

# External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, DIRECTOR

WINTER 2016



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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
- **Kara Stamets, 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



# Main Areas of Focus within External Relations

- **Partnership Building**

- **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



# Events



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# Fall 2016 Events

- Leidos Team Internship Presentation
- Back to School Night
- Clark School Innovation Hall of Fame Induction of Dr. John Baras
- Fall Career Fair (45 companies)
- Technica- All Female Hackathon
- “Leadership Seminars” with Alumni
  - Ray Upton, VP of Microcontroller Business, TI
  - Dhiraj Bhatt, Head of Security, Amazon Video
- 8 Booz Allen Hamilton Colloquium Speakers



# Upcoming Spring 2017 Events

- March 10<sup>th</sup>- Spring Career Fair
- April – UMD Student Hackathon: Bitcamp
- May- Undergraduate Research Symposium
- May- Distinguished Alumni event
- May- Graduation Reception
- 8 Booz Allen Hamilton Colloquium Speakers



# Philanthropy



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# Fall 2016 Major Gifts

- Hughes Network Systems – ENEE428 Lab
- Professorship in ECE
- Corporate Affiliates Renewals/New Corporate Gifts
- Multiple \$50,000+ research gifts
- Endowed ECE Scholarships
- Pending: Engineering Scholarships with a Preference for ECE





# Priorities of ECE

- **Labs**
  - Renovation of Existing Labs
  - Creation of New around Capstone Course
- **Endowed Professorships for ECE**
- **Corporate Partnerships**
  - Faculty Research
  - Recruitment
  - Undergraduate Research Fellowships
- **Endowed ECE Scholarships**
- **Student Support**
  - Clubs
  - Graduate Fellowships
  - Undergraduate Teaching Fellowships



# 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



# The Fearless Ideas Campaign

## Themes

- Discover New Knowledge
  - i.e. research/professorships/fellowships
- Transform the Student Experience
  - Hands on experience for all students
  - i.e. labs/student clubs/events
- Turn Imagination to Innovation
  - i.e. innovation
- Foster Terp Pride
  - Alumni giving
  - volunteerism



# The Fearless Ideas Campaign

## Numbers

As of November 18<sup>th</sup>

FY17 Clark School Goal: \$51,460,087

Year to Date FY17: \$25,693,000

- \$1.4 Billion: YTD ~\$385,000,000
  - Largest ever for UMD
  - Clark School's Share \$385 million
    - YTD: \$160,400,000
  - 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



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# **Marketing**

# **Public Relations**

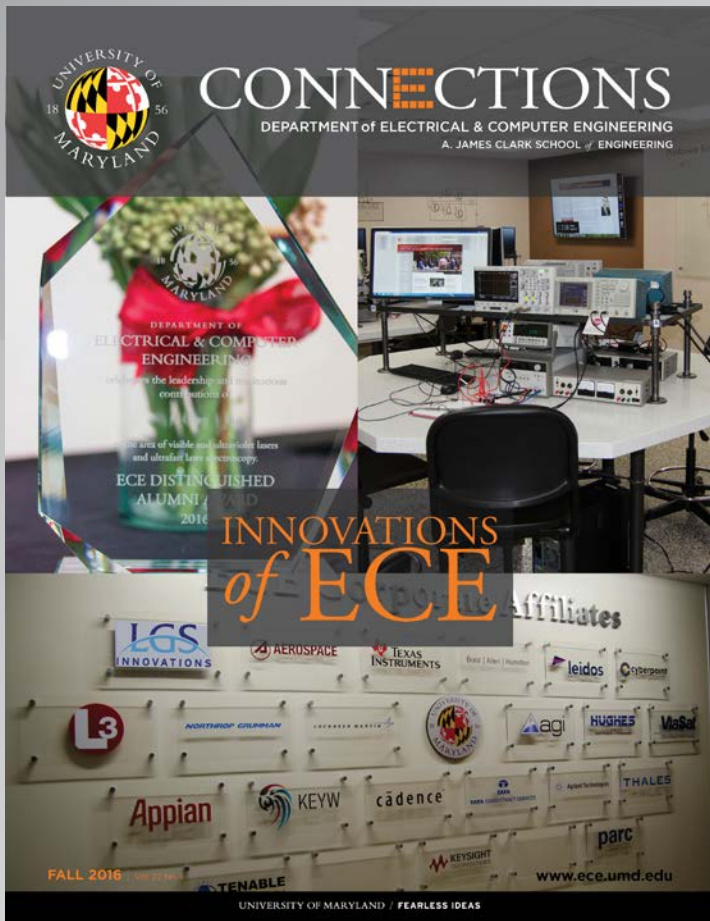
# **Social Media**



# Fall 2016 Marketing Efforts

- Mailing to all Undergraduate Parents
- Fall 2016 Connections Magazine
- New Instagram account
- More presence on social media
- November E-newsletter
- #weareECEUMD email/social media campaign
  - 25% open rate (or higher)- 22.8% is industry average
- Increased number of articles on the website





To our Students,  
Corporate Partners,  
Faculty, Staff,  
& Alumni:



DEPARTMENT OF  
ELECTRICAL & COMPUTER  
ENGINEERING

*Thank You!*

Every Thursday between December 1<sup>st</sup> & 22<sup>nd</sup>,  
we are showing our appreciation to you.

Show us yours too on social media by using  
**#weareECEUMD**



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# Social Media



**Facebook- 1,996 followers**

- Parents
- Students
- Alumni



**Twitter- 896 followers**

- Other ECE Departments
- Students
- Alumni
- Corporations
- Other UMD programs



**Instagram- 139 followers**

- Students
- Corporations (i.e. those who attend Career Fair)
- Other UMD programs



**LinkedIn- 925 followers**

- Alumni
- Corporations





# Social Media



Do YOU follow US?

What do YOU want to see on Social Media?



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**Thank you!**

**Questions??**



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