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

Monday, September 13, 2021 6pm, Virtual Only

Attendees:

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

X=In-person T=Telephone V=Virtual

I. **Call to Order (J. Olman)**

    a) Called the meeting to order at 6:05pm

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

    a) Propose recording meeting minutes again for internal use only
- Does anyone have any objections to this?
  - No objections recorded
- Sevile was featured on UPenn Angels InstagramGram
  - https://www.instagram.com/p/CTvltXUs4LD/

    b) I hope everyone is having a good rest of their summer

    c) Brad and I had an interesting meeting with Dean Vijay Kumar about regional expansion
- Dean Vijay Kumar will be joining us for the November meeting

III. **Development Office Report (G. Hain)**

    a) Brad – Development Report tabled until next meeting when George is in attendance

    b) Possibly start recording after this point in meeting going forward

IV. **IV. Career Services Report (J. Grant)**

    a) Spreadsheet of employers that will be attending is posted on Handshake

    b) Fully present and back on campus since July

    c) Starting up on-campus interviewing
- Will review on-campus employer policies

    d) Jackie will be joining our Career Services staff from Swarthmore College

V. **V. Old Business:**

    a) **Approval of April 12, 2021 Minutes (Directors)**
- Minutes were recorded and will be distributed for review prior to next meeting

    b) **Open Action Item Review (B. Jones)**
- No Open Action Items
- Jay - Worked with Jeffrey Ng to remove personal contact information from public Alumni website

    c) **Committee Selection Update (J. Olman)**
- Committee Selection Survey was sent out to the EAS Board
- Thank you to everyone who's responded – I will reach out individually to anyone who has not responded
- Will also contact all committees by the end of next week
- Thank you for your help, patience, and interest in the committees

VI. **VI. New Business:**

    a) **Regional 2021 Board Slate (J. Olman and B. Richards)**
- We've talked about this before, regarding how we can involve individuals outside of our area

- Had a meeting with Dean Vijay Kumar to discussed smaller chapters
- We don't have a good solution for people in other time zones to join our meeting
    - Also, many events/topics may not be of interest to all chapters
    - Sandeep – We need to have balance between different chapters
    - Lamis – Regional may be the way to go
    - Sevile – How would this model be different from what we do with NY alumni?
        (1) Jay – Perhaps we're already doing it?
        (2) May involve a few individuals calling in from regions/chapters for each meeting
            (a) More local networking than what we are able to facilitate based out of Philadelphia
        (3) Make sure each group is equipped with the tools they need to make events happen locally
    - Brad – relating back to the first meeting with Dean Vijay Kumar after Jay took office as President of EASB
        (1) Look at demographics of alumni and recent grads, where are they going?
        (2) Dean Vijay Kumar asked how is EAS handling alumni relations to account for this shift?
            (a) How will we continue if half our base is 3,000 miles away?
            (b) Example – Seattle…we have good alumni connections at Microsoft
                (i) Can we ask those alumni to step-up and represent their region?
                (ii) Engineering jobs are located farther away from our campus
        (3) So, it's not Chapters Nationally or Globally, but it's a step-by-step process, starting with West Coast (Seattle)
    - Matt – I have no philosophical opposition to this, but we need to address the challenge
        (1) All other schools struggle to keep alumni groups going more than a few years
        (2) I suggest we not invest with "systems" (email), until we reach critical mass for self sustainment

- Carl – The key is defining what the scope will be
    - **(1)** Do we do an alumni day in each area that is virtually connected…or does each area do their own events and we collaborate afterwards**?**
- Jay – Matt is right, we need to reach a critical mass
- Matt – Do we fund a one-time party or will they embrace the region and be involved
    - (1) Interest level during my presidency dwindled and was likely just friends party with funding
- Brad – How we've done funding before, I've attended the events and bring swag
    - (1) We won't be funding friend parties
- Lamis – Why Seattle over SF?
    - (1) Brad – Microsoft and Amazon alumni have already hosted multiple events and are solid connections, but we would certainly want to expand in SF
- Sandeep – There are alumni doing things enterprise wide vice consumer wide and life events come up, as Matt mentioned
    - (1) Are there any life-long learning or educational events we could conduct to attract groups at different levels?
    - (2) [From chat]
        - (a) Examples of "consumer-level" interest = SEAS alumni education (entrepreneurship class?), learn to speed read, learn shorthand, how to publish, how to start independent consulting…
        - (b) Examples of "enterprise-level". Interest = work-study or co-op type links from alumni to students, how other "peer schools" (Ivy Engineering) does their relationships with these large tech companies in West Coast, etc.
- Jay – What can UPenn EAS do to be more involved with our alumni?
    - (1) If we had chapters, we would want to provide support at the levels mentioned by others
    - (2) Chapters are local, not necessarily geographically i.e. Amazon Chapter vs Seattle Chapter
- Bob – Boeing used to be big locally, but MS had a big pull to West Coast
    - (1) Brad – Bob, you're correct, 50% go to the West Cost

(2) Top four employers are Amazon, FB, MS, Google
- Jamie – Emily from data analytics can help
    (1) [From chat]
                    (a) There may be more information in Atlas (Brad), but I can certainly ask our analytics person in Career Services to run a report/create a visualization on the last 5 years' data for our undergraduate and Master's alumni - PhD is another story.
                    (b) Might there be a "liaison" model possible with the existing Alumni Regional groups? An engineering grad already involved who would be a conduit....or are we looking for something completely stand-alone?
- Jay – We need to determine what critical mass really means
    (1) We could get started with Seattle connections
    (2) It's worth finding out whether there is other demand in different areas
    (3) SF has many technical folks and its very common to be involved with engineering alumni
                    (a) So, perhaps there is competition in different regions
                    (b) Contrastingly, Iowa alumni might have more interest
- Sandeep – Perhaps a survey of regional alumni to determine what they have a need for?
- Brad – I've attended two UPenn Club events in Seattle
    (1) Clubs are a good parallel path
- Sandeep – There are joint Wharton events with regional clubs
    (1) Wharton may already be doing it?
- Jay – Mumbai may be largest community outside of Philadelphia/New York
- Brad – There is likely a parallel interest internationally (in China and India)
    (1) This might bolster interest in alumni involvement
- Jay – Are we hurting ourselves because we aren't a "club"?
- Sandeep – It's important to keep Alumni in the name
- Lauren – We think of clubs as regional
- Bob – Penn Gazette has a listing of Clubs

- Jay – Perhaps a regional "Penn Engineering Alumni Club"?
    - (1) Might be confusing to some people though
- Sandeep – Engineering Alumni Society (EAS) is engrained, so perhaps an identity/name change could be considered
- Jeff – There are advantages to being affiliated/connected to a region or city
- Sandeep [From chat] Jeff - I like what you're saying. Be sensitive to more remotely based folks. Sure! Penn Alumni "Virtual" Society/Organization
- Jay – Are there any reasons not to have some completely remote chapters?
    - (1) Deliberately virtual could be a possible point of interest
- Sevile [From chat] We could volunteer Harris Romonoff in SF. He is a past president.
- Ernest – There are fundamental difference between EAS and SEAS
    - (1) EAS is graduate work
    - (2) SEAS is engineering at UPenn in general
        - (a) Our focus has been EAS
- Jamie [From chat] I am happy to ask my peers within the Career Services office (and that serve 9 schools at Penn along with me/SEAS) how they have had successful engagements
    - (1) With alumni or sub-alumni groups - as well as find out if we're still asking in our alumni surveys if graduates want to be invited into the Penn clubs (we could pull the SEAS alumni from the data set if it exists)
- Jay – Let's talk briefly about next steps
    - (1) Brad – I think it makes sense for us to connect regarding Seattle groups
    - (2) What does critical mass really entail?
    - (3) Why these groups should be getting together?
- Matt – Could this fall under any existing committees? If not, let's bring it back to the Executive Board as a starting point or update the bylaws
    - (1) Jay – Regional expansion and regional development committees could play a role in this
- Bob – Megan R. would be a great speaker after a board meeting

     (1) But we also need to look at which alumni would like to hear her speak regarding transportation and sensors

   ● Jay – That was a lengthy discussion and I'm excited to see where this takes us

  b) Meet the Board (R. Wade)

   ■ Jay – Ryan proposed a new initiative this year

    ● During each meeting someone would make a presentation, Ryan volunteered to go first

    ● [Reference Ryan's presentation]

   ■ Ryan – main goal of board to me is to connect with UPenn, alumni, networking, and giving back

    ● Five-ish minute presentations

     (1) Professional Profile

     (2) Current or past roles/jobs/responsibilities

     (3) Personal Profile

    ● Some alumni have stayed with engineering, others have branched out

    ● Add something fun/social/personal at the end

    ● Presented timeline of education/professional job history

    ● New baby – Congratulations from the Board!!!

    ● Exponent reviewed first Samsung battery that exploded

    ● Inflate-Gate – Worked with analysis related to ideal gas laws versus kinetics of air temperature inside the ball

    ● Who should go next? Ryan requested a volunteer

     (1) Carl Clyde volunteered to go next

VII. VII. Around the Table (All)

 a) Bob – 5G and EMF interference is possible topic for discussion
 b) Bernard – I'm a fan of not reinventing the wheel; is there any way we could see what other universities have done wrt alumni participation and events that have been successful? i.e. Penn State, Rutgers, Ivy, etc. Big vs small
  ■ Brad – UPenn is part of Ivy+ to benchmark what other alumni groups do
 c) Jon Dunsay – I'm a fan of regional expansion…and looking forward to it
 d) Yijie – I have fewer spam calls after removing the info from the public Alumni website
 e) Earnest – You've done a great job Jay as president!

VIII. Adjourn (J. Olman)

 a) Meeting adjourned at 7:25pm

__The next meeting is scheduled for October 11, 2021 from 6:00pm to 7:00pm, Virtual Only__

Minutes prepared by Bernard Jones.