



## 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 21, 2009 in Room 307, Levine Hall

### Attendees:

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

### President's Welcome and Remarks

Harris opened the meeting at 6:00pm.

### Dean's Remarks

The Dean was unable to make it to the meeting.

### Approval of Minutes

The July minutes were approved with several corrections:

- Stan was in attendance at the May meeting; not on the telephone (pg 1)
- Harry Vartanian was in attendance at the July planning meeting (pg 1)
- Tim Carlsen's email address has a .net not .com (pg 2)

### Development Office Report

Ellie reminded the board that *Homecoming* is on 11/7. The homecoming schedule has been revised as follows

- 2:00pm - Humanoid Presentation
- 3:30pm – Homecoming Game
- 5:30pm – Engineering Reception Begins

The board raised the concern that the reception may conflict with the game and result in fewer attendees. The Dean will not be able to attend Homecoming. We will rely on one of the Vice Presidents to welcome guests on that day.



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The development office 'Calling Program' begins on 10/1. All alumni will be asked for increased gifts as the development pipeline is significantly weaker this year.

**ACTION:** Board, please provide feedback to the development office on the calling process.

### Biotech Day

Jason Rifkin – The biotech committee is comprised of Bob, Seville, and Rosette

- Committee is currently evaluating event timing and agenda. A spring event would target more junior roles/summer internships and a fall event would target full time employment.
- The panel has not been done in some time so the committee has leverage in determining an agenda.
- Possible topics include biotech in: Public/Media Relations, Computers, Financing, Chief Medical Officer, Regulatory, Engineering, and Intellectual Property.

### Career Services

Rosette shared that:

- They began text messaging to students for Career Day reminders.
- 2 alumni (Hank and Brad) signed up for mock interview day on 9/25
- 62 companies (new and returning recruiters) attended career day on 9/17.
- 6 companies conducted interviews the subsequent day.
- Career services initiated video casts of alumni across different industries. The videos will be posted to the SEAS website.
- A speed networking event was held in July in NY and another event is scheduled for 11/6. Currently 40 seniors and 40 alumni are registered to attend.
- Rich and Alison volunteered to 'Tweet' for a day.

**ACTION:** Board, please volunteer to 'Tweet' for one day. Career Services will provide all necessary details.

### Social Networking

Russ shared that:

- The committee met on 9/21 and they are brainstorming content and frequency of delivery for the Facebook and Linked In sites.

### Yarnall Award

- There are many high quality candidates identified for the award.
- The committee will continue to evaluate the candidates and present a nominee to the board at the October meeting.

**ACTION:** Board, please ensure that the list of candidates remains **CONFIDENTIAL**.



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### Mentoring

- The mentoring program will have a separate area setup with tables at Homecoming.
- Mentors will be identified with a Blue Ribbon
- Rosette can arrange for video and/or photography of the mentors/mentees.
- Photographing these events may provide additional content for Linked In and Facebook.

**ACTION:** Board, if you attend homecoming, please stop by the mentoring table to network with the students.

### Homecoming

All registration for the homecoming events is online. If you want to attend any events, you must register in that manner.

### Speaker Series

- Ernest is scheduling a meeting with Dr. Norman Badler, digital media professor. His presentation is currently sold out over Homecoming weekend.
- Marion and Ernest are identifying an economist as a potential speaker.
- Janice and Harris are also in touch with Michele Grab, director of AWE--advancing women in engineering.

### Website

- The SEAS site has been updated with pictures from alumni weekend and the graduate student BBQ.
- The revised July planning minutes will be uploaded.

**ACTION:** Board, please review and update your biographies on the 'Meet the Board' page.

### Wiki

- The WIKI page has been completed
- Rich is searching for additional information on SEAS school history.

**ACTION:** Board, please add constructive content to the Wiki page

### Additional Ideas

- *Alumni Career Panel* – Farnia summarized the 2008 Career panel. New panelists can be solicited from the SEAS Linked-In page. The board approved the panel for the early November timeframe.
- *Entrepreneurial Network* – Rich has begun to partner with the Wharton Club of NY (Penn Club of NY) to co sponsor a speaker event(s). The SEAS Eng Alum society would not have to pay for the partnership. Engineering alumni will be able to attend the events on a pay per event basis. Rich will work to solicit speakers who own technology



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businesses, seeking venture capital in the technology space, etc. The board approved the speaker research. Once a speaker is identified, Rich will present back to the group.

### **Around the Table**

- Walt - Senior design videos have been archived. Walt will provide a link to the videos for board review. At a minimum, the videos of the winners will be posted to the website (without the question and answer sessions). Quality of videos is good however the lighting is still an issue.
- Marion – Hoops Wampler, AVP Alumni Relations may be a potential speaker for any of our speaker events.
- Tim – The deadline for the professional engineering examination is December 1. Therefore, he will work with Rosette to do a seminar for students in October.
- Harry just got married on 9/12.
- Seville – A program that targeted middle school girls was run in August at the University. The focus was to foster interest in engineering, math, and science. He would like to grow the university involvement in this type of program.
- Harris will be getting married on 11/7.

### **Adjournment**

The meeting was adjourned at 7:12 pm

*The next meeting is scheduled for Monday, October 26, 2009.*

Minutes prepared and submitted by Farnia Fresnel