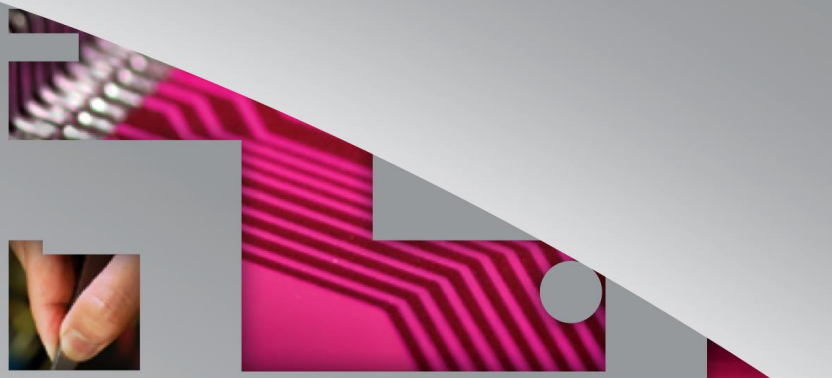
External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, DIRECTOR
KARA STAMETS, COORDINATOR

SUMMER 2019



UNIVERSITY OF MARYLAND 1856

A. JAMES CLARK
SCHOOL OF ENGINEERING

ECE External Relations Team

- Dr. Joseph Jaja, Interim Chairman of ECE

- Amanda Stein, Director
  Relationship Building & Community Outreach
  Corporate Relations/Corporate Affiliates Program
  Alumni Outreach
  Startup Support
  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

- Darcy Long, Program Management Specialist
  Event Coordination/Logistics
  Administrative Tasks & Development Support
  Research

Events

Spring 2019 Events

- ECE Spring Career Fair
  - 37 companies
- ECEGSA Industry Panel
- Distinguished Alumni Award Luncheon
- Reception for Graduating Seniors
  - 250+ students and families
- Leadership Seminars
  - Lockheed Martin Panel
  - Jim Cantor, Leidos
  - Ashley Eidsmore, US Army Research Lab
- Industry Tech Talks/Lobby Days
- IEEE Student events (Socials, Reading Day)
- 9 Booz Allen Hamilton Colloquium Speakers
- Clark School Alumni Cup
- Bitcamp - Student lead Hackathon
- Golden Terps - many ECE alumni Participated

Upcoming Fall 2019 Events

- ECE Back to School Night - October 18
- ECE Fall Career Fair - November 1
- 3-4 IEEE Leadership Seminars
    - Northrop Grumman Panel
    - GTC Technology
- Technica - All Female Hackathon - November
- 8 Booz Allen Hamilton Colloquium Speakers
- Lobby Day/Technical Talks
- ECE Alumni/Homecoming Week Event
    - 4 Distinguished Alumni speakers
- Juniper Networks Lab Opening & Ribbon Cutting
- ECE Advisory Board Meeting – December 13
- 125th Clark School Anniversary Gala – Fall 2019
- Potential ECE Alumni Event

125th A. James Clack School Anniversary Fall Gala & Events

ECE Involvement in Anniversary Events:

- Anniversary Gala
- EV Terps Racing Competition
- EBikes 125-Mile Design Challenge
- 2-4 Booz Allen Hamilton Colloquiums will feature distinguished ECE alumni who will be highlighted in conjunction with the 125th Anniversary celebration

2019 Distinguished Alumni

- **Namrata Vaswani, (Ph.D. ’04) — Iowa State University**
  - Professor, Electrical and Computer Engineering
  - Nominated by Rama Chellappa
- **Yimin Jiang, (M.S. ‘98, Ph.D. ’00) — ColorV, Inc.**
  - Chairman and Chief Executive Officer
  - Nominated by John Baras
- **Sherif Marakby, (M.S. ’90) — Ford Autonomous Vehicles, Ford Motor Company**
  - President and Chief Executive Officer
  - Nominated by Alireza Khaligh
- **An-Yeu (Andy) Wu, (M.S. ’92, Ph.D. ’95) — National Taiwan University**
  - Distinguished Professor in the Department of Electrical Engineering
  - Director of the Graduate Institute of Electronics Engineering
  - Nominated by K.J. Ray Liu

Marketing

Marketing

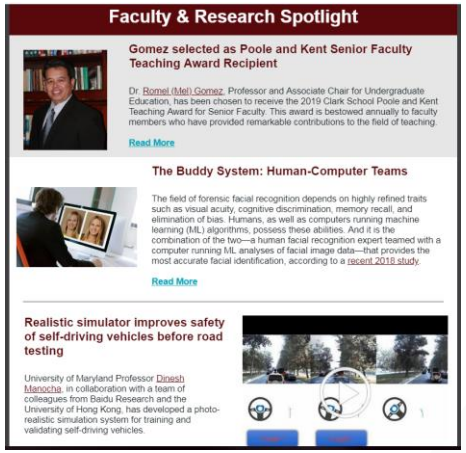
Print Marketing

- Promotional flyers
- Direct mailing invitation to ECE spring graduates
- Upcoming: 2019-2020 Connections Magazine: Theme is Quantum

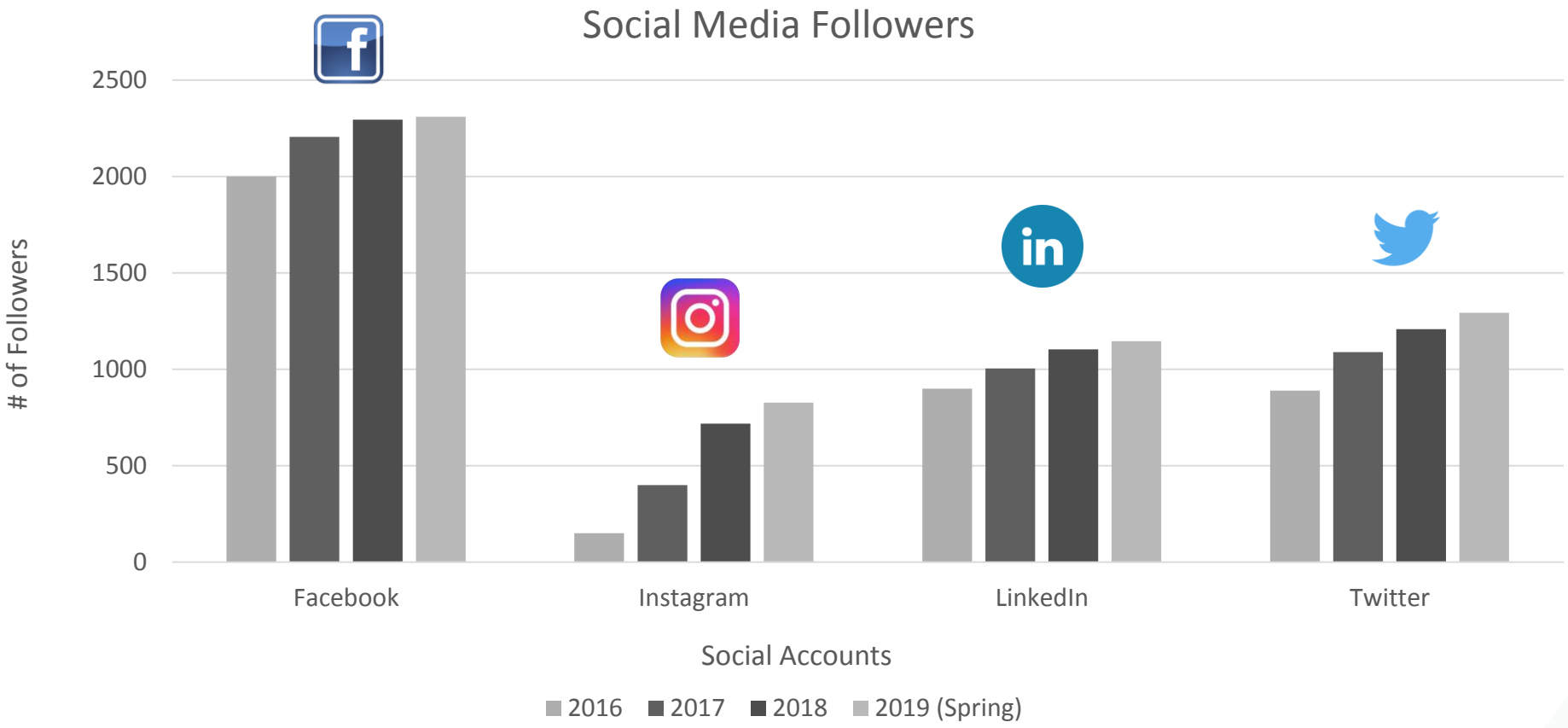
Email Marketing

- **Spring E-Newsletters:** Open rate - exceeding industry average, click-through rate - average
  - Upcoming: new strategy: revamp newsletter, add new sections, tailor content, develop engaging headlines

ECE E-Newsletters: 2019	ECE Average	Industry Average
Open Rate	27%	20%
Click-through Rate	7%	7%

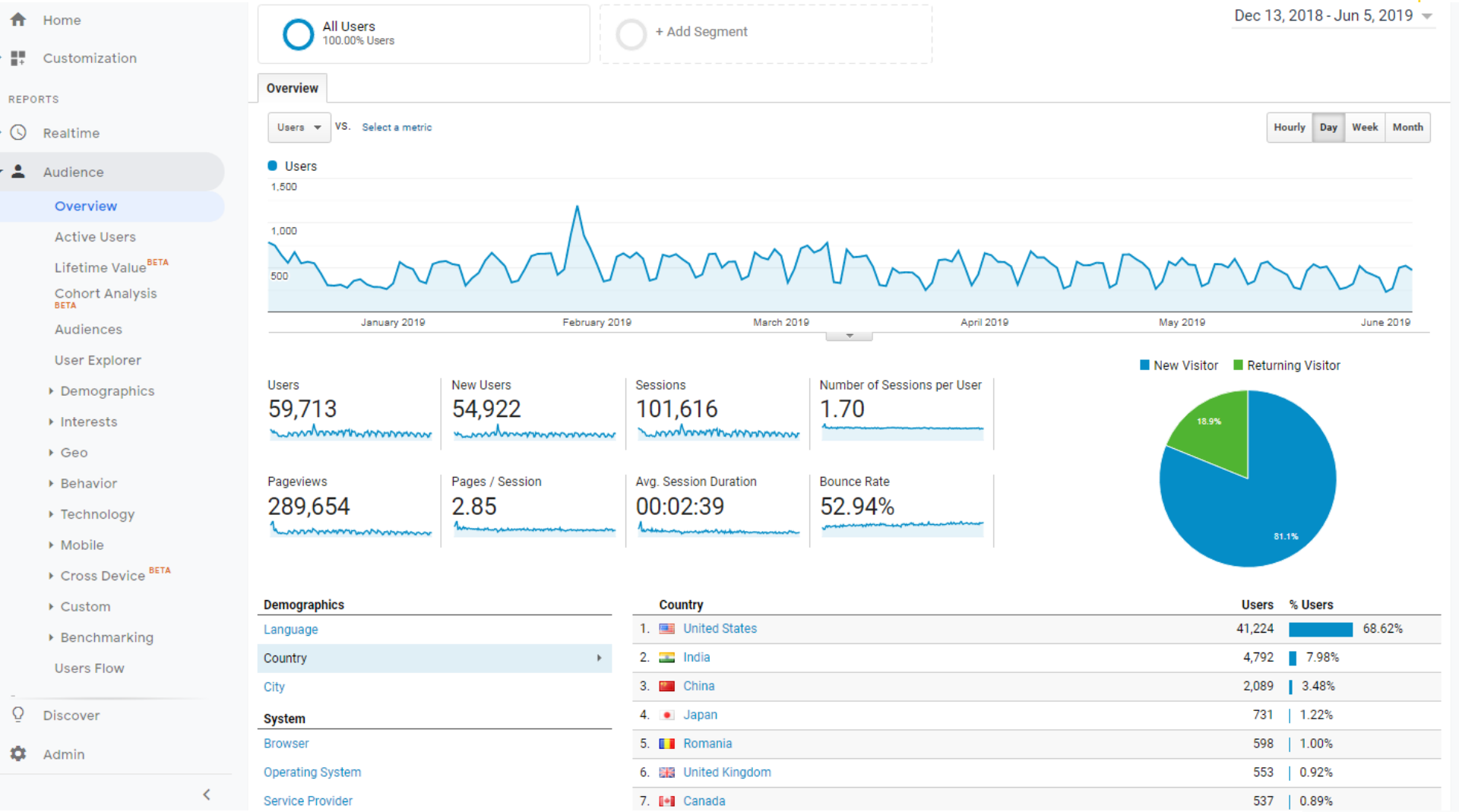


Social Media



Public Relations

ECE Website Performance - Spring 2019



Media Placements

MarylandToday

Produced by the Office of Strategic Communications

THURSDAY, JUNE 6, 2019

ATHLETICS | ARTS & CULTURE | CAMPUS & COMMUNITY | PEOPLE | RESEARCH | ALL STORIES

Guaranteed Connection

Medalist Honors Late Father With Career Pursuit as More Than 8,200 Terps Graduate Next Week

Growing up in the West African nation of Benin, Jerome Quenum was accustomed to studying by lanterns or candlelight when the electricity would go out.

MarylandToday

Produced by the Office of Strategic Communications

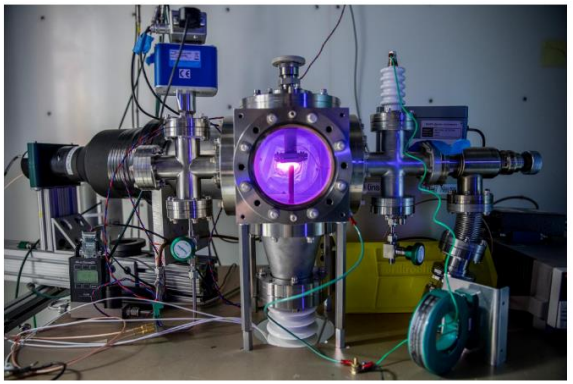
THURSDAY, JUNE 6, 2019

ARTS & CULTURE | CAMPUS & COMMUNITY | PEOPLE | RESEARCH

Stop—Hey, What's That Sound?

New Maryland Study Explores How the Brain Interprets Sounds as Words

NATIONAL GEOGRAPHIC



Military

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E-cast

Learn best practices and insights that...

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UMD RIGHT NOW

Thursday, June 6, 2019

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UMD researchers awarded $5.3M NIH BRAIN Initiative grant

FEBRUARY 26, 2019 SHARE EMAIL PRINT Recommend 0 Tweet

Contacts: Rebecca Copeland 301-405-4679

COLLEGE PARK, Md. – Three University of Maryland researchers will receive approximately $5.3 million in new federal support for research that is part of a larger project designed to radically improve our understanding of the connection between brain activity and human behavior

Assistant Professor Behtash Babadi (ECE), Professor Patrick Kanold (Biology), and Professor Wolfgang Losert, faculty whose work falls under UMD's Brain and Behavior Initiative (BBI), are part of an 11-investigator team that has won one of nine recent BRAIN Initiative U19 center grants awarded by the National Institutes of Health. The U19 center grants are among the largest awards given by NIH and are dedicated to highly ambitious, multi-disciplinary, and multi-university projects.

The Maryland researchers are part of "Readout and control of spatiotemporal neuronal codes for behavior," a $20M, five-year project led by John Maunsell, a professor of neurobiology at the University of Chicago. Preliminary data for part of the grant were obtained with the support of seed funding to Kanold and Losert from BBI.

Their multi-institution U19 project team is composed of computational and systems neuroscientists, physicists and engineers. Other institutions with investigators involved in the project include NIH's National Institute of Mental Health, the New York University School of Medicine, the Universidad Nacional de San Martin in Argentina, and the Instituto Italiano di Tecnologia.

IOP Publishing

physicsworld

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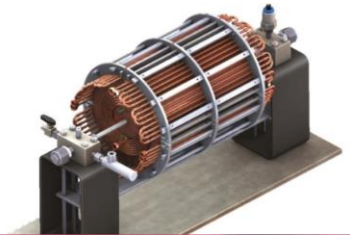
nuclear physics

NUCLEAR PHYSICS | RESEARCH UPDATE

'Cold case' of cold fusion reopened by Google-funded scientists

28 May 2019



E-cast

Real-life examples of mobile asset tracking devices powered by mangOH

Speaker(s): Ashish Syal (Chief Engineer CTO Office, Sierra Wireless); Brian Makarowski (Senior Director Market Development, Sierra Wireless)

How to get started quickly. Building mobile asset tracking proof of concepts (POCs) using cellular networks has never been so cost effective and easy.

Register

Machine learning, AI research consortium launched by Northrop Grumman

MARIANA IRIARTE, TECHNOLOGY EDITOR

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0 Comments - Leave a Comment

ADVER

E-cast

Open Source Driving Low I Applications

Speaker(s): Ashish Sy... Office, Sierra Wireless)... Director Market Develo...

The combination of (LPWA) technologie... IoT open source ha... platforms is providir... for developers build...

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Initiatives

- Collaborate with the Undergraduate Advising Team to deploy new website and marketing campaign for the Bachelor of Science degree at Shady Grove in Embedded Systems and IOT
- Strengthen alumni relationships – more spotlight articles, social media highlights/outreach on LinkedIn, speaking engagements
- Host ECE Alumni Event during UMD Homecoming week
- Drive the 125th Anniversary Clark School Campaign

Corporate Relations and Philanthropy

Team Members in the Office of External Relations- Clark School

- **Leslie Borak, Assistant Dean for External Relations**
  - Large gifts- Corporate and Individual
  - Visits to California
  - Manages Clark School Board of Visitors
- **Kendra Greenwaters, Director of Development**
- **Anna Lee, Director of Corporate and Foundation Relations**
  - Major gifts- corporate
- **Aaron Bobik, Major Gifts Officer (NEW)**
  - Non-profit development experience
  - Focused on outreach to local alumni
- **Kyle Zeller, Major Gifts Officer**
  - From UMD's Leadership Annual Giving Team
  - Exploring other geographic locations

Fearless Ideas Campaign

Surpassed $1 Billion raised!

- ¾+ towards the goal
- December 31, 2021
- Engineering makes up 1/3 of the total- almost surpassed

Clark School Funding Priorities

- Doctoral fellowships
- Facilities
- Professorship & chairs
- Facilities
  - New Buildings- IDEA Factory
  - Labs
- Unrestricted support
  - Seeding research
  - Instrumentation
  - Faculty start-up funds
- Scholarships
  - Maryland Promise matching gift program

ECE External Relations Strategic Priorities

- Student Competitions (EV Terps Racing, Electric Bike)
- Women in ECE
- Alumni Relations Outreach
- Corporate Engagement
  - Hiring ECE Students
  - Research with Faculty
  - Teaming
  - Startup Support
- Additional Renovation of Existing Labs

2019 Engagements of Note

- Lecture exchange with Booz Allen Hamilton IHub
  - 4 faculty members gave talks
- $25,000-$50,000 pledged gift to the ECE Undergraduate Office
- 22 ECE Corporate Affiliates
- $75,000 Corporate Research Grant
- Graduate Fellowship with STEER
- Corporate Visits:
  - BAE Systems
  - Hughes Network Systems

Committed Labs

Summer 2019

- Juniper Networking Lab- Multiple coursed in the Masters in Telecommunications program; Senior capstone course on networking

- Jimmy Lin Capstone Design Lab- Multi use space for senior level capstone design courses

Summer 2020

- T. Paul and Ellen Gaske Sustainable Cyber Physical Lab- Multipurpose space for:

  ENEE408K - Capstone Design Project – Electric Cars
  ENEE479K - Advanced Design Laboratory on Electric Cars (part of Terps racing EV)
  ENEE459I – Introduction to Cyber-Physical Systems

Thank you!

Questions??