External Relations

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

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MD



UNIVERSITY OF MARYLAND

Fall 2021 Events

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





Distinguished Alumni Awards

10th annual Ceremony to be held this Spring

Dr. Craig Lawrence

<u>RLIS, UMD</u>

Dr. Kemal Sonmez

Omics Data Automation

Mr. Johannes Thorsteinsson

<u> - Mobile</u>

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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



yahoo/finance physicsworld nature

THE BALTIMORE SUN PHYS FORG Science Daily

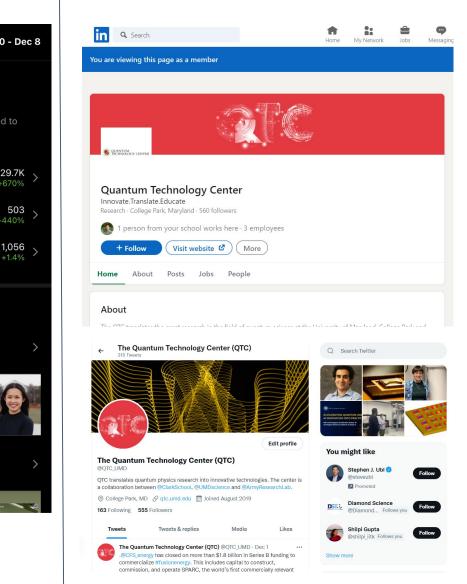
UNIVERSITY OF MARYLAND A. JAMES CLARK SCHOOL OF ENGINEERING

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ECE

🄰 Ai	nalytics Home Tweets More 🗸			ECE at UMD 🗸	Last 90 Days 🗸	Sep 10 - Dec 8
	ECE at UMD @eceumd · Oct 12 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. @umdcareerengr pic.twitter.com/yYIo61mlew View Tweet activity	405	11	2.7%	Insights Ov You reached +670% more ac Jun 12 - Sep	counts compared to
	ECE at UMD @eceumd - Oct 22 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. #covid #pandemic #diagnostics pic.twitter.com/hv4afdeZ2K View Tweet activity	356	85	23.9%	Accounts reached Accounts engaged Total followers	29.7K > +670% > 503 > +440% > 1,056 >
	ECE at UMD @eceumd · Oct 20 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 View Tweet activity	268	19	7.1%	Content You Shared 21 Posts	, ,
	ECE at UMD @eceumd - Oct 18 ECE Prof. @dmanocha and his group members celebrating the unveiling of the Academic & Innovation Center for the @Univ_System_MD at Southern Maryland with @President_Pines, and @umdcs Prof. Ming Lin. eng.umd.edu/news/story/usm pic.twitter.com/9ZRgBYNLJj View Tweet activity	228	37	16.2%	8 Stories	

QTC



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May 2021 Graduating Class

<u>EE</u>

72% Employed10% Grad School11% No Info7% Seeking

<u>CompE</u>

75% Employed9% Grad School11% No Info5% Seeking

TeleComm

43% Employed1% Grad School46% No Info10% Seeking

<u>Top Employers:</u> 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	



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

