

Minutes of the Engineering Alumni Society Board of Directors
University of Pennsylvania
Philadelphia, PA 19104
eas.seas.upenn.edu

Monday, November 18, 2019 6pm, Room 221 Singh

Attendees:

Executive:		Directors:		At-Large Members:	
Dean Vijay Kumar		Dawn Becket	T	Jason Bethala	
Jay Olman - Pres.	X	Jim Brennan		Ed Chan	
Carl Clyde - VP	T	Lyle Brunhofer		Parth Chopra	
Lauren Hedvat - VP		Jonathan Dunsay	T	Qi Fang	
Jonathan Lombardo - VP	T	Hank Guckes		David Goldstein	
Bernard Jones – Sec.	X	Yijie Hu	T	Lamis Elsayah	
Robert Berkovits – Tres.		Ramsey Kraya		Patricia He	
		Paul McLaughlin	X	Scott Levitt	
Past Presidents:		Jeffrey Ng	T	George Lin	
Brad Abrams		Jason Rifkin	T	William McGill	
Eric Benshetler		Craig Schorr	T	Kush Mehta	
Tim Carlsen		Heather Stern		Vasiliki Papanikolopoulos	
Farnia Fresnel	T			Aastha Puri	
Marion Hubing	T	Associate Directors:		Manasi Puri	
Walter Korn		Ernest Churchville	T	Aditya Sreekumar	
Dick Mulford				Ryan Wade	
Matt Quale	T				
Harris Romanoff				Faculty/Staff:	
Sevile Mannickarottu	X			George Hain	
				Jamie Grant	X
				Brad Richards	X
				Guests:	

X=In-person T=Telephone

- I. **Call to Order (J. Olman)**
 - Called the meeting to order at 6:07 pm
- II. **President's Welcome & Remarks (J. Olman)**
 - Usual room was locked, so we're in a different, harder to find room today
- III. **Development Office Report (G. Hain)**
 - Brad:
 - Just finished worldwide trip with George
 - Recently had young alumni event in San Francisco with Dean Kumar
 - Recently announced news – \$25M gift from Harlan Stone. This is the leading gift for data science building. Ellie Davis was a key part of making this possible
- IV. **Career Services Report (J. Grant)**
 - Registration now open for spring career fairs – Common Good Career Fair; Startup, VC and Data Analytics Career Fair (February)
 - Had conversation with Paul today regarding the externship program
- V. **Old Business:**
 - A. Approval of October 7, 2019 Minutes (Directors)
 - B. Open Action Item Review (B. Jones)
 - Nothing to report
 - C. Homecoming - 11/9 (B. Richards)
 - It was a close football game.
 - 45 online MCIS students came back to campus – starting new focus on building online alumni community. This is the first time they've been on campus.
- VI. **New Business:**
 - A. Regional Engineering Alumni in NYC - 11/19 (J. Rifkin)
 - Jason: Alumni event is tomorrow.
 - Brad: We just hit 60 RSVPs for the event. Will bring some swag, name tags, etc.
 - Jason: Anything above 40 is great. Great for Brad to come and put a face to a name.
 - Farnia: What is the demographic for this event? In the past, audience has been skewed younger.
 - Brad: Looks like younger audience.
 - Craig: We have only have invited younger alumni so it will skew younger.
 - Farnia: Is there specific messaging we want to share to the younger audience?
 - Brad: One on one will share updates, need for alumni interviewers, senior design, etc.
 - Seville: Can you please email some pictures so we can post on social media?
 - Jason: Yes, we will send pictures.
 - Dawn: Could I get the invite forwarded?
 - Jason: May want to explore larger time range (greater than 20 years).

- Brad: We did not invite more than 20 years out in the past because long tail with older alumni who have other commitments (e.g., families), also may exceed event venue capacity. Once it exceeds a thousand, we should think about having more targeted marketing.

B. Board Appreciation Night - 2/1 (B. Richards)

- Saturday February 1st will be the next annual board appreciation night at 430pm in Singh Center's Glandt Forum followed by 6pm men's basketball vs Dartmouth
- Dean Vijay Kumar will attend
- All Engineering Alumni Board family members are welcome to attend
- Details will be sent this week via email

C. Yarnall Award (J. Brennan)

- Date of event and recipient are still being determined
- Venue and scope of event might change this year

D. Pro Bono Consulting (J. Ng)

- Provide legal services to any corporation, LLC, or non-profit
- Jay: Do we know how we are limiting our risk?
 - PennPac is a group that already does this, per Brad and Jamie
 - (1) Perhaps EAS can partner with them?
 - (2) Reach out and offer support on specifically engineering issues
 - (3) PennPack is already maxed on volunteers
 - (4) PennPack is registered as 501(c)(3)
 - (5) EAS would add/offer additional support to what they currently do, not just volunteer

E. Accommodating West Coast Participants (J. Olman)

- Accommodating alternate time zone remote participants during board meetings might be difficult due to time difference
- Jay – Brad, is there anyone that wants to participate or run a satellite group?
 - Brad – Yes, some West Coast members knew about the UPenn EAS group, but awareness piqued interests
 - (1) Need to be strategic about how remote members become involved
 - (2) SF Bay area and Seattle regions are a pipeline for EAS involvement and should be something that is discussed further to promote young alumni involvement
 - (a) Some are on Penn's campus monthly, but it's difficult to guarantee involvement in activities

- (3) How can remote board membership be addressed?
 - (a) Possible regional boards that connects with our board periodically and run on a parallel track
 - (4) Groups in different regions of the country that could contribute to committees?
 - (a) How could we make them feel involved?
 - (5) West coast Wharton Campus could be a possible venue for meetings when Dean Kumar is visiting CA?
 - (6) What if we held a faculty speaking event with dinner in NY? i.e. 430-530pm at Penn Club
 - (7) Most alumni on west coast think meeting time could become a factor, but it's better than no participation in EAS at all
 - (8) Consider one or two meetings a year to get report from alumni in different regions, exchange info, and get leaders involved
- Seville – Two possible approaches to remote member involvement
 - Reevaluation of by-laws
 - (1) Might be worth considering because of the geographic distribution
 - Create a new separate category of board members that is geographically dependent and permits those members to not meet all board member by-law requirements
 - Jay – A phone meeting might be an option to try later in the evening periodically, perhaps at 730pm
 - Need to have alumni members interested to arrange a meeting
 - What have NY members' experiences been dialing in remotely?
 - Should we host a meeting in NY one month?
 - What is required for another remote location to host a meeting?
 - All meeting highlights could be emailed out
 - Jason - If each board member attends at least one meeting in-person, that helps to associate faces with names and allows members to feel more involved
 - Marion
 - Participated in both remote and in-person meetings...no significant difference
 - (1) However, someone who hasn't participated in-person on the west coast might not get as much out of meetings
 - Law school board conducts 5 or 6 meetings in remote locations annually, all other locations simply dial-in

- Craig
 - When remote members travel to Philadelphia, typically a hotel is needed to stay over night, so it can be difficult
 - The teleconference option allows members to participate every month
 - (1) Therefore, it's typically not worth the difficulty of traveling to Philadelphia
- Matt – participation is always greater from alumni in the room vs people on the phone
 - Perhaps instead of full board members, remote members can participate via committees
 - We need to be realistic to make this endeavor effective
- Farnia
 - During a prior year, a board member moved to India and there were challenges with staying involved
 - (1) We need to find more substantive ways for remote members to be involved
 - (2) Perhaps regionalized events married with alumni that have interests via subcommittees

VII. Around the Table

- A. Ernest – no changes recommended to meeting process, if you can't attend in person, donate!!!
 - Earnest will retire from EAB
 - Track record of Ernest attending nearly every meeting was commended by Jay
- B. Dawn – AWE and SWE committee might be getting new board member involved?
 - Jay will follow up with Carl and Dawn
- C. Jason – Thanks to Brad for helping to organize tomorrow's Regional Engineering Alumni event in NYC
- D. Jon – Looking forward to further discussions about remote attendees and by-laws
- E. Craig – Looking forward to event in NYC tomorrow
 - Likes idea of getting remote members involved to increase diversity and broader range of members
- F. Farnia
 - Can Brad/Jamie recommend how to hire a business analyst in NY?
 - Email Jamie tomorrow
- G. Seville

- Great meeting and interesting topic of adding remote attendees
- 2019 Senior Design Competition info should be added into a to-do list

H. Paul

- Had meeting with Jamie about externships, will provide updates soon

The next meeting is scheduled for January 13, 2020 from 6:00pm to 7:00pm in Room 221 Singh.

Minutes prepared by Bernard Jones and Jeffrey Ng.