



# 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, March 30, 2009 in Room 307, Levine Hall

## Attendees:

Alan Schultz	Ernest Churchville	Jason Bethala*	Rich Cisek
Alison Capponi	Farnia Fresnel	Jason Rifrin*	Robert Berkovits*
Carl Clyde	Hank Guckes	Jim Brennan	Rosette Pyne*
Craig Shour*	Harris Romanoff	Marion Hubing	Russ Miller
Dick Mulford	Harry Vartanian	Matt Quale	Stan Warchaizer
Eileen Feldman	Jane Fried Sheinfeld*	Nancy Harris	Tim Carlsen
Eric Benshetler*	Janice Rafferty	Paul McLaughlin*	Walt Korn*
			*via teleconference

## President's Welcome and Remarks

Harris opened the meeting at 6:03

## Dean's Remarks

The Dean was not available.

## Approval of Minutes

Minutes passed with out correction

## Development Office Report

George was on Asian cruise



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### **Career Services**

Liz was not available

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

Harry thanked Janice and Liz for all their work supporting the event. The event started ~10 minutes late because the room was in use by a class, the student participants were orderly. The first 50 minutes of the event was about patenting and intellectual property with the university. The speakers were aggressively kept to the 10-15 minutes time limit. There were a couple of minor issues such as there were no water bottles for speakers. Also the conversation got some what side tracked with international patents. It will be important to focus the content on core principles to keep it simple for the students.

Thank you letters will be sent signed by Harry and Harrison. Harry also thanked the large committee of board members who helped with the event. Overall the outcome was a successful event.

### **Mentoring update**

Bob meet alumni interested in mentoring at a Baltimore event – Harris suggested pointing interested people to our website.

### **Senior Design**

The committee reviewed items that went wrong last year. These problems include issues associated with video taping and archiving on web, teams that didn't provide slides in digital format, and lighting was bad for some videos so that the speakers could not be seen. Students will have wireless microphones to improve sound. Students will need to restate questions as there will not be microphones for audience questions.

Lighting should be improved for this year. Non-digital charts will not go on the web. There will be an updated agreement with students which introduces the ability to not archive presentations. For example if students didn't properly credit an approved patent that is incorporated in student presentation. Agreement reserves the right to not publish and students have right to not have presentation published.

Judges must be scoring for the entire day. Judges there for partial day (not score every presentation) could contribute to the top 5 presentations being reordered. The judge rule was in place but not necessarily enforced.

The question was raised if the student body knows (was it communicated.) about the patent credit issue and it will be communicated.



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### **Website & LinkedIn Updates**

The board appreciation night pictures were added to web site. Web sites updates on hold until Russ' computer is fixed.

LinkedIn has 228 members; Bill Kane continues to coordinate the site. Content is needed for the site. The Board now has a Facebook presence with 14 members.

The question was raised that LinkedIn is allowed to be viewed by most companies but Facebook is reported that only 50% companies allow the site to be viewed from a work computer. Facebook is easier to post info and photos but LinkedIn is not as easier to post information. LinkedIn is easier to message members than Facebook. Harris asked the committee to see how other schools use LinkedIn.

It was suggested to Facebook for barbeque event. There will be a University talk about the best practices for using social networking sites on April 22.

Merav made contact with Michigan alumni club. There may be ability to use a link or button from LinkedIn to send out information. For major events prep page

Jim volunteered to work on Facebook content.

### **Increasing SEAS Reunion Participation**

Plans are to communicate with the quinquennial classes. The idea is to get 1 or 2 people from Engineering to be involved with reunion planning with the goal to get more Engineering involvement with reunion. The Engineering representative can ask for Engineering list.

A question was raised about graduate student contacts. Reunions only focus on undergraduates. The development office doesn't reach out to graduate students for reunions.

Contact can become viral as other people reach out to others and it could be promoted on LinkedIn and Facebook. There could be the possibly of adding a link at end of emails.

### **Around The Table**

Rich-Updated the wiki for the Engineering school and asked what is approval process for the content; will send to Harris. Bob related that the Engaging Minds event will be in Baltimore. Rosette related that a government panel is starting to collect surveys from graduating class. Programs for alternatives to private industry are available. Recruiting is off ~20% nation wide the university is off ~22% which is in line with nation. Eileen announced that she is expecting a baby. Alison suggested there could be



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synergy with "Sam" to combine at senior design. Janice asked that board members send responses for Senior Design judges and come to alumni weekend. Farnia suggested that LinkedIn could be a way to solicit judges. Harry asked Rosette to thank Liz for her efforts at Patent Presentation. Russ expressed that the Board Appreciation Night event was great. Hank attended a meeting at CHOP which was presentation on technology of operating room. Allen noted that 4/20 for the next meeting is good date. Also the Inquirer had a front page article about Penn Nanotechnology. The dean was quoted and how Penn is leading in the field. Jocelyn related that the mock interviews were very impressive; many were foreign students trying to learn interview process. The Del Val science fair for middle school and high school students, the organizers are looking for judges to help out. Ernest relayed that there is a potential speaker in association with the alumnae speaker on the economy. Penn alumni website has a speaker series that Ernest is watching.

### **Adjournment**

The meeting was adjourned at 7:13 pm

**The next meeting is scheduled for Monday, April 20, 2009.**

Minutes prepared and submitted by,

Carl Clyde