

# External Relations

Amanda Stein, Director  
Kara Stamets, Marketing Coordinator  
Darcy Long, Program Specialist  
Aaron Bobik, Major Giving Officer



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# Fall 2021 Events

- Family Night (two events)
- ECE Fall Career Fair
- ECEGSA Academic Career Panel
- Eight Booz Allen Hamilton Colloquium Speakers
- Texas Instruments Workshop
- Three IEEE Leadership Seminars



# Distinguished Alumni Awards

10th annual Ceremony to be held this Spring

**Dr. Craig Lawrence**

[RLIS, UMD](#)

**Dr. Kemal Sonmez**

[Omics Data Automation](#)

**Mr. Johannes Thorsteinsson**

[T-Mobile](#)

**Dr. Haito (Heather) Zheng**

[University of Chicago](#)



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# New Clark School Brand

On October 1, along with the announcement of Dean Graham, we launched the new brand.

During the 2021-22 academic year, we'll phase in this new way of describing ourselves:

- Applying it internally and externally: branded slide templates, email signature graphics, event flyer templates and more.

Clark School Communications has spent months holding focus groups and interviews with more than 60 faculty, staff members, students and partners - both inside and outside of UMD. We've studied our competition and leading consumer brands. We've also revamped our plan based on several rounds of feedback.

Visual communications makes a difference: Images, videos, colors and icons. Less words are more, and that's how our new brand works. People also tend towards brands that tie an organization's work to a societal need.

The Clark communications team will have a limited capacity working on external promotion campaigns.

<https://brandpad.io/umd-engineering>



# Media Placements



# ECE

Analytics	Home	Tweets	More	ECE at UMD
	ECE at UMD @eceumd · Oct 12	405	11	2.7%
<p>The Fall ECE #CareerFair is just three days away, and the list of attending companies is still growing! Join us in the Kim Building and Clark Hall to network with representatives from a variety of companies. Dress professionally and bring copies of your resume. @umdcareengr pic.twitter.com/yYlo61mlew</p> <p>View Tweet activity</p>				
	ECE at UMD @eceumd · Oct 22	356	85	23.9%
<p>Today, Associate Professor Jennifer Blain-Christen of @ASU explained how her group pivoted through the pandemic to enable point of need testing approaching diagnostic laboratory sensitivity.</p> <p>#covid #pandemic #diagnostics pic.twitter.com/hv4afdeZ2K</p> <p>View Tweet activity</p>				
	ECE at UMD @eceumd · Oct 20	268	19	7.1%
<p>This Friday, @ASU Prof. Jennifer Blain Christen will explain how her research team pivoted through the #pandemic to enable point of need testing approaching diagnostic laboratory sensitivity. ece.umd.edu/event/16607/bo... pic.twitter.com/QaeJnS1TXR</p> <p>View Tweet activity</p>				
	ECE at UMD @eceumd · Oct 18	228	37	16.2%
<p>ECE Prof. @dmanocha and his group members celebrating the unveiling of the Academic &amp; Innovation Center for the @Univ_System_MD at Southern Maryland with @President_Pines, and @umdc Prof. Ming Lin. eng.umd.edu/news/story/usm... pic.twitter.com/9ZRgBYNLJj</p> <p>View Tweet activity</p>				

Last 90 Days ▾ Sep 10 - Dec 8

## Insights Overview

You reached +670% more accounts compared to Jun 12 - Sep 9

Accounts reached	29.7K <span style="color: green;">+670%</span>
Accounts engaged	503 <span style="color: green;">+440%</span>
Total followers	1,056 <span style="color: green;">+1.4%</span>

### Content You Shared

21 Posts ▸

8 Stories ▸



# QTC

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Innovate.Translate.Educate  
Research · College Park, Maryland · 560 followers

1 person from your school works here · 3 employees

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### About

The QTC accelerates the most research in the field of quantum science at the University of Maryland, College Park, and

**The Quantum Technology Center (QTC)**  
315 Tweets

**The Quantum Technology Center (QTC)**  
@QTC\_UMD

QTC translates quantum physics research into innovative technologies. The center is a collaboration between @ClarkSchool, @UMDscience and @ArmyResearchLab.

College Park, MD [qtc.umd.edu](#) Joined August 2019

163 Following 555 Followers

Tweets

Tweets & replies

Media

Likes

**The Quantum Technology Center (QTC)** @QTC\_UMD · Dec 1

@CFS\_energy has closed on more than \$1.8 billion in Series B funding to commercialize #fusionenergy. This includes capital to construct, commission, and operate SPARC, the world's first commercially relevant

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# May 2021 Graduating Class

## EE

72% Employed  
10% Grad School  
11% No Info  
7% Seeking

## CompE

75% Employed  
9% Grad School  
11% No Info  
5% Seeking

## TeleComm

43% Employed  
1% Grad School  
46% No Info  
10% Seeking

## Top Employers:

Northrop Grumman	JHU Applied Physics Lab (APL)
Amazon	Naval Air Systems Command (NAVAIR)
Leidos	Capital One
Naval Research Lab (NRL)	Microsoft
Boeing	Accenture
Hughes Network Systems	NASA Goddard
Deloitte	Texas Instruments



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# Philanthropy



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# Philanthropic Priorities

- Professorships (e.g., new Iribe Professorships in ML/Robotics)
- Student Support (e.g., Terps Racing EV)
- Scholarships
- MS and PhD Fellowships
- Facilities
- Research Projects
- Unrestricted Support of ECE



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