



# 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, September 19, 2011 6pm, Room 307 Levine Hall  
Conference Bridge: 866-731-0899

### Attendees:

Dean Eduardo Glandt		Jim Brennan – D		Jason Bethala – AD	
Farnia Fresnel – Pres	X	Jeannine Carr – D	X	Alison Capponi – AD	
Dane Carswell – VP		Richard Cisek – D (CA)		Jocelyn Nelson – AD	
Henry (Hank) Guckes – VP	X	Carl Clyde – D		Bill Kane – AD	
Matt Quale – Sec	X	Sevile Mannickarottu – D		Harry Vartanian – AD	
Ernest Churchville – Tres.	X	Eileen McCarthy Feldman – D		Wayne Robbins – AD	
Harris Romanoff – PP	X	Russ Miller – D		Craig Schorr – AD	
Tim Carlsen – PP		Jason Rifkin – D		Jane Fried Sheinfeld – AD	
Dick Mulford – PP		Alan Schultz – D	X	Ashish Chauhan – AD	
Marion Hubing – PP		Stan Warchaizer – D	X	Andrew Franklin – AD	X
Eric Benshetler – PP	X			Jay Olman – AD	X
Walter Korn – PP	X			Robert Berkovits – AD	X
Brad Abrams – PP	X			Ashish Chauhan – AD	
				Paul McLaughlin – AD	X
				Bob Boyce – AL	
				Alison Capone – AL	
		Ellie Davis		David Solomon – AL	
		George Hain		David Goldstein – AL	T
		Rosette Pyne	X	Greg Bedrosian – AL	
		Cat Smith	X	Jeremy Reeh – AL	
				Nisar Amin – AL	
AL = member at-large				Dan White (CA)	
T = indicates teleconference				Zach Shurden (EDAB)	
(XX) = indicates location					



## Engineering Alumni Society

### Dean's Remarks (E. Glandt)

- Dean Glandt was not in attendance.

**ACTION: Owner** – None

### President's Welcome and Remarks (F. Fresnel)

- Called to order at 6:08pm.
- Reminder: no meeting next month, will reconvene in November.
- There are new rules for parking, so please be sure to plan ahead to get the parking passes

**ACTION: Owner** – None

### Approval of July 25, 2011 Minutes (F. Fresnel)

- Minutes were approved with one change on AL member to AD.

**ACTION: Owner** – None

### Development Office Report (G. Hain)

- No one in attendance.

**ACTION: Owner** – None

### Career Services Report (R. Pyne)

- Record number of incoming Masters students
- Maxed out with Employers at the Career Day - 87
  - 240 reps and 60 were alumni
  - 1285 students
  - Merck donated an iPad2 as a raffle prize
  - Had talked about need to expand event to 2 days, but the space is expensive
  - Dean's reception the night before went very well
  - Almost half were recruiting for Internships as well
  - About 26% of Engineering graduates pursue traditional engineering
- Program later this week on Case Interviewing
- Full-time on-campus recruiting starts next week
- Great companies coming in to recruit

**ACTION: Owner** – None



## Engineering Alumni Society

### Committee Updates & Action Items:

- SEAS Engineering Alumni Society Online:
  - Website (R. Miller)
    - Need an approved EAS activities calendar to post on website
    - Alumni Weekend and Summer BBQ event pictures are up thanks to Eric and Stan
    - The Events Webpage has been updated to reflect all past and upcoming activities for 2012
    - All EAS “Helpful Alumni Links” were tested and three links were updated:
      - Alumni PennCard
      - Daily Pennsylvanian
      - Library Access for Alumni
    - The committee corresponded and then met via conference call on September 15 to discuss potential improvements:
      - Developing a Suggest an Event form
      - Adding Penn Engineering RSS Feed to a News Page
      - Freshen up the Events page to do more to preview upcoming events of interest to Penn Engineering Alumni
      - Collect visitor information to determine who/how many currently visit the EAS Web site
      - Update the “Meet The Board” web page to include hyperlinks to LinkedIn profiles
      - Have stats from the website traffic which will be analyzed
  - Wiki Pages (J. Brennan)
    - Plan to meet in the next two weeks.
  - Social Networking (B. Kane)
    - No update.

### PE Presentation (E. McCarthy Feldman)

- October 12<sup>th</sup>, 6pm for the event
- Advertisements will start as well social networking blogs

**ACTION:** Owner – None

### Homecoming (C. Clyde)

- Football game is at Noon
- Everyone should try to attend the reception

**ACTION: All** – If you are planning to attend the football game and/or reception, send mailing address information to Cat ([smithcat@seas.upenn.edu](mailto:smithcat@seas.upenn.edu)) and Patricia ([petz@seas.upenn.edu](mailto:petz@seas.upenn.edu)) with the number of tickets needed for the football game and whether or not you will attend the



## Engineering Alumni Society

reception.

### **D. Robert Yarnall Award (S. Warchaizer)**

- Committee has reviewed all of the candidates
- Ten candidates in total, and the committee did additional web research on each candidate to supplement what was provided by the Development office
- Anyone who was not in attendance but would like to receive an update on the candidates, please contact Stan Warchaizer directly

**ACTION: Owner** – None

### **Speaker Series (E. Churchville)**

- Spoke with Prof. Katherine Kuchenbecker and she will determine whether or not she can move her commitment to November
- Prof. George Pappas – Deputy Dean of SEAS will also be contacted

**ACTION: Owner** – None

### **SEAS Alumni Worldwide Network (J. Rifkin)**

- No update.

**ACTION: Owner** – None

### **New Committee Updates:**

- EDAB/Undergraduate Networking (S. Mannicharottu)
  - Networking event will be happening as part of Homecoming led through Alumni Relations and Career Services
- Penn Club of Philadelphia Partnership (A. Franklin)
  - Looking to engage Prof. Daniel Lee for a Speaker Event on November 7<sup>th</sup> and the Penn Club is looking for a partner to help advertise the program
- Alumni Liaison (F. Fresnel/H. Guckes/M. Quale)
  - We have a list of people who have expressed an interest in the Board (see us at an Event, attended prior meeting, students who have reached out to us, etc.)
  - Goal is to engage these different groups of people as appropriate to build their interest
- Encouraging Entrepreneurship (A. Franklin)
  - Identified 26 entities, over 15 hours, to find the various groups that impact this area
  - One idea is to create a launch page that organizes all of this information
  - Next step is to contact these organizations to verify they are active and determine what networks already exist

**ACTION: All** – If interested in participating in the “Speed Networking” event the Friday before



## Engineering Alumni Society

Homecoming, contact Lex in the Alumni Relations office

### **Around the Table (All)**

- Hank – Lectures listed out on the bulletin board often look very interesting; are looking at how to publicize that information for those that are open to Alumni
- Cat is looking forward to working with Paul on the Collaborative Research project
- Eric will have more information at the next meeting, but has posted some information on the LinkedIn website; will be reaching out to those with Undergrad degrees received in years ending in 2 and 7.
- Walt - New website/database called MVP for those with a PennKey which can sort Alumni by affinity groups
- Jay – soft launch of pocket grill has gotten some good web attention both locally and globally
- Stan – article in the last Gazette about the 1<sup>st</sup> place finisher for the last Senior Design Competition
- Walt – Saturday of the Reunion Leadership Council had a tour of the new Penn Park and it was very impressive; Penn will be providing Security
- Bob – Penn Park was featured in a weekend flyer
- Alan – online registration is available for Homecoming
- Matt – don't forget to update your contact information via email to [mattquale@alumni.upenn.edu](mailto:mattquale@alumni.upenn.edu)

**ACTION: Owner** – None

### **Adjournment (F. Fresnel)**

The board meeting was adjourned at **7:10** pm.

*The next meeting is scheduled for Monday, November 21, 2011 at 6pm in Room 307 Levine Hall.* Conference Bridge: 866-731-0899

Minutes prepared and submitted by Matt Quale.