



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 27, 2009 in Room 307, Levine Hall

Attendees:

Dean Eduardo Glandt		Ellie Davis	X	Jason Bethala - AD	
Harris Romanoff – Pres	X	George Hain	X	Alison Capponi - AD	X
Jim Brennan – VP	X	Rosette Pyne	X	Jeannine Carr – AD	
Nancy Harris – VP		Janice Rafferty	X	Richard Cisek – AD	X
Russ Miller – VP	X	Robert Berkovits - D	X	Bill Kane – AD	
Farnia Fresnel – Sec	X	Dane Carswell - D	X	Sevile Mannickarottu – AD	X
Stan Warchaizer - Treas	X	Ernest Churchville - D	X	Wayne Robbins – AD	
Tim Carlsen - PP	T	Carl Clyde – D		Craig Schorr – AD	
Dick Mulford - PP	X	Henry (Hank) Guckes - D	X	Jane Fried Sheinfeld - AD	
Marion Hubing – PP	X	Matt Quale – D		Jason Rifkin	T
Eric Benshetler – PP	X	Eileen McCarthy Feldman -D		David Goldstein	X
Walter Korn – PP	T	Jocelyn Nelson – D	X	Dane Carswell	X
		Alan Shultz –D	X		
		Harry Vartanian –D	X	T = indicates teleconference	

President's Welcome and Remarks

Harris opened the meeting at 6:02pm. He welcomed the new board, congratulated Matt Quale for completing his MBA, Jason Bethala for his move to Los Angeles to pursue his MBA, and Alison Capponi for her upcoming move to North Carolina. Harris noted that Marlene Korn is currently recovering from surgery.

Dean's Remarks

The Dean was out of town.

Approval of Minutes

Minutes were approved with several corrections:

Development Office Report

- George distributed the SEAS development overview.
- George thanked Ellie and Janice for their efforts in surpassing the 2009 annual giving goal.



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Graduate BBQ Wrap-Up

The Graduate BBQ was moved to Friday, July 17 due to the threat of rain. There were approximately 8 board members present to assist with the events and inform the attendees about the work of the Alumni board. The event was a great success and 395 people signed in for the day.

Career Services

Rosette shared the following information:

- 16% of the previous years class is still searching for employment opportunities
- Many universities (Duke, Cornell, MIT, Stanford) cut staff in their career centers and the overall corporate recruiting effort is down.
- There are approximately 42 companies scheduled to attend Engineering Career Awareness Day
- **ACTION REQUESTED:** Board, please reach out to your firms and encourage them to contact Rosette. She is willing to negotiate the standard fees.
- Twitter Update: Penn Engineering will be the first in the US to use Twitter to demonstrate the Day in the Life of an Alumnus. There are currently two volunteers. The target is to get one volunteer from each engineering discipline. The 'Tweets' will begin in September.
- A survey revealed that 50% of Engineering students would like text message information about career fairs. These students will be able to submit their cellular phone numbers for those types of updates.

Website/Social Networking Updates

Russ provided the following updates:

- The PENN website has been revamped and the board is encouraged to visit and explore the new site.
- The University has implemented new website administrator restrictions to limit access to all University pages.
- There are approximately 386 members connected to the SEAS Alumni Linked In profile.
- There are approximately 44 members connected to the SEAS Alumni Facebook profile.
- **ACTION REQUESTED:** Tim requested that Russ change his email address and Eileen McCarthy Feldman's name should be modified on the website.

Update Contact List

The contact list was circulated and board members in attendance updated their information.

Confirm Calendar for 2009-2010

The calendar of upcoming meetings and events was distributed. Board meetings will be held on the following dates: 9/21, 10/26, 11/23, 1/25, 2/22, 3/29, 4/19, 5/10, 7/26



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New Ideas and Presidents Initiatives for Coming Year

1. Email Graduating Seniors – Chair: Harris
2. Establish Penn Alumni School Committee – Chair: TBD
3. Improve the Social Networking Presence - Chair: Russ; Committee: Rich, Hank, Jim, Janice
 - a. Recommendation to pursue job postings on the social networking sites
 - b. Recommendation to leverage the sites to increase attendance at PENN Engineering events
 - c. Recommendation to become more heavily involved in the social networking sites as it appeals to the youngest alumni classes
4. Day in the Life of A Biotech – Chairs: Seville, Jason; Committee: Seville, Bob
 - a. Recommendation to partner with Wharton Emerging Technology, Penn Biotech club, or Bio Engineering talks of alumni
5. Professional Engineering Presentation – Chair: Tim, Committee: Dick
 - a. Recommendation to use the social networking sites to recruit Professional Engineers to contribute to the presentation
 - b. The presentation is already prepared and will require minor modifications.
6. Homecoming Weekend – Chair: Matt; Committee: Allan, David
7. Senior Design – Chair: Walt, Alison; Committee: Jim, Farnia, Hank, Stan
8. Alumni Weekend – Chair: Jocelyn
9. Graduate Student BBQ – Chair: Hank; Committee: Ernest, Harry
10. Yarnall Committee – Chair: Tim, Stan; Committee: Rich, Dane, Marion, Bob, Jim
11. Student Mentoring – Chair: Nancy
12. Increased Participation in Alumni Activities – Chair: Russ
13. Website – Webmaster: Russ
14. Speaker Series – Chair: Ernest; Committee: Seville, Marion, Rich, Bob
15. Wiki Pages – Chair: Rich
16. Nominating Committee – Chair: Tim
17. Career Panel – (Not formally submitted for the meeting) Chair: Farnia

Approve Events to Pursue

Matt made a motion to approve the slate for the upcoming year.

Assign Committee Chairs & Members

Committee chairs and support teams were assigned.

Around the Table

Dick noted that the US News and World report ranked Penn #11. Rosette will be in NY on Wednesday, July 29 to conduct a speed networking session. Alison shared that a ranking listed 13 of the top 15 careers as engineering or engineering related. Eric will be teaching a course during a timeslot that conflicts with the board meeting time for the Fall semester. Jocelyn shared that the Penn Club of Philadelphia will be doing a panel on what MBA schools are looking for in quality candidates.



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Adjournment

The meeting was adjourned at 7:40 pm

The next meeting is scheduled for Monday, September 21, 2009.

Minutes prepared and submitted by Farnia Fresnel