External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, DIRECTOR

SUMMER 2016

UNIVERSITY OF MARYLAND
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Where are ECE Students going?

- 124 unique employers just in ECE (grad and undergrad)
  - ~220 students polled
- Booz Allen Hamilton- 10
- JHU Applied Physics Lab- 9
- Northrop Grumman- 9
- Hughes (including ENTS)- 8
- Amazon- 7
- Texas Instruments- 6
- Boeing- 5

- Clark School Largest Employer:
  - Naval Sea/Air Systems Command (54!)
  - Accenture #2

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External Relations Team

- Dr. Rama Chellappa, Chair of ECE Department

- Amanda Stein, Director
  Relationship Building & Community Outreach
  Corporate Relations/Corporate Affiliates Program
  Individual Giving
  Advisory Board
  External Relations Management

- VACANT, Coordinator
  Project management of marketing materials
  Student Coordination
  Public and Media Relations'
  Website maintenance/updates
  Writer/Editor/Photographer

- Sandy Nicholes, Program Management Specialist
  Event Coordination/Logistics
  Administrative Tasks & Development Support
  Research

- Jennifer Schwartz, Kristen Palumbo, Leslie Borak - Clark School External Relations
  - Development Officer assign to ECE- VACANT

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Main Areas of Focus within External Relations

- **Fundraising**
  Individual: alumni, parents, faculty, friends/other
  Corporate: Corporate Affiliates, other companies, career services (in conjunction with Engineering Career Services)
  Prospecting/Discovery
  Stewardship

- **Events**

- **Engagement (Grad/Undergrad/Alumni/Industry)**

- **Marketing**
  Print Materials (mailings, event pieces, department collateral)
  Digital (social media, e-newsletter, email invitations)

- **Public Relations**
  Website
  Articles (department news, faculty articles)
  Press

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Spring 2016

- Satellite Communications Panel
  - Hughes, ViaSat, Intelsat, ABS

- Spring evening Career Fair (36 companies)

- Distinguished Alumni Luncheon

- Undergraduate Research Fellowship Symposium

- Graduation Reception

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In addition to...

- 3rd year of UMD's signature Hackathon-Bitcamp

- Graduate Student Association Industry Panel

- 8 Booz Allen Hamilton Colloquium Speakers

- Company visits, "tech talks", "lobby days"

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2016 Distinguished Alumni

- Dr. Amr Adly, University of Cairo

- Patrick Antkowiak, CTO, Northrop Grumman

- J. Gary Eden, Professor, University of Illinois at Urban a Champaign

- Eytan Modiano, Professor, MIT

- Radha Poovendran, Chair of Electrical Engineering, University of Washington Seattle

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Fall 2016 Planned Events

- October 1st – Electronic Vehicle Meetup @ UMD

- October 14th- "Back to School Night"

- October 24th- Dr. John Baras inducted into The Clark School's Innovation Hall of Fame

- October 28th- Fall Career Fair (day long)

- November 4th-6th- Technica (all female Hackathon)

- 8 Booz Allen Hamilton Colloquium speakers

- TBD- Lin Lab ENEE307 "ribbon cutting"

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Corporate Affiliates Program

- Research
- Student programs (UTF/URF/Colloquium)
- Software
- Recruitment

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Revised Benefits

Speaking in an ECE Class: ECE offers a wide array of courses at all levels. There are many required courses at the freshman and sophomore level, and several project based and capstone classes for juniors and seniors. ECE offers the opportunity for our Corporate Affiliates to have a technical speaker do a presentation about a relevant topic in up to two classes per semester. Corporate Affiliates can choose the classes they would like to speak in, subject to the approval of the professor.

ECE Career Fair: ECE hosts a career fair in the Fall (October) and the Spring (March) specific to our undergraduate and graduate students. Corporate Affiliates get complimentary registration and priority placement at both fairs.

Lobby Day: The AV Williams Building houses the Department of Electrical and Computer Engineering and the Department of Computer Science. Administrative offices and student lounges for both departments are in the building. There is a constant flow of students and faculty throughout the day. Our Corporate Affiliates have the opportunity to host a Lobby Day in which a table is set up for students to speak to recruiters/engineers. Resumes of interested students can be collected, and "swag" passed out.

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Revised Benefits Continued…

Addressing Student Groups: There are several leadership organizations/groups within ECE (for example, the UMD student chapter of IEEE, the Graduate Student Association and Women in ECE). Our Corporate Affiliates have the opportunity to address the student group(s) of their choosing with permission from the student organization.

Technical Talks: These talks are a wonderful way to help brand within ECE. Talks are held on a weekday evening. They can be technical in nature, and describe the work that the company does. "Tech Talks" can also become "problem solving" nights where the company suggests a real world problem for students to solve in a short period of time. Students become very engaged in problem solving nights and learn more about the companies' work in a fun setting.

Invitations to Special Events: ECE often holds special events, for instance, panel discussions on various topics of interest to the Department. Corporate Affiliates receive invitations to external events the department holds. Executives from the company will also be asked to take part in the event if there is a subject area match.

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Revised Benefits Continued...

Engagement with ECE Faculty: There are over 60 tenured track faculty members apart of ECE. Corporate Affiliates have the opportunity to set up subject matter specific meetings with ECE faculty. Faculty are also available for tech talks/lunch and learns and seminars, subject to their availability. Additionally, faculty members are open to partnering with companies for the sponsorship of research and students.

VIP Recruitment Opportunities: In addition to doing talks and having priority placement at the ECE Career Fairs, Corporate Affiliates also have their choice of interview days on campus. At the request of the company, full time job and internship postings can be sent out over the undergraduate and graduate student listserves.

Recognition: Company logo on the department's Corporate Affiliate wall, website and print materials. Additional articles can be written about the partnership for ECE's electronic newsletter and alumni magazine.

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Priorities of ECE

- **Undergraduate Teaching Fellowships (UTF)-**

Students awarded a UTF are selected to work with a professor teaching a lower level course. UTFs will spend approximately 12 hours per week helping grade assignments/tests, working with students in the lab, and helping present content.

- **Undergraduate Research Fellowships (URF)-**

Students awarded a URF are chosen to work with a faculty member on a specific, cutting edge research project throughout the semester. This allows students to become experts in a specific subject matter. URFs will spend approximately 12 hours per week working on their research experience.

- **Graduate Fellowships-**

Students in ECE's Masters of Engineering and PhD programs are eligible for fellowships. Fellowships allow students to take a hand-on approach to their studies, and work on applied research. Students awarded with Fellowships work with faculty members throughout their program in a particular subject area. Students often help with complex research problems, and teaching classes and labs

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Priorities of ECE

- **Lab Improvements-**

To keep up with technological trends, advancement in industry, and to remain competitive with other top institutions, the leadership of the ECE Department has committed to making necessary lab improvements on an on-going basis.

- **Scholarships-**

The ECE Department is fortunate to be able to offer some our talented undergraduate students scholarships to help offset the cost of their education. Providing scholarships allows the Department to be competitive in recruiting the best and the brightest students. Scholarships also provide the opportunity to low-income students to have an affordable college education. Most scholarships are created from generous gifts donated by alumni, friends and companies.

- **Faculty Research /Faculty Funds (professorships)–**

With over 60 tenured track faculty within ECE, faculty research is an important part of growing the Department.

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Labs

- **ENEE101- Discovery Lab**
- ENEE205- Electronics Circuits
- ENEE245- Digital Circuits and Systems
- **ENEE307- Electronic Circuits and Design Lab**
- ENEE407- Microwaves Lab
- ENEE417- Microelectronics Design Lab
- ENEE428- Communications Design Lab
- ENEE445- Computer Lab/Capstone Design Project
- ENEE461- Controls Lab
- ENEE473- Electronics Machine Lab
- ENEE486- Opto-Electrcis Lab

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The Fearless Ideas Campaign

- $1.4 Billion
  - Largest ever for UMD
  - Clark School's Share $385 million
  - Largest of all the Colleges
  - ~$200 million coming from Gifts in Kind

- July 1, 2013 through June 30, 2021
  - Public phase begins July 1, 2017

  Maryland Ennovate Campaign
  Matching funds for Professorships

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Thank you!

Questions??