



Minutes of the Engineering Alumni Society Board of Directors

University of Pennsylvania

Philadelphia, PA 19104

eas.seas.upenn.edu

Monday, November 27, 2017 6pm, Room 307 Levine

Attendees:

Executive:		Directors:		At-Large Members:	
Dean Vijay Kumar		Robert Berkovits	T	Oladayo Adewole	
Seville Mannickarottu - Pres.	X	Lyle Brunhofer	T	Sarah Badin	
Dawn Becket - VP	T	Hank Guckes		Andrew Botelbo	
Jim Brennan - VP	X	Lauren Hedvat		Alison Capone	
Paul McLaughlin - VP	X	Yijie Hu	T	Parth Chopra	
Jay Olman - Sec		Bernard Jones		David Goldstein	
Carl Clyde - Tres		Jonathan Lombardo	T	Nimay Kulkarni	
		Ramsey Kraya		Vasiliki Papanikolopoulos	
Past Presidents:		Jason Rifkin	T	Matthew Serota	
Brad Abrams		Craig Schorr		Jane Fried Sheinfeld	
Eric Benshetler	T	Alan Schultz	T	David Solomon	
Tim Carlsen		Heather Stern		Aditya Sreekumar	T
Farnia Fresnel				Jeremy Wang	
Marion Hubing		Associate Directors:		Stan Warchaizer	
Walter Korn		Ernest Churchville	T		
Dick Mulford		William McGill		Faculty/Staff:	
Matt Quale	X	Russ Miller		George Hain	X
Harris Romanoff		Jeffrey Ng	T	Rosette Pyne	T
		Leah Suttner		Brad Richards	X
				Guests:	



I. Call to Order (S. Mannickarottu)

- Called to order at 6:01pm
- Next time we go through the calendar, let me know not to schedule on the Monday after Thanksgiving

II. President's Welcome & Remarks (S. Mannickarottu)

- Alan organized a meeting with the electric car team
- I don't think they expected so many technical questions

III. Development Office Report (G. Hain)

- Trying to put the finishing touches on what we're trying to do
- We're optimistic and hoping that the stock market and economy don't take a downturn, but we're looking good
- Students are calling alumni and should be asking for increased gifts
- Annual giving doing well also
- Taking the Hain and Brad show on the road to San Francisco
 - Brad: Next week, George, Dean Kumar and I will be on the west coast doing a young alumni reception
 - Meetup event for alumni from the past 15 years
 - Event is being held at a lounge area at Twitter's office
 - 75 RSVPs so far
 - Looking forward to doing a great event with the dean on the west coast
- Brad: As we've been talking about broadening the reach of the school regionally, we were up in Boston before and were recently in New York
- Dean Kumar spoke about the school and took lots of questions
- West coast event next week caps off one-month/one-city tour for the fall
- Seville: For NY, did you reach out to all engineering alumni?
 - Brad: We reached out to everyone who lives and works in the city
 - Good mix of grad and undergrad
 - Some *really* recent Masters alums
 - Also some not-so-recent alumni as well
 - Jason: Great event—I thought the dean's words resonated with young folks in the audience. I think you should keep this up and I think a lot of folks are still talking about it.
 - Brad: Yeah, I think there's a lot of pent-up good will toward the school. We have a good story to tell and I think Dean Kumar tells it quite well. Still more to do here.
- George: India trip coming up (Bangalore, Delhi, Mumbai), then Dubai and London

IV. Career Services Report (R. Pyne)

- Hi, I miss seeing you all! I've been in and out of the office for a busy year.
- We were part of a consortium of universities to sponsor a career event for bioengineers, including JHU, Duke, and a few others



- Students from universities applied to jobs and were selected for interviews
- BE department (Dave Meaney) offered to pay for transportation for students who were interviewed
- Going to do this event again next year
- I met with the dean and talked about career services and discussed concerns about companies like GM and Air Products not seeing representation at career fairs
 - Also talked about the possibility of expanding the mentoring program to first year Masters students
 - There's a move underway at the university to get involved with a system called PeopleGrove, which is an online system for mentoring. If that picks up, not sure what will happen with our own mentoring system, but not sure what's going to happen
- I do have an announcement: I'm going to be retiring and my last day will be January 3rd. I don't think there are words to convey how grateful I am for all that you've all done to promote career services through the various programs, mentoring, externship, etc. I can't thank you all enough and I'm fortunate to know every one of you.
- Seville: Again, Rosette, thank you so much—you will be missed. I can't imagine career services without Rosette.
 - Rosette: It'll be just fine, I promise!
- Matt: Congratulations—you will be sorely missed!

V. Old Business:

A. Approval of October 23, 2017 Minutes (Directors)

- Approved (Paul: looked pretty thorough)

B. Open Action Item Review (J. Olman)

- Jeffrey/Seville: add bylaws to the website—will hopefully be meeting sometime in December to go over the details

C. Regional Engineering Alumni - NYC – 10/24 (J. Rifkin)

- It was a successful event in that everyone who came had a lot of fun
- A very casual event
- Only had about 10 people total (out of 40+ RSVPs)
 - We had terrible weather that day, though it did clear up
- Brad, you have the email open statistics from the invite and it sounds like it was smaller than normal.
 - Brad: Only about a 30% open rate, whereas we normally have a 60% open rate
- Let's try to send it out differently next time. I ran into a serial attendee who said he didn't receive the invite this time.
- Brad: I think the difference is that we sent the invitation through the Penn system rather than from a specific individual, and we do this for privacy reasons. Perhaps it came through differently or was caught in spam filters



- The dean's invite looked really nice, and maybe we could do something like that next time
- Rosette: Penn emails aren't necessarily going to junk mail, but they do sometimes go to the "clutter" section
- Matt: For people who've attended in the past and have expressed interest, we can reach out to them personally

D. Homecoming – 11/4 (J. Brennan)

- Homecoming was wonderful
- Beautiful day for the game
- Nice to come back to a great reception
- A really good event
- Great turnout with a lot of students
- They didn't seem to throw toast anymore—not sure why, but they're attacking the roots of our civilization
- Seville: I'd like to reiterate that it was a great event. Thanks to the development office—this event has come a long way.
- We had about 200 people show up, but not too many people from the board. Let's try to do better next year.

E. Regional Engineering Alumni – Philly – 11/14 (J. Lombardo)

- Our experience was similar to the NY event, wherein there weren't many people who attended, but the people who did show were enthusiastic about the event and about us
- People who were there heard about the event through SWE and not from us
- Wondering about what happened on the invitation end
- Dawn: Our event was supposed to be collaborative, and the SWE people enjoyed it, but the same thing happened last time and we need to be keeping up our end of the bargain. One person seemed to receive something like an evite and not a proper description of the event
 - Let's make sure we can get the word out properly next time
 - I promised we'd make sure things are working properly before scheduling again in the spring
- The people who attended were really interested in talking to more experienced folks and were really into the event
- Matt: It might be helpful to have a greater pull for events. It doesn't need to be the dean, but if we have something to serve as a hook to draw people in and make it harder for people to decide on a whim not to come
- Dawn: Most of the people who were there were penn-connected, and lots were wondering why they didn't receive an invitation from us. Attendees generally heard about it through SWE people
- Brad: I'll look into what went wrong. The preview looked great and everyone approved, but not sure what happened after that



VI. New Business:

A. Alumni Society Awards (J. Brennan)

- Our committee of Paul, Ramsey, Lyle, Walt, and Aditya didn't need debate a whole lot
- [redacted]
- Still pulling together a backup
- Awards ceremony is Friday, April 27th

VII. Around the Table (All)

- Ernest: My school is wondering if I knew anyone from industry who might be available to serve on their advisory board twice a year. The role would be to impart to the school something about their experience. I'm ineligible because I teach there, but I wanted to reach out to the board. If you're interested, contact me and I can put you in touch with the director.
- Lyle: People calling for donations are indeed doing a good job
- Alan: For those who might have missed the very beginning of the meeting, I want to thank Seville for his kind words about the Back to Penn Engineering meeting with Penn Electric Racing. Without help from Seville and George, this wouldn't have happened. The students did a tremendous job. It was outstanding!
- Bob: Looking at a PIK professor from neuroscience as a potential speaker at a future meeting. I don't know if anyone would be interested in someone from the school of design talking about system engineering as it relates to city planning. Some other options as well, so maybe Yijie and I could put out a questionnaire in the future.
- Eric: The news about Rosette was interesting—I'm happy for her and sad for us. I can't say enough about what she's done for the student and alumni communities.
- Matt: Just gotta continue the lovefest—thanks for everything Rosette!
- Paul: Tiffany reports that we have strong signups for externship program hosting sites.
- George: Thanks to Rosette and thanks to everyone else too.

VIII. Adjourn (S. Mannickarottu)

- Adjourned at 6:52pm

The next meeting is scheduled for January 22, 2018 from 6:00pm to 7:00pm in Room 307 Levine Hall.

Minutes prepared and submitted by Jay Olman.

