



Engineering Alumni Society

Minutes of the Engineering Alumni Society Board of Directors

University of Pennsylvania

Philadelphia, PA 19104

www.seas.upenn.edu/alumni/

Monday, March 18, 2013 6pm, ~~Room 307 Levine~~ Moved to 240 Skirkanich

Attendees:

Dean Eduardo Glandt		Jim Brennan – D	X	Nisar Amin – AL	
Farnia Fresnel – Pres	X	Jeannine Carr – D	T	Greg Bedrosian – AL	
Carl Clyde – VP		Dane Carswell – D		Jason Bethala – AL	
Henry (Hank) Guckes – VP	X	Richard Cisek – D		Bob Boyce – AL	
Sevile Mannickarottu – VP	X	Andrew Franklin – D		Alison Capone – AL	
Matt Quale – Sec	X	Bill Kane – D		Ashish Chauhan – AL	
Ernest Churchville – Tres	T	Eileen McCarthy Feldman – D		David Goldstein – AL	
		Russ Miller – D	T	Nikos Lioutas – AL	
Brad Abrams – PP		Jay Olman – D	X	Jeremy Reeh – AL	
Eric Benshetler – PP	X	Jason Rifkin – D	T	David Solomon – AL	
Tim Carlsen – PP		Alan Schultz – D	X	Dan White (CA) – AL	
Marion Hubing – PP		Stan Warchaizer – D	X	Dawn Becket - AL	X
Walter Korn – PP	X				
Dick Mulford – PP		Robert Berkovits – AD	T		
Harris Romanoff – PP		Alison Capponi – AD		Priya Kumar (EDAB)	
		Paul McLaughlin – AD	T	Margaret Wang (VP EDAB)	
Ellie Davis		Jocelyn Nelson – AD		Wan Lin Lee (Masters Student)	
George Hain		Wayne Robbins – AD		William Kriebel	
Joe Lynch	X	Craig Schorr – AD			
Rosette Pyne	X	Jane Fried Sheinfeld – AD			
Jamie Grant		Harry Vartanian – AD			



President's Welcome and Remarks (F. Fresnel)

- Meeting called to order at 6:08pm after having to relocate due to a changed lock code on the normal meeting room door.
- Farnia met with Dean Glandt earlier today since he was not able to attend the Board meeting.
- The Volunteer Conference was held a few weeks ago:
 - Day-long session for the Presidents of the different alumni groups
 - Update was provided on how Penn did during the 2006-2013 campaign
 - \$4.3B raised in total
 - There were also non-financial goals which the alumni groups have a positive impact on:
 - Increased reunion attendance – goal was 25% and 68% was achieved
 - Increased the number of active regional groups from 100 to 103
 - Increased alumni participation in recruiting activities by 87.9%
 - Penn has the second highest number of alumni on LinkedIn among the Ivy Schools
 - PACNet/QuakerNet will be going through an update
 - Increase in alumni speaking events was also seen
- Farnia suggested we should look at how to contribute to these non-financial targets as an organization
- Rosette and Career Services track our involvement in their activities and Engineering Alumni are much more involved than other schools

Approval of February 18, 2013 Minutes (F. Fresnel)

- Approved as written

Open Action Items:

New Action Items:

Review Action Items (M. Quale)

- Farnia reported that the Penn Engineering awards dinner will return back to using a printed brochure
 - Each award recipient needs to be vetted by the University, so last-minute recipients may not have their names included
 - Joe will look into using an insert as in years past for these last minute awards
- The format will not, however, return to the formal sit-down dinner

Open Action Items:



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New Action Items:

ACTION: Joe Lynch to determine if a printed insert could be added to the award brochure

Development Office Report (G. Hain)

- George was not able to attend.
- Joe updated the Board on the successful conclusion of the Penn Engineering's portion of the recent fundraising campaign.

Open Action Items:

New Action Items:

ACTION: Owner – None

Career Services Report (R. Pyne)

- Surveys are being processed for undergraduate alumni who are 5 and 10 years out from graduation
 - The 5-years out survey is available on the website; average of 2.2 employers in their first 5 years
 - The 10-year survey will be available later this week, hopefully
- Survey for the Seniors will go out soon
- Also looking at what the Freshmen and Sophomores did last summer
- There were over 60 start-up companies at the start-up fair
 - A few companies did on-site interviews the next day
- The All-Ivy Environmental Career Fair at Columbia went very well
 - Penn had the second highest number of students in attendance (100+) behind Columbia
- Reminder about upcoming events:
 - Patent presentation on Tuesday
 - Graduate Student/Alumni mixer on Thursday

Open Action Items:

New Action Items:

ACTION: Owner – None

EAS Website (R. Miller)

- Added the approved January meeting minutes
- Updated the online EAS Calendar to reflect the correct date for the Senior Design competition and Awards dinner.
- Added Eric's photos from the Board Appreciation dinner.
- Updated the Homecoming Event to reflect the 2013 event.



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Open Action Items:

New Action Items:

ACTION: Owner – None

Wiki Pages (J. Brennan)

- Still unable to reach Joseph Bordogna; the Development office provided additional contact information but still no luck.
- Russ made some changes to pages on BioEngineering and Mechanical Engineering based on information from the Archives

Open Action Items:

New Action Items:

ACTION: Owner – None

Social Networking (R. Miller / B. Kane)

- Facebook up to 256; LinkedIn we are up to 2519
- Starting to see a number of new postings which is bringing value to the community
- Career Services held a social media training session for the Engineering undergrads which is likely driving traffic as well
- The Board discussed whether or not there would be value in creating a Twitter account for the EAS or look at other social media tools
 - Could use the account to post real-time comments on activities to build awareness and involvement
 - The risks associated with these real-time mediums was also discussed

Open Action Items:

New Action Items:

ACTION: Owner – None

Undergraduate Panel Dinners (J. Olman / S. Mannickarottu)

- Both events went very well
 - Material Science dinner was the week of the Board's February meeting
 - 15-20 students and 3 alums
 - Both the students and alum seemed to enjoy the event
 - The Mechanical Engineering event was held jointly with the local ASME Chapter
 - There were 40-50 people in attendance at a formal, sit-down dinner



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- 7 or 8 of the 15 professionals were Penn Alumni
- This event has been going on for a number of years now and could be used as a good model for other groups to follow
- The BioEngineering event has been postponed to the Fall
 - The group thought they had more funding from ESAC then they ended up being offered
 - Room availability was also an issue
 - Now planning for an October event; room scheduling for the Fall opens up in the next week, so the group should begin looking into that now
 - Planning for roughly 50 students and 10 alumni

Open Action Items:

New Action Items:

ACTION:

Patent Presentation (H. Vartanian/B. Kane)

- Vartanian and Kane were not available so Farnia provided the update.
- The event is Tuesday evening in the Berger Auditorium beginning at 6pm
- Career Services has done a very thorough advertising campaign across the whole student body for this event
- Dr. Cassel also invited his Engineering Entrepreneurship students to attend (those that will not be in one of his classes during the event, that is)

Open Action Items:

New Action Items:

ACTION: Owner – None

Senior Design (W. Korn/S. Warchaizer)

- Russ assisted in getting the High School groups lined up. Friends select and Devon Prep groups are expected to attend. The Science Leadership Academy had a scheduling conflict this year.
- D. Robert Yarnall Award is ready to go

Open Action Items:

New Action Items:

ACTION: Russ – Confirm arrangements with Devon Prep.

Alumni Liaison Committee (H. Guckes / S. Mannickarottu)



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- Jay discussed the need for a central database of alumni who are active or have expressed an interest in being more active in Penn Engineering activities
 - Goal is to have a list that can be used by the various committees
 - Need to decide where it should be stored, who has access to it, and how to maintain it
 - Need to aggregate all of our data sources into one useable database
 - Rosette suggested that SurveyMonkey could be used to gain data after events or even have paper copies of a survey on-hand at events
- Business cards have been printed for each of the Board Directors to use in building support and awareness of the Board

Open Action Items:

New Action Items:

ACTION: Owner - None

SEAS Alumni Worldwide Network (J. Rifkin)

- June 13 will be the first event in New York.
 - Trying to identify a venue and preparing contact list; ideally looking for a bar with a Penn Alumnus connection
 - Elise Betz has offered to setup a registration site

Open Action Items:

New Action Items:

ACTION: Owner – None

Mentoring Update (M. Quale / J. Carr)

- Update provided at last month's meeting – nothing new to report now that the matches have been made

Open Action Items:

New Action Items:

ACTION: Owner – None

Around the Table (All)

- Ernest – working with Bob on a potential speaker for April
- Bob – Dr. Ken Foster just had an article in IEEE on safety for low power devices; teaches an undergraduate ethics course
- Alan – US News & World Report just had Penn Graduate Engineering moving up to #22



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- Matt – thanked Seville for taking notes at the February meeting
- Hank – ran into Ernest at a model train show a few weeks back; Ernest added “we are on the right track” which received numerous chuckles and groans around the room
- Eric – has passed on the June 13th date to fellow alumni who live in New York; mentioned that he has shared the Career Services survey result website with prospective students he has interviewed; Alumni Weekend registration is open – reminder to those who graduated in the 3s and 8s to sign-up for your reunion
- Joe – you can register for the Engineering Tent on the main registration page; there will be tours for the Singh Center, but space will be very limited; email Joe now if you are interested in a tour; still confirming the timing for Dean Glandt to be in the tent for the check presentation since he will likely need to leave by 1:30-1:45; email Joe if you will be attending the Senior Design Competition / Awards event

Adjournment (F. Fresnel)

The board meeting was adjourned at **7:12 pm**

The next meeting is scheduled for Monday, April 15, 2013 at 6pm in Room 307 Levine Hall.

Minutes prepared and submitted by Matt Quale.