



## 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, January 26, 2009 in Room 307, Levine Hall

### Attendees:

Alan Schultz	Eric Benshetler	Jeannine Carr	Russ Miller
Alison Capponi	Ernest Churchville	Jocelyn Nelson	Stan Warchaizer
Carl Clyde	Farnia Fresnel	Liz Kradjian	Tim Carlsen
Craig Shour	Hank Guckes	Marion Hubing*	Walt Korn
Dan Goldstein*	Harris Romanoff	Matt Quale	Wayne Robbins*
Dick Fallows*	Jane Fried Sheinfeld*	Nancy Harris	Jim Brennan
Eduardo Glandt	Janice Rafferty	Rich Cisek	Jason Bethala*
Elle Davis	Jason Rifrín*	Robert Berkovits	*via teleconference

### President's Welcome and Remarks

Harris opened the meeting at 6:00 pm. Harris reported the sad news that Brad's brother is battling cancer.

### Welcome new member

Rich Cisek introduced himself; he runs a start up energy company and has a graduate degree from another Penn school.

### Approval of Minutes

The minutes for November 17, 2008 were approved, with corrections.

### Development Office Report

George is out of the office.



## Engineering Alumni Society

### **Career Services Report**

The office is busy with internships and grants to promote public service. Also the office is working on the mentoring program. Harris asked if any of the seniors had jobs rescinded; some students had offers delayed. Full time recruiting is very competitive and it is significant work to find jobs.

### **Mentoring**

There is a plan for program for end of February to talk to freshman and other students in order to build excitement for the program. February 23 is the target date for the program. Students are asking for more events at campus which is at odds of goal of program; which is to engage in an outside environment and build relationships. The Mentoring homecoming weekend get-together is still planned at the end of the program. There was a question about the mock interviews this Friday; Hank and Jocelyn are participating and there are sufficient resources.

### **Speaker series**

Gentleman from Franklin Institute (the Franklin) will be the next speaker. He was curator at Atwater Kent Museum and will focus in an area of development of which the Franklin is apart.

### **Website Updates**

The website is up to date and links for 2009 in place. The board was asked to update their bios from the web page. The last count is 158 participants on LinkedIn. The official name of the group is Penn Engineering Alumni Society. It was suggested to move forward with Facebook since it is more targeted to the recent graduates' generation. Facebook is great way to push out information.

### **2nd Bi-Annual Patent Presentation**

Harry made progress and coordinate with Rosette for presentation; they are close to locking in date hope to communicate in next week.



## Engineering Alumni Society

### **Engineering Alumni Ambassadors**

Janice provided 4 contacts who are active in respect clubs; Atlanta, Chicago, Seattle and California. Contact was made with the gentleman from California. He feels that region clubs may not be helpful to get to engineers. He feels it would be better to contact engineers directly and keep local club informed. Local club may feel that Engineering may take away from the local club activity. The committee made survey and sent it to 5 people with no response yet.

Overall goal is reach out to other parts of country and world. Contact was started by using LinkedIn. Can we make more tangible connection? For example the Penn Club of Philadelphia may want to learn about ENIAC, so that is opportunity for synergy between regional club and engineering alumni. This could be extended out to other regional clubs. There are 67 regional clubs counted in back of Gazette.

It was suggested to consult with survey expert to construct the survey to be sure valid information is returned. Rich volunteered to look at survey.

Who is audience for survey – engineering alumni or regional club participants?

The original intent of the programs was to get contacts to push information out from Philadelphia and to get information back from what is going on in the regional club. What is different from this effort than what is in the Gazette? We can provide mutual added value with the regional club. It was suggested that we should leverage LinkedIn more; it is a more "organic growth." There should be creative ways to compliment the regional club. Emphasis should be on information sharing, and not explicit promises of Professor guest lectures.

It was expressed that Personal contact is important; email and surveys can be cold.

If a regional event was planned, like an area Science museum, synergy could be derived from it. But then what do we do with it?

It was pointed out that there is a New Club in West Chester county New York. An assumption can be that all clubs are the same but the West Chester club is different from NYC club. The West Chester club has more family oriented programs, like events about getting kids into college. It will be important to keep in mind that each club may be different

It was suggested to create roadmap for the program. It was also suggested to proceed with the Facebook plan that was tabled earlier.



## Engineering Alumni Society

### **Increase involvement in Reunion (Alumni Weekend)**

Planning started over year in advance for the quinquennial classes of 5's and 0's. Our goal to get engineering alumni involved to increase engineering alumni participation in the May reunion.

A question was raised if there is an archive of award recipients and honor society participates from graduation? Top student from those groups may be key people to contact.

### **Partner with Penn Club**

There is a pregame reception for Penn-Princeton game at Levine hall reception which will start about 6PM. The event is a time for alumni to get together and highlight engineering; perhaps by having some one of some one of prominence speak, such as the Dean. The game and reception are on March 10; tickets are available. About 100 to 150 are expected at the reception. Fifty game tickets were pre-purchase and there is an option for 100 more. The Penn club of Philadelphia is in charge of the event finances. The biggest thing to know about regional clubs are connected but not affiliated with the school. Staff from the Sweeten Center helps clubs with rules and regulations of University. Also the Penn Club is on Facebook. Special thanks to Janice for her help coordinating the availability of Levine Hall.

### **Around The Table**

Tim asked "Who took my Bridge away and who took my parking lot? [Note the South street bridge was closed since the last meeting and the regular entrance to the traditional parking lot was closed] Mickey Kaufman will receive lifetime achievement award from his synagogue. Janice reminded board appreciation night is Feb 28; also that the March 10 event is not coordinated by the Engineering Development office. Eric said that Alumni weekend will have different parade route and it will be parade first; eat second. Bob attended a Ben Franklin event in Baltimore and connected with a couple of engineering alumni. Marion relayed that the association of alumnae female graduates is planning an event to connect with engineering, in the spring with a speaker about the economy. A speaker with a big name is desired to draw a big crowd.

### **Adjournment**

Meeting was adjourned at 7:00pm:

**The next meeting is scheduled for Monday, February 23, 2009 at 6:00 PM.**

Minutes prepared and submitted by,

Carl Clyde