

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

Monday, July 20, 2020 6pm, Virtual Only

Attendees:

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

X=In-person T=Telephone V=Virtual

I. Call to Order (J. Olman)

- Called the meeting to order at 6:05pm
- Thanks to everyone for joining and we'll decide committees after meeting via email

II. President's Welcome & Remarks (J. Olman)

III. Development Office Report (G. Hain)

- a) Record year for fund raising
- b) Annual Giving goal nearly met
- c) Number of engineering donors is slightly down, but better than other departments
- d) Primary Goal of fundraising is for the new Data Science Building
 - Over three quarters of goal raised so far
 - Dean Vijay Kumar would like two additional floors built
- e) Bob - where will the new Data Science Building be located?
 - It will be located across from Hill Field, between 33rd & 34th on Chestnut

IV. Career Services Report (J. Grant)

- a) Moved all career office services to online/virtual
 - All campus interviewing and resources
 - Recruitment and job fairs
 - Handshake is now shared by over 1000 schools, which will integrate many school's career service offices into a single platform
 - Planning for fall: Virtual Career Fairs, STEM fair, Gov Policy Fair, etc.
 - Working to create videos
 - Tiffany Franklin, in Vice Provost Office, selected voluntary separation program, her last day is 30 September
- b) Jay – what is a virtual career fair?
 - Prior in-person career fairs involved 1400 students on site at Sheraton
 - Students must register in advance for this years virtual career fair
 - Employers set up group chatrooms and one-on-ones with students
 - Very structured environment to keep everyone moving
- c) Matt – since so many companies are banning travel right now, this is the best option anyway
 - Hopefully this will entice other employers to do the same thing since they will have cost savings from no travel
- d) Jay – which companies are involved?
 - Applied Graphics, MIT Lincoln, JHAP, Master Card, etc.
 - Career Services is a partially self-funded center (50%)

- e) George – are some seniors attending the career fair from home?
 - Some may be, especially international students unable to return to the US
 - 11am-4pm EST will be the time of the career fair
 - Are the number of companies down?
 - Yes, but advertising didn't start as early as usual due to COVID-19
 - Virtual internships are not being accepted as frequently as regular internships were

V. Old Business:

- a) Approval of May 11, 2019 Minutes Directors
 - Minutes approved
- b) Open Action Item Review (B. Jones)
 - Jay was supposed to send out feedback form
 - Survey will still be sent out

VI. New Business:

- a) New committee process for this year (J. Olman)
 - Things listed in agenda can be broad or could benefit from more refinement
- b) Review of areas of focus (J. Olman)
 - Engaging Students
 - Priority focus was on events like homecoming, regional social events, Yarnall Award, etc.
 - Since in-person events won't be happening for a while and it was missed this year, most won't occur except for Yarnall Award
 - (1) Last Yarnall Award was presented at Overseers
 - Engaging Alumni
 - Engaging the Board
 - Board communication is the third part; maintaining website and posting on social media
 - (1) Does anyone have additional thoughts regarding how we successfully engaged or shouldn't engage students going forward?
 - (2) Bob - differences between LinkedIn vs Facebook
 - (a) Jay - 5300 members on LinkedIn
 - (3) Lamis – as a young alumni, I connected to EASB via Seville, more email engagement with students to inform them about the board by year might help
 - (a) Brad – will add this to list

- (4) Lauren – engage folks online via UPenn Alumni with a focus to attract interest
 - (a) How are other alumni groups utilizing this resource?
 - (b) Consider linking things to members bios
- (5) Jay - how do we reach folks more consistently and reliably?
- (6) George – spoke to Dean Vijay Kumar; he is happy to be utilized as a willing and able partner for online forums including regional discussions with alumni

c) Defining problems to address (J. Olman)

■ Diversity

- Reference email Jay sent a couple weeks ago
- The board is made up of a homogenous group, but there are others ways to be more inclusive of diversity
 - (1) Had a conversation with Laura Stubbs, Office of Diversity & Inclusion
 - (a) OD&I works to help students graduate
 - (b) Uses networks to find specific niche industries to help students (via groups like SWE)
 - (2) Jay – “I won’t make assumption these groups don’t want help from people like me.”
- Ernest – I’m into tutoring, is there a way to help students with math for example?
 - (1) Bob inquired about clarification, is intra-school tutoring help implied?
 - (2) Jay – we should copy other schools methods if they are doing something well, but we should stay focused on engineering students
 - (3) Jamie – consistency of engagement with students across years can be difficult
 - (a) AWE does it well and have excellent report with students
 - (b) Having someone directly connected in specific groups to under-represented populations could be good thing
 - (4) Lamis – Could help with AWE as well
 - (5) Dawn – AWE motivates students and creates different ways to be involved
 - (6) Seville –Laura should speak to the EASB

■ Regional Expansion

- Location doesn't matter
- Later meeting time than 6pm to allow West Coast members to participate
- Jay – Brad, do you have any ideas how to more effectively engage West Coast Alumni?
 - (1) Many West Coast locations are places new grads are going
 - (2) Professor Lu really knows the younger alumni out there
 - (3) Engineers run several UPenn Alumni groups in larger cities
 - (4) Would we benefit from a committee focused on how to connect better with geographically different alumni?
 - (5) How about a joint EASB/SWE event with Dean Vijay Kumar as guest host to attract new alumni?
- How can we grow and retain leaders from West Coast?
- Bernard – can we have a test chat with just EAS Executive Board to discuss more West Coast involvement?
- Now might be a good time to reach back out to alumni that became less active once they moved away

■ Virtual Events

- Ensure we aren't missing opportunities for events simply because we aren't meeting in-person
 - (1) Remote Happy Hour event, perhaps Dean Vijay Kumar could draw some students as a host
 - (2) Jamie – Even something as simple as doing a short video introduction for the New Student Orientations, AWE's welcome event, etc., either for the EAS overall or more specifically BIPOC and women in engineering.
 - (a) What a fantastic initiative to connect with Laura Stubbs
 - (3) Kush stated groups can be broken out into smaller break-out rooms
 - (a) Perhaps do a virtual Trivia Happy Hour

■ Reimagining a Remote Speaker Series

- Really interesting initiative that has been successful in the past
- It's become more difficult to sustain because folks have joined remotely
 - (1) This might provide another opportunity, something like a virtual "Remote Speaker Series Light"

- Bob – could be advertised to undergrads as a Zoom meeting, especially if we discuss something largely relevant, such as COVID-19.
- Another idea Ryan had; each board member presents a topic about themself
 - (1) It would be interesting to learn about what we each do specifically
 - (a) Perhaps 5 mins for each presentation?
- Senior Design Competition
 - Not held this past year
 - (1) Where did designs end up and is there anything we can do to help promote them?
 - (a) Not really
 - (2) This is a student group we can engage with and something we can have an impact on, so we should pursue this
 - (3) Paul – everything was so sudden this year, it would've been difficult to conduct the competition

VII. Around the Table

- a) Paul – happy to re-volunteer for mentoring and externship
- b) George – University taking over Sheraton to accommodate social distancing for student housing with no room mates
 - Everyone will sign agreement to socially distance

VIII. Adjourn (J. Olman) – at 7:39pm

The next meeting is scheduled for September 14, 2020 from 6:00pm to 7:00pm Virtual Only

Minutes prepared by Bernard Jones.