



Engineering Alumni Society Report

Submitted by Farnia Fresnel, President

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The Penn Engineering Alumni Society (EAS) is exceptionally well poised to experience an impressive year. Yet again, an engineering alumnus will be lauded for achievement and university service. Harve Hnatiuk (EE'74) will be presented with the most prestigious university award, The Alumni Award of Merit at the Alumni Awards Gala on October 26. Furthermore, engineering school spirit is at an all time high for the board this year as nine members of the EAS senior leadership team will be celebrating class reunions in 2013! Several of these senior leaders are also volunteering as class points of contact to interest fellow alumni in returning to the university over alumni weekend.

The core tenants of the EAS include:

- Fostering networking between the undergraduate, graduate, and PhD students and alumni
- Encouraging networking to connect Penn Engineering Alumni to one another
- Reinforcing the bond between Penn Engineering Alumni and the School of Engineering and Applied Science

To execute on these important goals, the EAS is organized into a dedicated 6 person executive leadership board, upwards of 7 Past Presidents, 12 Directors, and 8 Associate Directors who attend 9 monthly meetings on campus. Through the powerful support from the Engineering Development office and an extended group of engaged, globally diverse engineering alumni, the 17 board committees are able to produce and promote programming in support of these goals.

What is New?

Can you learn from what already works? - A renewed emphasis on excellence has led the board to introduce a director led program review to more formally account for our initiatives and dynamically refine as necessary. As a result of the review, the board has minted an operating guide that serves as a new member introductory reference, aligns external support teams with the programming, and ensures consistent program delivery.

Leaving a lasting impression – Connection is at the heart of what we do as a board. With the introduction of so many mediums to stay connected, we realized that we should not discount the tried, trusted, and traditional. This year the EAS leadership will be equipped with named business cards to help promote a personal feel within our extended community.

Enriching the alumni experience – The board has also reintroduced two monthly board meetings (bringing the annual count back up to 9). Additional time on campus will help us to solidify our growing partnerships with the student body and the administrative teams. As such, we are planning a “Back to Penn” segment where our alumni will attend an approved Engineering class. We’ve also modified our career panels for students into a more informal dinner style event. Both of these events will occur on the eve of existing board meetings; which will give alumni an opportunity to engage on campus in a meaningful way and allow the EAS to invite alumni/students/faculty to engage in an EAS meeting as well.

What Keeps on Getting Better?

While it is still early in the academic year, the Engineering Alumni Society has been quite busy with annual planning and less formal events on campus. A brief summary of our activities plan is below:

<http://www.seas.upenn.edu/alumni/alumnisociety>



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Programming for Students

- Several members of the EAS supported the annual Engineering Career Awareness Day (ECAD) and fall recruiting efforts through their firms and as volunteers for the engineering mock interviews.
- The EAS will work with student organizations (Engineering Deans Advisory Board and several others) to schedule a series of meet and greet dinner events tied to the student majors in January.
- The EAS will continue to mentor undergraduate students. This relationship, formed early in the academic cycle, encourages students to leverage alumni as a resource and exposes them to the wide variety of career options available to Penn Engineers.
- Graduate students are on campus for a significantly more concentrated period of time. The brevity of their time on campus allows for fewer opportunities to interact. Therefore, the board is planning to partner with Alumni Relations to hold the 3rd Annual Graduate/Alumni mixer in the spring.
- Penn Engineers are known innovators. Therefore, the EAS invites leaders in the field of patent law to speak to students about what they should consider when dealing with innovation and how to protect their innovation. The presentation is scheduled for the spring.
- Annually the Senior design presentation allows the EAS to recognize and award teams of the brightest SEAS students. Alumni are also invited to visit campus to serve as judges and witness the current research that is being championed at Penn.
- Membership in the EAS is free and automatically extended to all Penn Engineering graduates post-graduation. Once again, the EAS will issue a congratulatory note to the graduating students and encourage them to get involved.
- The graduate engineering student BBQ will be held in July 2013 for upwards of 400+ graduate and PhD level students.

Programming for Engineering Alumni

- The reach of EAS is most clearly quantified through a quick check on our extended membership base. The EAS Linked In and Facebook sites started only 4 short years ago. In that time, we've consistently grown the certified group membership base. Penn Engineering Linked In is the 3rd largest Linked In community among the Ivy Engineering schools. In just the past year, the Linked In membership has ballooned 40% to more than 2100 members and that represents 27% growth in the past 5 months alone! EAS Facebook membership has grown 21% over the past year.
- A dedicated team continues to update & maintain the EAS website and Penn Engineering Wiki Page with photographs, video, and other content relevant to the alumni community.
- In order to stay connected with the latest happenings in the engineering space, the EAS invites university faculty and administrators to hold short lectures for the board. Mechanical Engineering Professor Jennifer Lukes, PhD, recently spoke to the board and several other speakers are planned over the next few months.
- The engineering school is proud of the progress on its latest building project, the Singh Center. The board is working with the Dean and development office to schedule a tour of the new facilities on 33rd and Walnut Streets for the spring.

Programming for Alumni & PENN

- On the 27th of October, the EAS will host a Homecoming Post Game reception. Based on existing registrations, an anticipated 100 - 125 alumni and guests will gather in the Levine Lobby to celebrate our anticipated victory.
- During Alumni weekend, the EAS gathers in the Engineering tent on Hill field to present the annual giving proceeds to President Amy Gutmann.



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- Lastly, the D. Robert Yarnall Award presents an opportunity for the board to recognize alumni who have excelled in their chosen field and as an alumnus through their relationship with the university. The submissions for the prestigious D. Robert Yarnall Award have been accepted and are currently under evaluation. We look forward to awarding a distinguished alumnus with the award in the spring.

The 2012-2013 Executive EAS Board includes representation from SEAS classes from 1961 to 2004:

- President – Farnia Fresnel, SSE
- Vice President – Hank Guckes, EE, MSEE
- Vice President – Carl Clyde, EE
- Vice President – Seville Mannickarottu, EE
- Secretary – Matt Quale, CBE
- Treasurer – Ernest Churchville, MSE