



# Engineering Alumni Society

Minutes of the Engineering Alumni Society Board of Directors

*University of Pennsylvania*

Philadelphia, PA 19104

[www.seas.upenn.edu/alumni/](http://www.seas.upenn.edu/alumni/)

Monday, April 3, 2017 6pm, Room 307 Levine

## Attendees:

Dean Vijay Kumar		Robert Berkovits – D		Oladayo Adewole – AL	
Sevile Mannickarottu – Pres	X	Ernest Churchville – D	X	Sarah Badin – AL	
Dawn Becket – VP	T	Carl Clyde – D	X	Andrew Botelbo – AL	
Jim Brennan – VP	X	Hank Guckes – D	T	Lyle Brunhofer – AL	
Paul McLaughlin – VP		Lauren Hedvat – D	T	Alison Capone – AL	
Jay Olman – Sec	X	Bernard Jones – D	X	Parth Chopra – AL	
Russ Miller – Tres	T	Jonathan Lombardo – D	T	David Goldstein – AL	
		William McGill – D	T	Yijie Hu – AL	T
Brad Abrams – PP		Jason Rifkin – D	X	Ramsey Kraya – AL	T
Eric Benshetler – PP		Craig Schorr – D		Jeffrey Ng - AL	T
Tim Carlsen – PP		Alan Schultz – D	X	Matthew Serota – AL	
Farnia Fresnel – PP	T	Heather Stern – D		Jane Fried Sheinfeld – AL	
Marion Hubing – PP	X			David Solomon – AL	
Walter Korn – PP		Dane Carswell – AD		Leah Suttner – AL	
Dick Mulford – PP		Bill Kane – AD		Jeremy Wang – AL	
Matt Quale – PP	X	Nikos Lioutas – AD		Stan Warchaizer – AL	
Harris Romanoff – PP		Harry Vartanian – AD			
				Ellie Davis – F/S	
				Gabrielle Gary – F/S	
				George Hain – F/S	
				Rosette Pyne – F/S	X
				Brad Richards – F/S	X
				Vasiliki Papanikolopoulos	

## Positions:

Pres: President

VP: Vice President

Sec: Secretary

Tres: Treasurer

PP: Past President

D: Director

AD: Associate Director

AL: At Large Member

F/S: Penn Faculty/Staff

UG - Undergraduate



**I. Call to Order (S. Mannickarottu)**

- Called the meeting to order at 6:01 pm.

Open Action Items:

New Action Items:

**ACTION: Owner** – None

**II. President’s Welcome and Remarks (S. Mannickarottu)**

- We have a lot of stuff on this agenda, so let’s try to be brief

Open Action Items:

New Action Items:

**ACTION: Owner** – None

**III. Development Office Report (G. Hain)**

- Brad reporting for George this month
- I wanted to pass on the news that Alumni and Development is fully staffed: today, we hired a major gifts officer. She’ll be traveling a lot and will fill a new role (not replacing anyone) for both fundraising and engagement.

Open Action Items:

New Action Items:

**ACTION: Owner** – None

**IV. Career Services Report (R. Pyne)**

- Finished summer surveys
- Working on employer outreach and meetings
- Getting ready for Quaker Days next week for incoming students and their families

Open Action Items:

New Action Items:

**ACTION: Owner** – None

**V. Nominations Committee Report (M. Quale)**

- Proposed Board of Directors slate will be emailed after the meeting
- Thanks to the committee (made up of the current president and past leadership)
- We’ll vote on the proposed slate during the May meeting



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Open Action Items:

New Action Items:

**ACTION: Owner** – None

### VI. Old Business:

#### a. Approval of the February 27, 2017 Minutes (Directors)

- Ensure Matt is noted as having attended in person in February

Open Action Items:

New Action Items:

**ACTION: Jay** – Update attendance

#### b. Open Action Item Review (J. Olman)

- Jay updated attendance from last meeting

Open Action Items:

**ACTION:**

#### c. EAS Website/Social Networking – (R. Miller)

- LinkedIn up to 3916, Facebook up to 481
- Helped get the word out about the patent presentation and posted photos, courtesy of Rosette
- Also posted about Prevention Through Design presentation
- Updated Senior Design Competition page with Jay's information
- Completed needs request for what we'll need going forward with new website
- Website will be undergoing complete overhaul (we don't have a mobile-friendly site yet)

Open Action Items:

New Action Items:

**ACTION: Seville** – Re-forward SWE-EAS photos to Russ

#### d. Externship & Mentoring Update (P. McLaughlin)

- Paul is currently traveling, so this update is being pushed to May



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Open Action Items:

New Action Items:

**ACTION:**

### **e. SWE-EAS Philadelphia Event (D. Becket & B. Jones)**

- Smaller event than anticipated
- Doesn't seem like anyone outside of SWE received notification about event
  - SWE used own methods; Penn was all word-of-mouth
- SWE was happy to be involved and would like to gather again
- Next time, Brad will be able to send a notification directly instead of through CETS
- Dawn: Would be good to include board members on email list, regardless of whether they're in the target audience

Open Action Items:

New Action Items:

**ACTION:**

### **f. Prevention Through Design Presentation (T. Carlsen)**

- Tim emailed a note to Seville with details
- Low attendance
- Seville: Perhaps attendees of the Senior Design Competition could ask safety-related questions to increase awareness?
- Seville: Thanks to Rosette for helping facilitate this event

Open Action Items:

New Action Items:

**ACTION:**

### **g. Patent Presentation (J. Lombardo)**

- Went really well
- Good turnout, despite being a really cold night
- Tim did a great job moderating and highlighted a recent Hasbro filing for the smell of Play-Doh
- Thanks to Rosette for arranging the room, advertising, and food
- Good/quick response from participants, including representatives from Comcast and Johnson & Johnson
- Harry introduced a topic on the impact of the Trump administration on patent law



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- Discussion of patent policy from the Penn Center for Innovation
- Students were really engaged, used all of the allotted question time, and stayed around to chat afterward
- Everyone involved was excited to do it again
- Rosette: We looked at who attended and they were almost all engineers and a few medical students, including undergrads, grad students, PhDs, and postdocs. Thank you Jon, you did a great job!
- Seville: Thank you for putting this together!
- Jon: It was fun to be involved with this event

Open Action Items:

New Action Items:

**ACTION:**

## VII. New Business:

### a. Student Engagement – ESAC (R. Miller)

- We reached out to ESAC and worked with a student, Andre Wallace
- Andre did a survey within ESAC
- I was surprised about what the students are looking for.
- As a result, we collaborated with Rosette to address three main issues the students had:
  - Wanted up-to-date database of alumni (proposed QuakerNet and taking a closer look at LinkedIn)
  - Wanted mentorship program for career and personal development (Russ and Rosette discussed current available resources)
  - Wanted networking events (we pointed out work that SWE is doing and our upcoming events)
- Lots of students attended this discussion and came away with lots of ways to access what they were seeking
- Matt: Did ESAC discuss how they're going to store this information with future leadership?
  - Russ: We did talk about that, but the leadership was about to turn over. We have a good base to start with for the next year.
- Matt: Could we capture slides and/or talking points that were used to present to students?
  - Russ: I'll forward a copy of my notes for the meeting to put into the folder for next year's committee. Andre also passed along notes to all of ESAC.
- Seville: Why didn't students know about mentoring?
  - Rosette: Lots of students want mentoring all four years and not just freshman



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year.

- Seville: What did they say they were going to do to move forward?
  - Russ: I asked about whether people were on LinkedIn, which a lot of people were. I asked about whether people were aware of the alumni group, and only one was.

Open Action Items:

New Action Items:

**ACTION: Russ** – Send Jay content presented to students

### **b. Regional EAS – NYC – Early April – (J. Rifkin)**

- Early April is turning into late April
- Our past venue is no longer going to be our venue going forward. They're looking for us to pay to rent out the space.
- Late April has been the best-attended event in the past.
- Seville: Are you going to have a speaker?
  - Jason: We were going to, but we're instead going to test the waters with our new outreach list.
- Rosette: Have you thought about using a company's space?
  - Jason: We haven't thought about that, but that'd be great for an actual speaker event.

Open Action Items:

New Action Items:

**ACTION: Owner** – None

### **c. Philly Penn Alumni Club – 4/11 (F. Fresnel)**

- For the event on 4/11, right now it looks like attendance is only nine people, so there are still some questions about whether we'll proceed.
- The current event is a Pennovation Center tour and Stages of Entrepreneurship panel discussion.
- We didn't actually get some of the people we were hoping for, but we did get some people who are currently at the Pennovation Center.
- Currently, there's not that big of a registration turnout.
- Do we proceed or not? There's some concern about asking panelists to come to this event.
- We want to decide by Thursday.
- We realize that people may be unavailable because of spring break, but this is a family-friendly event and the tour should be enough of a draw.
- The Penn Club of Philadelphia is advertising the event on their website.
- Brad: Is there any concern about Passover?
  - We realized that might be an issue, but wanted to try to hold it anyway.



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- Since it was introduced by the Penn Club, we haven't really invited students, but students are still physically on campus and we might be able to increase attendance by opening it up to them.
- Rosette: There's a van that does a loop to the Pennovation Center.
- Seville: There's a BE group that said they'd reimburse students if they wanted to go (\$5 attendance fee)
  - We'd originally gone with the Penn Club's suggestion of charging, and we'd use that for purchasing gifts for the panelists, but we could definitely remove that and refund those who've already paid.
- Is there a way to reach students in order for them to respond by Thursday? We haven't actually reached out to them thus far.
  - Rosette: It's difficult to get students because of how close the event is to the end of classes.
- Seville: I'll send out an email asking people to sign up by Wednesday.
- Rosette: I'm willing to send out something to students.
- Farnia: I'll reach out to Stephanie about the fee.
- Bernard: What happened to the fee from last year's event?
  - It went to the Penn Club
- If we have a small number of people, it'll look odd because the planned space is fairly large.
- Bernard: Could we advertise it on Facebook?
- Seville: Can you post on LinkedIn with the website? We'll give it a shot and see how it goes, and if we have to cancel, we'll cancel.
- Bernard: I'll still pull together some questions for discussion, either for use now or in the future.

Open Action Items:

New Action Items:

**ACTION: Owner** – None

### d. Student Engagement – AWE (D. Becket)

- Annual Tassel and Toast event is coming up on Monday, April 24 from 6-7
- We're invited both for the mixer event and also to introduce EAS to graduating seniors, especially if they're interested in participating going forward.
- Vasiliki found out about EAS from this event in the past and has been an active participant in EAS meetings and events.

Open Action Items:

New Action Items:

**ACTION: Owner** – None



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### e. Senior Design Competition (J. Olman)

- Things are coming together well.
- We're coordinating with the Shipley School to have students attend again.
- I'll be reaching out to schedule a committee meeting soon.
- Brad: Remember to signup for being a judge; check your email for the invitation.
- The competition is Friday, April 28 all day at Wu and Chen. The award ceremony is at Zellerbach afterward.
- Alan: Remember to plan ahead for travel logistics in the face of the Penn Relays.
  - Brad: NFL draft too.
- So far, we have about 25 judges confirmed, but we're looking for 40-50 in total
- If you're interested in judging, reach out to Brad.
- Matt: What about reaching out to alumni who participate in career day? These are people who are already involved and interested in the Penn undergrad community.

Open Action Items:

New Action Items:

**ACTION: Owner** – None

### f. Alumni Weekend (C. Clyde)

- 5/12 through 5/14
- Register at alumni.upenn.edu
- Brad: The tent will be in the traditional spot near the Fine Arts Library.
- Dr. Gutmann is slated to be at our tent around noon.
- We have 175 people signed up for the engineering tent thus far with more than a month to go.

Open Action Items:

New Action Items:

**ACTION: Carl** – Post on LinkedIn about Alumni Weekend

## VIII. Around the Table (All)

- Jeffrey: Thanks a lot for the nomination. I'm also happy to report that in my first round of interviews, I met with 8 applicants and 1 was admitted.
- Alan: During the meeting, I heard three words: "exciting," "Penn", and "alumni." Along those lines, I'd like to propose inviting Ivanka to a future meeting to speak. She is exciting and she is an alum.
  - Seville: Sounds like an interesting challenge. Do you want to take this on for next year?
  - Alan: Definitely





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- Ernest: I attended the robotics presentation last week and it was wonderful
- Matt: I'm very excited about the new folks on the board slate. Thank you everyone! I'm looking forward to your commitment.

New Action Items:

**ACTION:**

### **IX. Adjourn (S. Mannickarottu)**

- Adjourned at 7:14 pm.

*The next meeting is scheduled for May 8, 2017 from 6:00-7:00pm in Room 307 Levine Hall.*

Minutes prepared and submitted by Jay Olman