *Spanish Governor's Palace* is the only existing example in Texas of an early Spanish aristocrat's home. Built in 1749, the palace grounds include a patio and courtyard and period furnishings. (9 A.M.–5 P.M. Monday–Saturday; 10 A.M.–5 P.M. Sunday).

11 A.M.–11 P.M. (210) 229-1941; at the original north-side location, Monday to Thursday 5:30–9:30 P.M., Friday and Saturday 5–10 P.M., Sunday 11:30 A.M.–2:30 P.M. and 5:30–9 P.M.; and N. Loop 1604 West (off Highway 281), (210) 496-0011].

3. **Golf:** San Antonio is noted for its excellent golf courses with numerous municipal courses throughout the city. The newest are the *La Cantera* golf course near Fiesta, Texas, at 16401 La Cantera Parkway, and the *Quarry* golf course at 444 East Basse Road, which was named one of the top municipal golf courses in the state.

2. **The Alamo:** For history buffs, San Antonio is a mecca. Your first lesson in Texas History 101 should begin at none other than the Alamo. In 1836, 189 defenders held the site against 4,000 Mexican troops for 13 days. Today, this historical landmark is maintained by the Daughters of the Republic of Texas and includes a shrine, two museums, a theater, research library, and landscaped grounds. All that is left of the original fort is the chapel, with a large arched facade of delicately carved sandstone, and the long barracks, now a

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## Have We Got a Deal for You!

With December graduation just around the corner, TMS reminds winter graduates to take advantage of the TMS junior member program for a free book and discounted Society membership.

Students without immediate plans to continue on to graduate school after graduating in December can obtain junior membership benefits for \$25, the same as student membership dues, for one year. For the following two years you pay only \$50 per year as a junior member. As a junior member, you will receive all of the benefits of a full member, but for only a fraction of the cost. After

three years, you will be eligible for full membership at the dues rate of \$85.

All graduating student members are automatically eligible for this offer, but you must complete an application form and return it to TMS. For a form, contact the TMS Member Services Department at (412) 776-9000, ext. 213, or e-mail [luther@tms.org](mailto:luther@tms.org).

As a junior member, you are entitled to select one complimentary book from a list of 23 titles made available through the American Institute of Mining, Metallurgical, and Petroleum Engineers' (AIME's) Seeley W. Mudd Memorial

Fund. The fund was established at AIME in 1929 in memory of Colonel Mudd's contribution to the growth of various mining enterprises.

If you wish to become actively involved in the technical and/or committee aspects of TMS, consider becoming a part of the Young Leaders Group. For more information, contact Joanne Melder at TMS, (412) 776-9000, ext. 215; fax (412) 776-3770; e-mail [melder@tms.org](mailto:melder@tms.org) or visit the TMS Young Leaders page on TMS OnLine at <http://www.tms.org/YoungLeaders/>

### Get with the In-Crowd . . . continued from page two

ers who come in to the weekly luncheons, resumes of students looking for employment, and our weekly newsletter," says Worth.

Meanwhile, a calendar of events, minutes of officers' meetings, and links to materials science and engineering

companies are in the works for the Georgia Institute of Technology's page. Whatever you decide, Worth encourages student chapters to start building a web site as soon as possible.

"Most other student societies had web pages, and we felt

like we had to in order to be a worthwhile organization," he says. "So just dive right in! Ask for help whenever you need it. People tend to be very free with advice because everyone wants as many high-quality web sites as possible."

### San Antonio Hot Spots . . . continued from page three

museum (Monday–Saturday 9 A.M.–5:30 P.M., Sunday 10 A.M.–5:30 P.M.). Besides being the cradle of Texas liberty, the Alamo was also a Spanish colonial mission, one of five in the city. They are all now part of the *Mission Trail*, a well-marked path within a national park. Stop by the *IMAX Theater* for "Alamo—The Price of Freedom," a 45 minute docudrama that tells the story of the 189 defenders, Texans and Tejanos, who chose to die for freedom. [Hours 9:00 A.M.–10 P.M. For general information, call (210) 225-4629 or 1-800-354-IMAX.] Downtown across from the Alamo, *Texas Adventure* is an action-packed multimedia show that tells the story of Texas independence with the Alamo drama as its centerpiece.

1. **River Walk:** Since mission times, the San Antonio River has been the key to the city's fortunes. Destructive floods in the 1920s and subsequent oil drilling reduced its flow, leading to plans to pave the river. Instead, a careful landscaping scheme, started in 1939 by the Works Progress Administration, created the Paseo del Rio, or River Walk, the aesthetic and commercial focus of San Antonio. It is now the city's most popular attraction, changed from an unattractive, flood-prone waterway to a tree-shaded community of restaurants, hotels, cafes, shops, and art galleries. The River Walk's charming cobblestone and flagstone paths border both sides of the San Antonio River with its many scenic views. Anchored by *Planet Hollywood*, *Presidio Plaza*, one of the newest centers along *River Walk*, features a number of popular spots. One is the newest movie house in San Antonio, which puts viewers on the edge of their seats literally. *Showscan's* "The Edge" is a superrealistic thrill in motion-controlled simulation seats that allow you to feel the action. Another must-see is the unique outdoor theater, the *Arneson River Theater* (Open-air music and theater are performed June–August, usually Monday to Wednesday, Friday to Sunday at 8:30 P.M.; Thursday at 8 P.M.). The River Walk also features a cluster of great nightspots, including the *Hard Rock Café*, *Howl at the Moon* (a sing-along bar featuring dueling pianos), *Fat Tuesday* (a New Orleans-based chain of specialty bars), *Mad Dogs* (a Hong Kong-based British-style pub at the Hyatt Regency), *County Line Barbecue*, and *Starbucks Coffee* (with Italian-style coffee bar offering a wide range of coffees).

## Don't Forget...

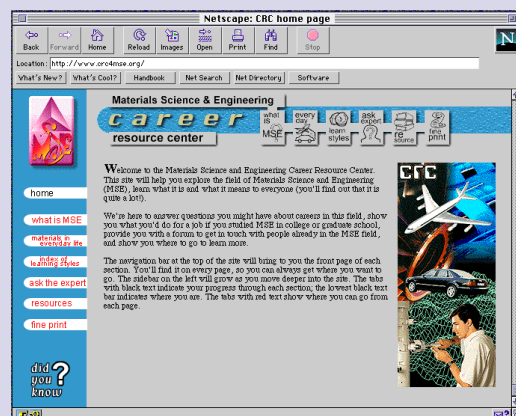
To return your 1998 membership dues and completed survey to TMS, 420 Commonwealth Drive, Warrendale, Pennsylvania 15086.



## JOINT ASM/TMS STUDENT CHAPTER NEWS

### Career Resource Center Launches Updated Web Site

The updated Career Resource Center for Materials Science and Engineering web site was launched in October at <http://www.crc4mse.org>. Featuring a new and improved visual appeal, the site offers users the opportunity to review survey information on materials science and engineering alumni, ask questions of practicing engineers, and explore different areas of materials. Created by a team at Purdue University, the web site is being maintained by TMS staff. Feedback on the site should be sent to Monica Bradel, TMS education assistant, at [bradel@tms.org](mailto:bradel@tms.org).



### It's a Question of Minds over Matter

Starting in 1998, the joint ASM/TMS student program will sponsor a Minds over Matter Tournament for student members. The inaugural tournament will be held at the TMS Fall Meeting in Rosemont, Illinois, during October. Every chapter is encouraged to participate by nominating a student member to participate in the academic challenge. Students will be placed on teams with other chapter representatives for a fast-paced, exciting tournament during the Student Night activities. Watch for more information throughout the year. This should be a lot of fun, and we will need help from both faculty and students. Are you up to the challenge?

## ABOUT THIS NEWSLETTER

Published six times per year by The Minerals, Metals & Materials Society, *Professional Preface* was formerly published as *ChapterTalk* and contains material from JOM's retired department Campus Notebook. You can also review this edition and back issues via the World Wide Web at <http://www.tms.org/Students/ProPref/ProPref.html>

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