

External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, DIRECTOR

SUMMER 2017



A. JAMES CLARK
SCHOOL OF ENGINEERING

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**
- **NEW: Kendra Greenwaters, Director of Development, Individual Major Gifts**
- **Two Vacant Development Officer positions in the 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 Events

- **Spring ECE Career Fair**
 - 35 companies participated (record for Spring!)
- **ECEGSA Industry Panel**
- **Bitcamp- Student lead Hackathon**
- **Undergraduate Research Symposium**
- **Distinguished Alumni Luncheon**
- **Reception for Graduating Seniors**
- **Golden Terps- many ECE alumni**
- **“Leadership Seminars” with Alumni**
 - Iyad Tarazi, Federated Wireless
 - Ashish Mehta, BG&E
 - Dimple Amin, Ciena
- **Industry Tech Talks/Lobby Days**
- **7 Booz Allen Hamilton Colloquium Speakers**



Upcoming Fall 2017 Events

- **Back to School Night**
- **Panel Discussion: IoT**
- **Fall Career Fair**
- **3-4 IEEE Leadership Seminars**
- **Technica- All Female Hackathon**
- **8 Booz Allen Hamilton Colloquium Speakers**
- **Lobby Day/Technical Talks**



2017 Distinguished Alumni

- **Minyang Liu- University of Michigan, Ann Arbor**
 - Professor
 - Nominated by John Baras
- **Kevin Zhou- Siemens Health Care**
 - Key Principal Expert
 - Nominated by Rama Chellappa
- **Ray Upton- Texas Instruments**
 - VP of Microcontrollers Business
 - Nominated by Mel Gomez
- **Can Korman- The George Washington University**
 - Professor and Associate Dean for Research
 - Nominated by Isaak Mayergoyz



Corporate Affiliates Program

- Companies Supporting ECE with a minimum \$10,000- \$15,000 in support
- Starting Summer 2017: including industry partners that have research contracts
 - Add ~6 more
- 3-4 potential companies to add in Summer/Fall 2017
- 2 new in Spring 2017:
 - UltiSat
 - Pragmatics



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**
- **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



Strategic Areas

- **Internet of Things**
 - New Lab
 - Module based course incorporating aspects of ECE into
- **Cyber Lab**
 - Work with ACES
- **Antenna and Microwave Devices Design and Testing Lab**
- **Virtual Reality**
- **Terps Racing EV**
- **Cyber- physical systems**



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



Marketing

Public Relations

Social Media



Spring 2017 Marketing Efforts

- **Student Involvement/Events**
 - Leadership Seminars, Bitcamp, Alumni Cup, ECEGSA Industry Career Panel
 - Career Fair Photo Booth
 - Students featured on Social Media Accounts
 - Weekly calendar of events, news, job postings
- **Graduation Mailing and Reception**
- **New Hughes TV in A.V. Williams Building**



The poster is for the ECE Spring Career Fair, organized by the Department of Electrical & Computer Engineering at the University of Maryland. It features a dark background with yellow and white text. The top left corner has the university's logo. The main title 'ECE SPRING CAREER FAIR' is in large, bold, yellow letters. Below it, the date and time 'FRIDAY, MARCH 10, 2017 | 12 PM - 4 PM' and the location 'KIM ENGINEERING BUILDING' are in white. A section titled 'PARTICIPATING EMPLOYERS' lists various companies in two columns. At the bottom, there are three sections: a photo booth announcement with a camera icon, a salary comparison for Computer Engineering (90K) and Electrical Engineering (73K) with dollar sign icons, and employment statistics for both fields with book and briefcase icons.

UNIVERSITY OF MARYLAND
DEPARTMENT OF ELECTRICAL & COMPUTER ENGINEERING

Make connections, build relations & network at the

ECE SPRING CAREER FAIR

FRIDAY, MARCH 10, 2017 | 12 PM - 4 PM
KIM ENGINEERING BUILDING

PARTICIPATING EMPLOYERS

Advanced Technology & Research Corp	Lockheed Martin
AECOM	M.C. Dean
Appian	Mil Corp
Booz Allen Hamilton	Morningstar Corporation
Cadence Design Systems	Motorola Solutions
Capital One	National Security Agency
Cipher Tech Solutions	PreTalen Ltd.
Department of State	Raytheon
Eaton	Tecore Networks
Fourth Dimension Engineering	The Johns Hopkins University APL
Hughes Network Systems	U.S. Naval Research Laboratory
Intelligent Automation, Inc.	Vencore
KeyTech	VES, LLC
Leidos	ViaSat
LGS Innovations	

Need a new head-shot? We will be taking professional photos at the event! 

AVERAGE STARTING SALARY

COMPUTER ENGINEERING		ELECTRICAL ENGINEERING
90K		73K

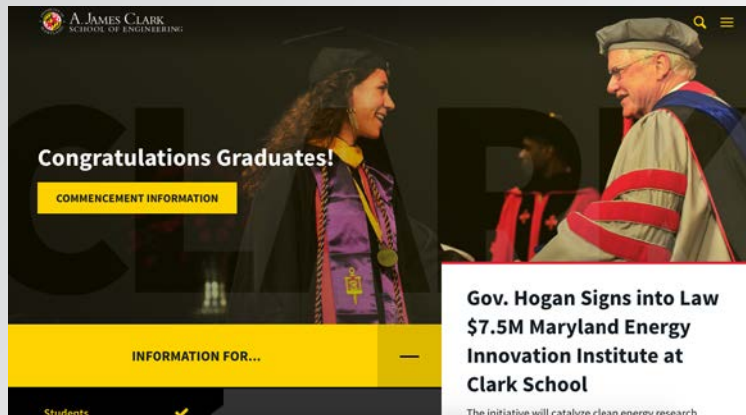
CE/EE EMPLOYMENT

 COMPUTER ENGINEERING	93% employed or in graduate school
 ELECTRICAL ENGINEERING	85% employed or in graduate school

For more information visit www.ece.umd.edu/fair

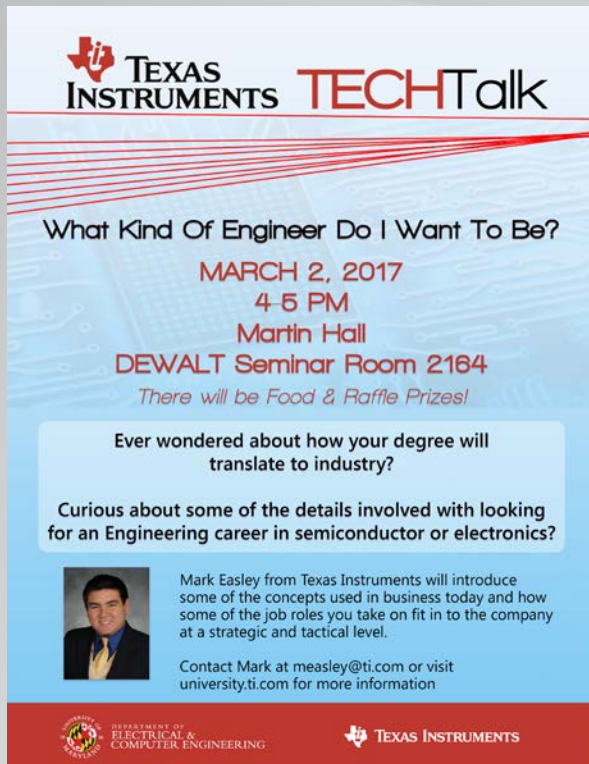
Spring 2017 Marketing Efforts

- **Spring E-newsletters (Feb/April/June)**
 - 25% open rate (or higher), themes: What do you love about ECE, Awards, Honors, Women's History Month
- **Increased number of articles on the website**
- **Connections Alumni Magazine: "ECE is Connected to Everything"**
- **New A. James Clark School website**
 - ECE Website will be revamped this summer



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Flyer Design Examples




TEXAS INSTRUMENTS TECHTalk

What Kind Of Engineer Do I Want To Be?

MARCH 2, 2017
4-5 PM
 Martin Hall
DEWALT Seminar Room 2164
There will be Food & Raffle Prizes!

Ever wondered about how your degree will translate to industry?

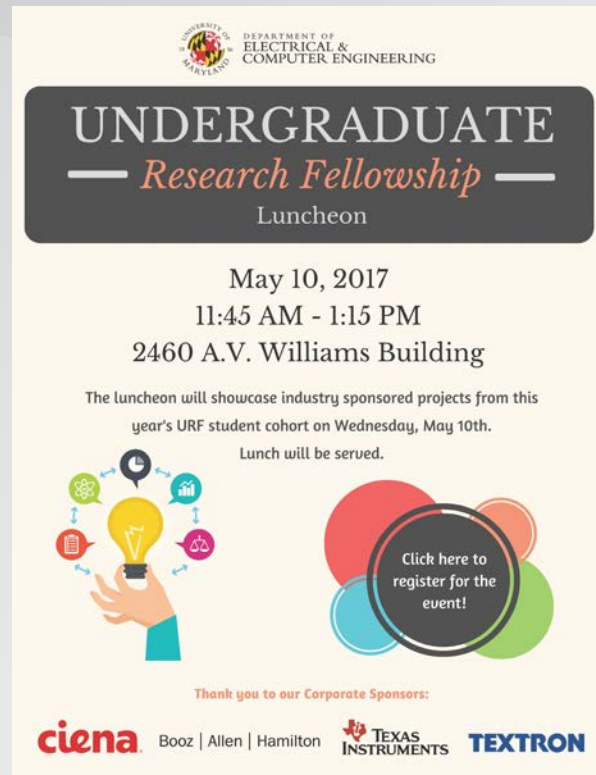
Curious about some of the details involved with looking for an Engineering career in semiconductor or electronics?



Mark Easley from Texas Instruments will introduce some of the concepts used in business today and how some of the job roles you take on fit in to the company at a strategic and tactical level.

Contact Mark at measley@ti.com or visit university.ti.com for more information

DEPARTMENT OF ELECTRICAL & COMPUTER ENGINEERING | TEXAS INSTRUMENTS




UNIVERSITY OF MARYLAND DEPARTMENT OF ELECTRICAL & COMPUTER ENGINEERING

UNDERGRADUATE
Research Fellowship
 Luncheon

May 10, 2017
11:45 AM - 1:15 PM
 2460 A.V. Williams Building

The luncheon will showcase industry sponsored projects from this year's URF student cohort on Wednesday, May 10th.
 Lunch will be served.

Thank you to our Corporate Sponsors:

ciena | Booz | Allen | Hamilton | **TEXAS INSTRUMENTS** | **TEXTRON**



THE ECE GSA PRESENTS

THE INDUSTRIAL CAREER PANEL

APRIL 7, 2017 | 12:30-2:30 PM
 2460 A.V. WILLIAMS

12:30-1:00 PM: LUNCH/NETWORKING
 1:00-2:15 PM: PANEL DISCUSSION

PANEL SPEAKERS



Sunita Munjal
 Lead Associate,
 Booz Allen Hamilton



Siddharth Potbhare
 Co-Founder and CEO, Untethered Labs, Inc.
 Vice President, CoolCAD Electronics LLC



Biniyam Taddese
 Senior Biomedical
 Device Engineer, FDA



Ben Walsh
 Systems Engineer,
 Northrop Grumman
 Corporation



Kevin Zhou
 Principal Key Expert,
 Siemens Healthineers
 Technology Center

ECE GSA Graduate Student Association | DEPARTMENT OF ELECTRICAL & COMPUTER ENGINEERING



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Social Media



Facebook- 7% increase

- Parents
- Students
- Alumni



Twitter- 10% increase

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



Instagram- 20% increase

- Students
- Corporations
- Other UMD programs



LinkedIn

- Alumni
- Corporations
- Students



Thank you!

Questions??



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