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

Monday, October 7, 2019 6pm, Room 221 Singh

Attendees:

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

X=In-person T=Telephone

I. **Call to Order (J. Olman)**
   - Called the meeting to order at 6:04 pm
II. **President's Welcome & Remarks (J. Olman)**
   - Please forward any spam emails you receive to Jay
III. **Development Office Report (G. Hain)**
   - George:
     - Still early in fiscal year 2020, but projecting record year for fund raising
     - Upcoming events:
       - "Penn to You" presentation in London on 4 November
       - 9 November is Homecoming
       - Young Alumni meeting on 14 Nov. at Press Club in San Fran.
       - January 2020 is annual trip to India
     - Penn Fund and and Penn Engineering students will be calling for fundraising drive
       - Callers should be requesting an increased donation amount if you donated in the past
       - Feedback on callers is welcome
       - Fiscal year is July 1 – June 30
IV. **Career Services Report (J. Grant)**
   - Jamie:
     - Career Days are Tuesday and Wednesday this week
       - 105 companies will be present
       - Employers are interested in making early offers, this is cauing stress for students…they are complaining about accelerated hiring process
         (1) Worst perpetrators are financial institutions
         (2) Students are dropping out of the exploration process
     - Paul McLaughin - externship host
     - Mentoring program recruitment will start in early November
     - There was an op-ed written in The Daily Pennsylvanian about understanding moral obligations and ethics
       - Career fair for the common good will be an event supported by students
V. **Old Business:**
   A. Approval of September 9, 2019 Minutes (Directors)
   B. Open Action Item Review (B. Jones)
     - Nothing to report
   C. Penn Club Fall Kick-Off (9/17) - (J. Olman)
     - Jay
       - Penn Club Event highlights
       - Energy Industry Jobs were discussed
       - New Committee Idea
         - Book club - contact Jay if you would like to promote/support this committee
     - Matt
       - Perhaps reading same freshman summer reading books might be another option

VI. New Business:
  A. Homecoming – 11/9 (B. Richards)
    ■ Brad:
        ● Check out cultural events during Homecoming Penn 2019
        ● Cool tour of Pennovation Center with Dean Vijay Kumar (10am-11:15am)
            (1) Sold-out
            (2) Contact Brad if you still desperately need to attend
        ● Post-game reception will take place in Levine Lobby following game
            (1) Penn Football game starts at 1:30pm vs Cornell
  B. Regional Engineering Alumni - NYC (J. Rifkin)
    ■ Regional Engineering Alumni Event will take place on NYC on 11/19
    ■ Jason R:
        ● Same location as last year
        ● Will request funding again as well
        ● Teamed up with NYC Penn group last time
  C. EAS Website Analytics Data (J. Ng)
    ■ Slides were presented by Jeffrey on Penn EAS Website – Google Analytics Analysis
    ■ A drop-off in visitor/user traffic since this time last year was observed
    ■ Data presented was measured from the time the new website when live
    ■ Various metrics were presented:
        ● Avg. 100-200 visitors per month
    ■ Perhaps launching new website and new updates was cause for greater traffic last year
    ■ Avg. session duration and pages per session were analyzed as well and appeared to increase this year
        ● A "session" is evaluated using cookies for both new and returning visitors
    ■ Geographic distribution information on visitors (both national and international) was presented
    ■ Technological Breakdown slide presented the types of browsers and devices used to access the website
    ■ User flow through various pages on website was shown as well
        ● After the Homepage, the following were the most visited pages by users:
            (1) About
            (2) Engaging Alumni Page
            (3) Events Calendar
            (4) Alumni Events
            (5) Alumni Mentoring Program
    ■ Committees should look at the website as a tool
    ■ Seville:
        ● Is information checked periodically to ensure it's correct and up-to-date?

(1) Jeffrey - Yes, Brad does check it, but there are ways to keep it updated better
            ● Is it possible to have a social media feed on the page?
                    (1) Jeffrey - No, Facebook API issue prevents it, but perhaps we can have a highlight section on the webpage to draw focus to the social media pages
            ● Pages can be streamed, but not groups
                    (1) Jeffrey will revisit
        ■ Matt
            ● There should be at least one single piece of info that we update on the homepage to get visitors engaged. i.e. link to next meeting, major upcoming event, etc.
            ● Photo archive could/should be paired with a blog post from each event with pictures so it ties-in better with social media
   D. Tech Talk Update (K. Mehta)
        ■ Tech Talks have had varied success and turn-out
            ● The trend is not as many students are engaged in Tech Talks
        ■ "How to design, build, and launch consumer grade products" topic was presented
            ● Learning Objectives:
                    (1) What is product development of digital technology?
                    (2) What is the process of product development?
                    (3) Who is involved in product development and how can you learn more?
            ● Audience could be mixture of undergrad and graduate students
        ■ Jay
            ● Very relevant, what do I need to do to accomplish this on my own?
            ● Any blockers preventing you from moving forward with this event?
                    (1) Kush – funding opportunities
                            (a) Need food, good A/V, and attractive location
        ■ Jamie
            ● Great topic, many students would like to see these real-life examples
VII.   **Around the Table (All)**
        ■ Phone:
            ● Jamie:
                    (1) Will talk of ways we can attract traffic to Career Services
                    (2) Website has changed significantly since last meeting and now uses a new platform
                            (a) Careerservices.upenn.edu
                    (3) Newly hired data analyst in offices is data-mining
            ● Eric:
                    (1) Eric is now a grandfather following recent birth
            ● Jon:
                    (1) Are we still getting funding for regional events?
                            (a) Brad – Yes, funding is renewed every fiscal year

- Yijie:
  - (1) Based on call with Sevile, new updates for social media will be coming soon in a week or so
  - In-person
    - Jim:
      - (1) Please sign-up for Yarnall Award (5 so far)

VIII.   Adjourn (J. Olman)
  - Adjourned at 7:07pm

The next meeting is scheduled for November 18, 2019 from 6:00pm to 7:00pm in Room 221 Singh.

Minutes prepared by Bernard Jones.