

External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, DIRECTOR

KARA STAMETS, MARKETING COORDINATOR

WINTER 2017



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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, Leslie Borak - Clark School External Relations**
- **NEW: Kendra Greenwaters, Director of Development, Individual Major Gifts**
- **One Vacant Development Officer positions in the Clark School**
- **Vacant: Assistant Director of Corporate Relations, Clark School**



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



Spring 2017 – Full Time Hiring Data



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Clark School- Overall

842 students

382 Unique Companies

>35 employers hired 5 or more students

267 hired 1 student

Top 10:

- Northrop Grumman- 31
- NAVIR- 27
- Accenture- 27
- JHU Applied Physics Lab- 20
- Lockheed Martin- 17
- US Food and Drug Administration- 13
- Orbital ATK- 13
- Boeing- 13
- Whiting Turner- 12
- Deloitte- 10



Electrical Engineering

135 Students (grad and undergrad)

Companies with 3 or more hires:

84 Unique Companies

61 hired 1 student

- Northrop Grumman- 9
- National Security Agency- 6
- M.C. Dean- 6
- Hughes Network Systems- 5
- Facebook- 4
- Accenture- 4
- NAVAIR- 3
- Amazon- 3
- Texas Instruments- 3
- JHU Applied Physics Lab- 3
- JP Morgan Chase- 3
- ViaSat- 3
- Bloomberg- 3



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Computer Engineering

67 Students (grad and undergrad)

41 Unique Companies

Companies with 2 or more hires: 31 hired 1 student

- Northrop Grumman- 7
- Capital One- 5
- Bloomberg- 4
- Lockheed Martin- 4
- JHU Applied Physics Lab- 4
- Google- 4
- Amazon- 2
- Booz Allen Hamilton- 2
- Microsoft- 2
- Boeing- 2



Masters In Telecommunications

40 Students

29 Unique Companies

25 hired 1 student

Companies with 2 or more hires:

- Cisco- 8
- Hughes Network Systems- 3
- Amazon- 3
- DrFirst 2



EVENTS



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Fall 2017 Events

- Dedication/Ribbon Cutting- Hughes Network Systems Lab – 10/13
- Back to School Night- 10/13
- Fall Career Fair- 10/27
 - 46 companies
 - Sold out with a waiting list
- International Day- 11/3
- GSA Academia Panel- 11/17
- 2 IEEE Leadership Seminars
- Technica- All Female Hackathon
- 6 Booz Allen Hamilton Colloquium Speakers
- Lobby Day/Technical Talks



Career Fair



International Day



Hughes Ribbon Cutting Ceremony



Back to School Night



Upcoming Spring 2018 Events

- Spring ECE Career Fair- 3/2
- ECEGSA Industry Panel
- Bitcamp- Student lead Hackathon
- Distinguished Alumni Luncheon
- Reception for Graduating Seniors
- Golden Terps- many ECE alumni
- 3 IEEE Leadership Seminars
- Industry Tech Talks/Lobby Days
- 8 Booz Allen Hamilton Colloquium Speakers



Corporate Relations and Philanthropy



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Corporate Affiliates Program

- Companies Supporting ECE with a minimum \$15,000 in support
- Includes industry partners that have research contracts, sponsors of undergraduate/graduate research, and those interested in recruitment
- New in Fall 2017:
 - SteerTech



Priorities for Philanthropy/Partnerships

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



Fall 2017 Major Gifts Committed/Planned

- Electric Vehicles (E-Bikes) Lab and Student Competition
- Corporate Affiliates Renewals/New Corporate Gifts
 - Graduate fellowships
- Multiple \$50,000+ research gifts
- Endowed ECE Scholarships
- New Gift in Kind for software



The Fearless Ideas Campaign

- 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
- **Clark Investment to help with fundraising**



Marketing/ Communications



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Fall 2017 Marketing Efforts

Student Involvement/Events

- IEEE Leadership Seminars
- Back to School Night
- Technica
- ECEGSA Academic Career Panel
- Fall Career Fair
- International Day
- Hughes Lab Ribbon Cutting Ceremony

Involvement with Clark School Events

- Engineering Development Forum
- Building Together Announcement
- Clark Hall Dedication
- Innovation Hall of Fame Induction Ceremony & White Symposium



Fall 2017 IEEE Leadership Seminar Series

"Life Lessons from a Successful Entrepreneur"



Mike Simon
President and CEO, Cryptonite
CRYPTONITE NXT
Friday, October 20, 2017
12-1 PM
2460 AV Williams Building

Abstract: Mike will share lessons learned during his career as an engineer, sales executive and then CEO of multiple technology and retail companies. Mike will also discuss the need to have balance between your professional and personal life.

Bio: Mike has an array of successful experiences in high tech companies spanning nearly 20 years. Mike has a Bachelor of Science in Electrical Engineering from the University of Maryland and has participated as a co-founder in 2 prior startup ventures, A/B Schwere and LocalEyes, both of which ended in exits that delivered ROI to investors. Mike's focus is on building an outstanding team of seasoned and passionate professionals at Cryptonite to take advantage of Cryptonite NXT's unique and invaluable approach to provide enterprises with unprecedented security protection. Mike's objective is to build the foundation and entrepreneurial culture to attract the best development, sales, and business talent to Cryptonite. With this talent, Mike will lead by example to bring recurring value to enterprise customers, partners and investors.

DEPARTMENT OF ELECTRICAL & COMPUTER ENGINEERING

Sponsored by the ECE IEEE Student Group

Pizza and drinks will be served



Fall 2017 Marketing Efforts

Print & Web Marketing

Print & Online

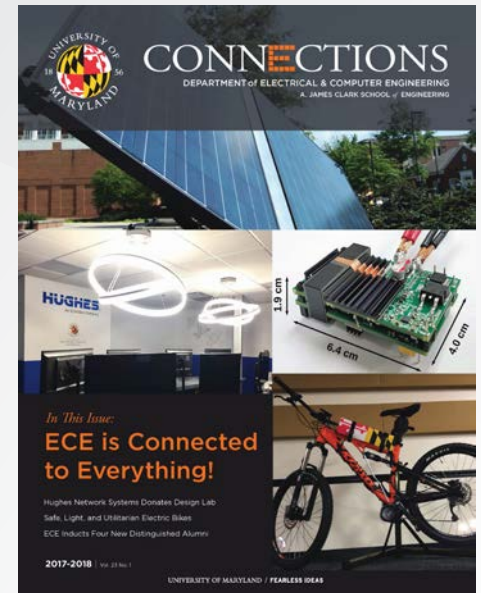
- 2017 Connections Magazine: *ECE is Connected to Everything*

Print

- Event Flyers & Recruitment Material
- Mailing to Undergraduate Parents

Online

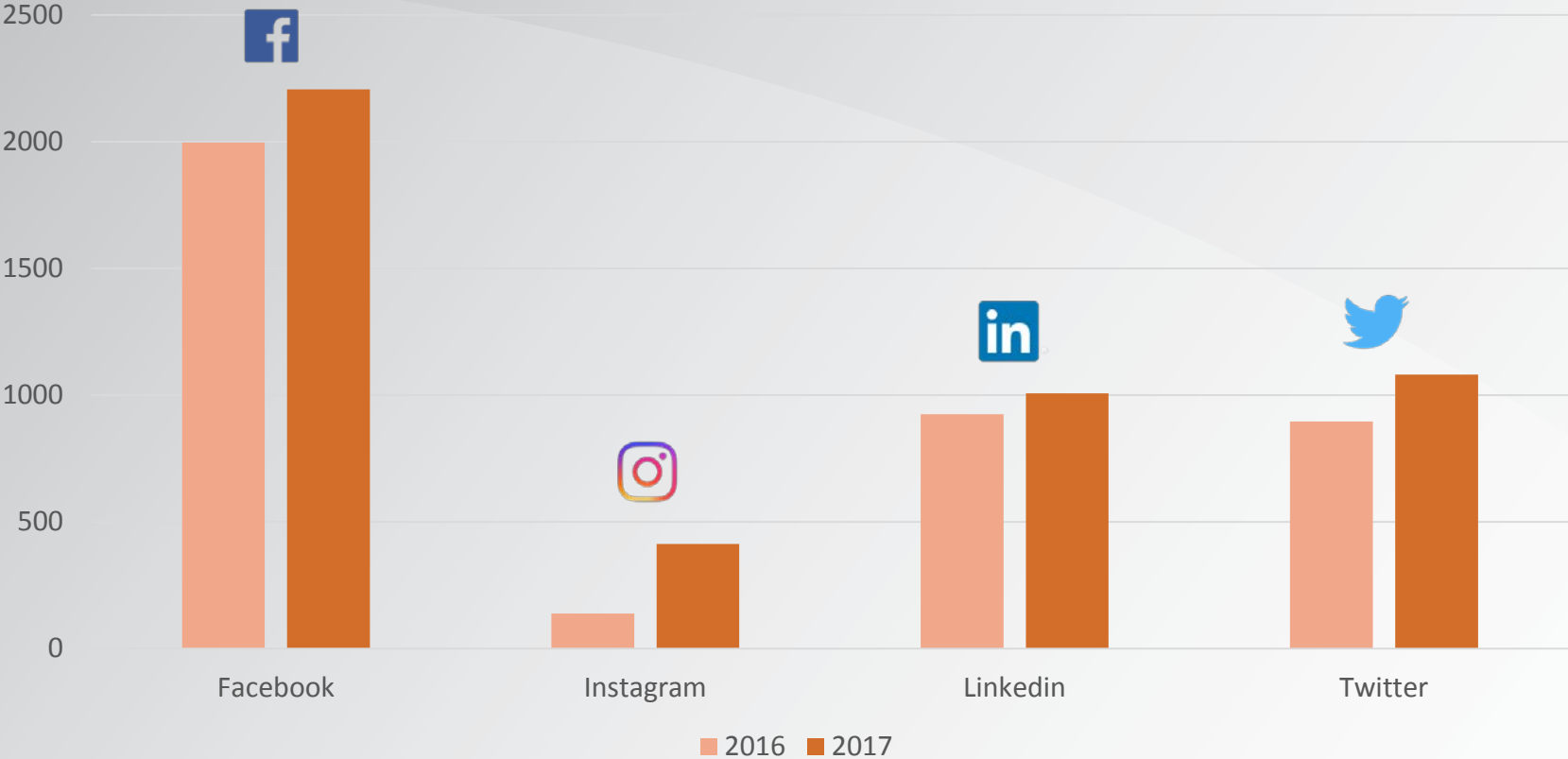
- Weekly Calendar of News & Events
- E-Newsletters (Sept/Nov/Dec) – 24% Average open rate
- Increased number of articles posted to the website
- New Clark School Website – Dept. websites to be finalized in Spring '18
- Increased efforts to connect with, and write articles on Alumni and Students
- Instagram Giveaway, Faculty Quotes, spotlight stories



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Social Media

Social Media Engagement 2016/2017



Thank you!

Questions??



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