



Engineering Alumni Society

Minutes of the Engineering Alumni Society Board of Directors
University of Pennsylvania
Philadelphia, PA 19104

www.seas.upenn.edu/alumni/

Monday, September 22, 2008 in Room 307, Levine Hall

Attendees:

Alan Schultz	Eric Benshetler	Jim Brennan	Russ Miller
Alison Capponi	Ernest Churchville	Jocelyn Nelson	Sevile Mannickarottu
Bill Kane	Farnia Fresnel*	Marion Hubing	Stan Warchaizer
Brad Abrams	George Hain	Matt Quale	Tim Carlsen
Carl Clyde	Hank Guckes	Merav Kushner*	Walt Korn
Dane Carswell	Harris Romanoff	Paul McLaughlin*	Wayne Robbins
Dick Fallows	Jane Fried Sheinfeld*	Robert Berkovits	
Eileen Feldman	Janice Rafferty	Rosette Pyne	*via teleconference

President's Welcome and Remarks

Harris stated that a lot is going on. The letter to recent grads was sent. The link from the Penn Alumni webpage to the Engineering Alumni webpage is posted on Penn Alumni webpage. Thanks to Janice for her assistance in making that happen. Bill set up LinkedIn account. Two cards will be passed around, one for Jennifer Sabatini who went Brown and one for engineering student Michael (Sheena) family who lost his life in a traffic accident.

Dean's Remarks

George Hain reported the Dean is traveling to LA and London.



Engineering Alumni Society

Development Office Report

It is too early to tell how the year will be, but so far it has been good for big gifts. The Dean is traveling to LA and London. \$1MM gifts in each city. The annual giving mailings went out on time. Possibly will be another good year.

Approval of Minutes

Minutes approved with corrections. In the Dean's remarks the third sentence should read "Dr Kate Stebe was hired as the Chemical and Bimolecular Engineering Chair"

Homecoming

There will be a tour at 10, followed by a lecture about electronic voting democracy at 10:45. There won't be a breakfast. Football tickets were obtained for board members and the reception is at 2:45 or immediately following the game; or as dictated by the weather and football game status. Tim added would be a good year to attend the Alumni Award of Merit Gala (10/41) ~\$100 per plate

Yarnall Award

There was one meeting and the committee has a couple of candidates. Nominations are still open. At the next board meeting Tim will present the committee's recommendations. One committee member will communicate the committee's recommendation with the Dean.

Mentoring Program

The committee is attempting to get mentees and mentors together at the Engineering Homecoming Reception. There will be a flag on Mentors' name badge to indicate them as a mentor. Stan asked about providing recognition for mentors. A simple item such as a label pin. It was generally agreed that this is a good idea. George will investigate possibilities. Currently there are 40 plus mentors.

Speaker Series

Ernest is in contact with Professor Dawn Bonnell and will meet with her soon. She is scheduled to speak at the Nov 17 board meeting. Franklin institute's speaker is scheduled for the Feb. 23 board meeting. Walt noted that he was executive director of Atwater Kent museum prior to being at Franklin Institute.



Engineering Alumni Society

Website Updates

Website is up to date.

Senior Design Wrap-up

Walt viewed all the videos, from the past senior design competition, and quality ranged from terrible to not bad. Questions from the audience were hard to hear. For most speakers the audio was good. View graphs for the most part were unreadable. It was decided that the videos would not reflect positively on the University if posted on the website. Tim asked if we could move to another venue better suited for videotaping, like the Annenberg Theater. Also possibly adding a mike for the audience. Right now videos not used by anyone. The videos were intended for internal educational purposes. It was suggested that a little better miking and technology for presentations is possible. There was also a problem with presenters not submitting their slides electronically. It was clearly evident which videos had electronically submitted slides versus slides which were videoed. The original purpose was as a teaching tool to help next year's students. The secondary purpose, from the Board perspective, was to use them as advertising tool on the website. Next Senior Design date is Friday May 1.

[Post Meeting note from Janice: The videos are available/accessible to the departments as a tool to use for teaching their students about senior design (what the presentation looks like/material/etc). However, they are not up on the alumni website. As discussed at the meeting Walt and Stan did not think they were a good representation of the senior design quality.]

Alumni Career Panel

There was an initial meeting to brainstorm ideas. The committee thought to target a fall date, perhaps Monday Oct 2 perhaps in late afternoon. The target audience would be juniors through grad students. The committee wants to work with Rosette for venue and target audience. The concept is to have 6 panelists and they want volunteers for the panel. Farnia volunteered to be moderator. The panelist would be introduced and have directed questions to them. An alternate possibility is to have questions asked to the whole panel and have each panelist respond. Next steps are to talk with career services for best time and bill drafting email campaign. Need to brainstorm questions for event.

Rosette thought the event could be targeted by majors with panels in different disciplines. Career Services have had multiple panels at the same time; usually in February linked to engineers' week. There were 2 issues identified between the committee's concept and the existing career services experience; the time frame for the event and a major base panel vs. general career panel. It was reported that the number of students can range from 15 to



Engineering Alumni Society

40. It also may be valuable to have panelists speak to how skills can be leveraged across industry. An early date was thought to align with on campus recruiting. Biggest hurdle is recruiting the panelists. It was suggested to use mentors for panelist. It was determined that there are 2 separate things being discussed – the proposed cross discipline panel and Rosette's need in Feb a dedicated major panel. Tim proposed a Nov date for the board panel to keep it distant from Rosette Feb panel. Farnia, the committee and Harris will work with Rosette Janice to coordinate date with University calendar; then transition to Rosette event.

Linkedin

So far 60 people signed up with 28 more people pending. Bill is sending email to introduce group with link to website. Many of the new members say they would like to come back to speak about their career. The LinkedIn Site recently added a discussion section; this would be a potential place to post things. We get list of contact information of the members. There has not been any active advertising yet; all members are from word of mouth. Harris suggested spreading the welcome email work among committee members. It was also suggested for announcement and link to homecoming event. Currently there is a one way link from LinkedIn to alumni webpage but no link from Engineering Alumni webpage to LinkedIn site. A handful of current students joined. This could be another means to track students who become alumni. Matt expressed a concern about students using LinkedIn group as job hunting tool and we should watch for that possibility.

Career Services Report

Rosette distributed the report from Career day and reported the Day was very successful. Plans are finalized for the virtual biotech career fair. Cornell, RPI, John Hopkins, Penn and another are the schools participating in the fair. Interview workshops are on going. Interviewing on campus starts tomorrow. Many financial firms have canceled their on campus interviewing. Five companies conducted interviews the day after career day. IBM recruiting lead was turned over to Penn alumnus. Harris stated, as a previous assistant, that much work goes into fair. The students greatly appreciated having the fair and Harris expressed thanks to Rosette and Career Services on behalf of the board.

Around The Table

Merav asked about working on ambassador program in Chicago. Alan reminded all to attend homecoming events. Tim stated that Penn is going on the road with "Engaging Minds" cross discipline presentation by university professors. Three professors presented 20 minutes each then Q&A. NYC was the kick off event with Dr.



Engineering Alumni Society

Amy Gutmann and everyone should look for it. Janice stated that the phone-a-thon for annual giving starts Thursday and she would like feedback if you are called. Bob stated that there was an Ivy event in Baltimore and the last Civil Engineer from class of 04 was there. Also that Dr. Bordogna is the honorary chair of AIEE and IEEE 125th anniversary. Rosette stated that many young alumni are working in financial services companies, to help out career services is going to NYC for counseling sessions. Joceyn attended advancing women in engineering program and found that students are craving more student alumni interactions. Also more engineering presence on the Penn club of Philadelphia would be helpful. Harris said that Penn Alumni club's Andrew Rosenthal has transitioned the club with hybrid programs. Penn alumni club is bringing alumni to campus want to put together a building tour of new buildings. Penn alumni club reaching out for regional conference about the local brain drain; people educated in Philadelphia and then leave. Harris thanked everyone for signing the cards.

Adjournment

Harris adjourned the meeting at 7:28 pm.

The next meeting is scheduled for Monday, October 27, 2008 at 6:00 PM.

Minutes prepared and submitted by,

Carl Clyde