



Engineering Alumni Society

Minutes of the Engineering Alumni Society Board of Directors
University of Pennsylvania
 Philadelphia, PA 19104
www.seas.upenn.edu/alumni/

Monday, July 17, 2017 6pm, Room 307 Levine

Attendees:

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

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)

- Welcome to everyone
- Welcome specifically to Aditya Sreekumar, who graduated in 2013 (Masters) and is based in Coopersburg
- Thanks Bob for arranging the speaker at the last meeting
- Thanks again to Russ, who's been handling our website and social media and is stepping down from the board. I'm starting to realize, as he's transferring, just how much he's been doing.

Open Action Items:

New Action Items:

ACTION: Owner – None

III. Development Office Report (G. Hain)

- Thanks to everyone for all the time and effort you've put forth this year.
- I'm happy to report that this year is the second best year on record, which we didn't see coming, largely attributed to the largest financial aid gift in the university's history.
- Reached all goals other than the number of annual giving donors, likely because of last year's challenge. We did, though, exceed the annual giving donation amount.
- Bob: How did we do for new grads?
 - That was the thing we faced with the challenge. With lots of new grads international, it's hard to track them down once they're overseas. Brad is focusing on raising awareness before they graduate.

Open Action Items:

New Action Items:

ACTION: Owner – None

IV. Career Services Report (R. Pyne)

- Seville: Rosette is at a site visit to Palantir and Twitter in New York today, so she's not able to attend. She did email a report, appreciating board members' participation.



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Open Action Items:

New Action Items:

ACTION: Owner – None

V. **Old Business:**

a. **Approval of the May 8, 2017 Minutes (Directors)**

- Attendance should be updated to show that Seville was present.
- The next meeting date at the end should be corrected.
- Approved with corrections.

Open Action Items:

New Action Items:

ACTION:

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

- Attendance was updated.
- Seville sent out the video.

Open Action Items:

ACTION:

c. **Alumni Weekend Recap – (C. Clyde)**

- Quite the rain event, which in one respect kind of kept the crowd down, but also kept the crowd in the tent.
- From an attendance perspective, it was pretty much like many years, but just without the turnover in people.
- Unfortunately, President Gutmann didn't take the route for the check presentation, but we did present it to Dean Kumar.
- Seville: It's unbelievable how dark and rainy (and cold) it was.
- George: Despite that, the university reported record attendance.

Open Action Items:

New Action Items:

ACTION:



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d. Proposed Calendar (S. Mannickarottu)

- Paul: The November meeting is Monday after Thanksgiving, for the Back to Penn Engineering event.
- Bob: Years ago, there was one after-Thanksgiving meeting.
- Our calendar is online, which you can access through our website and add to your calendar/phone.

Open Action Items:

New Action Items:

ACTION:

VI. New Business:

a. Grad BBQ – 9/1 (B. Richards)

- While we're enjoying the peace and quiet of the summer with no students around, we're quickly planning for the start of the fall semester. Students are coming for new student orientation and starting classes on August 29th.
- BBQ scheduled for Friday of the first week, which is September 1.
- 12-2 at the Singh Center – same as last year.
- For those of you who are able to attend to welcome and be a good presence for the Alumni Society, let me know.
- Matt: Are we going to do hats and flyers again this year?
 - Yes, we have a new color of hat and we can do the Alumni Society one-pager again this year.
- I've shared this date on the calendar, so the departments should know and not schedule at the same time.
- We did look at the timing and once you're into September, there's not much time for anything, so we wanted to get in early on that Friday afternoon.

Open Action Items:

New Action Items:

ACTION:

b. Proposed New Activities (S. Mannickarottu)

- Heather Stern is stepping down
- President's initiatives:



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- Regional engineering alumni, rest of the world: We already have Philly and New York, but we've gotten interest from both Boston and the bay area, so I want to create a committee to handle the rest-of-world groups. Basically, if people are interested, they can join this committee. As president, I'll be the chair of this committee, but basically a figurehead.
- Jay: What can we do to make sure these other events can happen as easily as possible?
 - Mostly just having access to our history of this and access to Brad. Brad is currently connecting the dots in Boston and trying to do an inaugural launch.
- Matt: This committee could really benefit from the committee instructions sheet, sort of as an FAQ for this.
 - The New York and Philly ones are pretty up to date.
- Bernard: We weren't really able to reach out to people easily in the past via email. Could we put out an email asking people to opt in?
- Jay: Can we get a short blurb into the regular SEAS email newsletter?
 - George: I think this is the dean's email, and I think that it's definitely worth asking about. It might also be worth exploring China and India, where we also have a lot of active people.
 - New initiatives committee: Provide a streamlined path for interested new members to conduct events. Ideas will be presented to board, and if approved will launch, in order to streamline new events.
 - Matt: the reason why we have an elected director in a chair kind of protects the organization from breaking rules, so either you're at risk or putting a lot of onus on yourself. It's good to ensure new members are committed. I like the intent, but not sure I agree with the loophole.
 - Eric: I do notice you're still presenting to the board, so there'll still be some discussion. Another concern is that a lot of time when people have suggestions, they're also looking for funding
 - Jay: are there things that fit under this umbrella in the past?
 - Sort of...if someone came to me, I'd have to decide whether it was worth doing or not.
 - Matt: maybe we could just bring new ideas to board meetings and see if there's a director (or higher) who can mentor and manage the new initiative.
 - Aditya: how many new members do we consider there to be in the broader engineering alumni society?
 - First off, every alum is a member of the alumni society, but in terms of activity, it's mostly based around this board and events.
 - Aditya: I guess where I was going was what does EAS offer for people who want to do events in their communities?
 - George: the short answer is email addresses.
 - Aditya: is it worth letting people know about this?
 - Seville: we don't really want to advertise this, even though it's available.



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- Bernard: I think what you're getting at is trying to get more people involved and knowing that we're here to help, and not so much giving out a list of emails.
- Aditya: yes, that's what I meant.
- Seville: yes, we definitely want to provide that support to people, though we don't really want to publish a list of emails for someone's new startup to reach out to.
- Insider's guide: SEAS alumni share experiences transitioning from school to work. Rosette wants to provide recent grads help with alleviating anxiety.
 - Brad: this is similar to some work I've done that Aditya's been a part of, which is involving young alumni and helping provide advice, which means I really like it.
 - Matt: were you targeting Master's students or undergrads too?
 - Brad: Masters and PhD for now, especially about positioning once you have your research. To put it a different way, this is probably the number-one concern of Master's students.
 - Seville: I'm going to speculate that she's thinking of undergrads as well.
 - Jay: sounds like freshman mentoring program, but in a different phase. Also might be good for getting more younger people involved, both as mentors and mentees.
 - Seville: this could be really beneficial
- newsletter for SEAS alumni: have a newsletter from EAS to SEAS alumni, maybe twice a year, where we talk about what we've been doing, similar to what you receive if you're on the Penn club Philly email list.
- Matt: I think it's a great idea, especially if we can highlight a couple photos and include some text describing events. This increases branding and awareness.
- Lyle: but it's not too frequent that people ignore it.
- Matt: yeah, if it's just twice a year, I'm likely to save it.
- Lauren: my class started doing a quarterly newsletter which has been a great way to pass around news. We ask people to submit news in addition to gathering it ourselves.
- Seville: yeah, we do a lot of stuff on this board and not that many people outside the board know we exist. This is part of how we're trying to push the edge with alumni engagement. Someone would need to find a nice format for an electronic newsletter and add text and images.
- Matt: We'd also have to decide whether to publish people's personal news. Seville: The committee would have to discuss details, but I'd imagine it'd just be our events that we want to publish.
- Brad: would a LinkedIn or Facebook be better?
- Matt: that's what we're doing now.



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Open Action Items:

New Action Items:

ACTION:

c. Review Current Activity List (S. Mannickarottu)

Open Action Items:

New Action Items:

ACTION:

d. Fill Committee Chair and Member Roles (S. Mannickarottu)

Open Action Items:

New Action Items:

ACTION:

VII. Around the Table (All)

- Ernest: very good meeting, well organized, a lot of new initiatives
- Alan: quickly for the benefit of the newer members of the board, back to Penn engineering is our opportunity to sit in on a class; often limited spots, depending on the venue, but more news to come in September and October
- George: one thing I forgot to mention, and maybe you saw this, is that Penn is an electric racing power. We won in Canada and Oklahoma, swept the electric racing season
- Aditya: excited to get involved
- Matt: nice job and thanks everyone for volunteering
- Lauren: happy to be able to make it down for the meeting
- Vasiliki: hope everyone has a good summer and see you in September

New Action Items:

ACTION:

VIII. Adjourn (S. Mannickarottu)

- Adjourned at 7:48 pm.



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The next meeting is scheduled for September 11, 2017 from 6:00-7:00pm in Room 307 Levine Hall.

Minutes prepared by Seville Mannickarottu and submitted by Jay Olman