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:

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

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<td>Ken Chen</td>
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<td>Emily Miller</td>
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<td>Sushmitha Yarrabothula</td>
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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
      - 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 Yamall 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
        - OD&I works to help students graduate
        - 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
          - AWE does it well and have excellent report with students
          - 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) Sevile – 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 themselves
  (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.