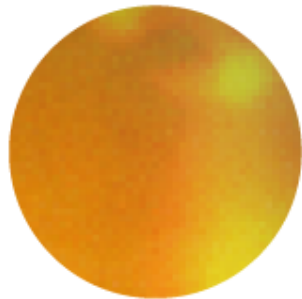
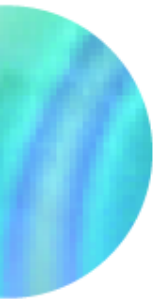
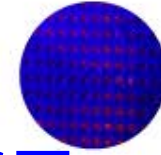


FALL 2013 ADVISORY BOARD MEETING

Amanda Stein
Assistant Director of External Relations

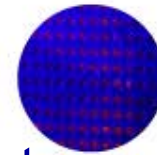


Role of External Relations within ECE



- Relationship building with alumni, corporations, and media
- Secure funding for special projects, research, scholarships and fellowships
- Hold events aimed at promoting partnerships for students and faculty
- Manages the website and marketing material for ECE

Staff - External Relations in ECE



- Dr. Rama Chellappa, Chair of ECE Department
- Amanda Stein, Assistant Director
 - Relationship Building & Community Outreach
 - Corporate Relations/Corporate Affiliates Program
 - Individual Giving
 - Advisory Board
 - External Relations Management
- Carrie Hilmer, Coordinator
 - Creation of Marketing Pieces
 - Student Coordination
 - Public and Media Relations
- Jasmine Cooper, Administrative Assistant II
 - Event Coordination/Logistics
 - Administrative Tasks
- Jennifer Schwartz & Sammy Popat- Clark School External Relations



Corporate Affiliates Program

- Student Recruitment
- Visibility
- Research/Education
- Approx. \$300,000 per year in cash support for research and ECE projects
- Over \$11 million in “in kind” support
- Provides an opportunity for corporate & government entities to develop partnerships and long-term relationships with ECE
- Partners can collaborate in research endeavors and supplement company efforts with outstanding interns, engineers and researchers
- Funds are directed to scholarships, research, student activities and other programs that benefit students, faculty and the companies involved

ECE Corporate Affiliates

HUGHES



THALES



Booz | Allen | Hamilton

NORTHROP GRUMMAN



QUALCOMM



cādence



Agilent Technologies



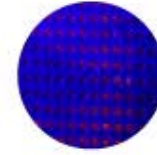
TATA CONSULTANCY SERVICES



ELECTRICAL *and* COMPUTER ENGINEERING DEPARTMENT

UNIVERSITY OF MARYLAND

WELCOME- Fall 2013



**CURTISS
WRIGHT** Controls
Defense Solutions

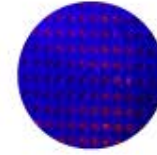
JUNIPER[®]
NETWORKS

ViaSat[®]

Philanthropic Initiatives

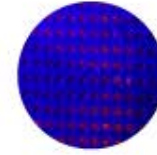
- Additional Contact with ECE Alumni
 - Over 10,000 alumni
- Parents Campaign
 - Letter sent to parents with remit envelope
 - Approx. \$1,000 raised to date
- TerpStart Scholarship Campaign- University Wide
 - University will match all new need-based scholarships created through June 2015
- Faculty Scholarship Campaign
 - Creation of a TerpStart scholarship through combined philanthropic gifts of all Faculty members
 - Goal: \$60,000 and 100% Faculty participation
- Direct Mail
 - Remit Envelope included in Connections

What does ECE fundraise for?



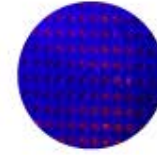
- **Undergraduate Teaching Fellowships (UTF)**- Students awarded a UTF are selected to work with a professor teaching a lower level course. UTFs will spend approximately 12 hours per week helping grade assignments/tests, working with students in the lab, and helping present content.
- **Undergraduate Research Fellowships (URF)**- Students awarded a URF are chosen to work with a faculty member on a specific, cutting edge research project throughout the semester. This allows students to become experts in a specific subject matter. URFs will spend approximately 12 hours per week working on their research experience.
- **Graduate Fellowships**- Students in ECE's Masters of Engineering and PhD programs are eligible for fellowships. Fellowships allow students to take a hand-on approach to their studies, and work on applied research. Students awarded with Fellowships work with faculty members throughout their program in a particular subject area. Students often help with complex research problems, and teaching classes and labs.

What does ECE fundraise for?



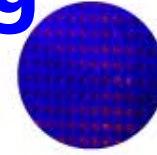
- **Lab Improvements-** To keep up with technological trends, advancement in industry, and to remain competitive with other top institutions, the leadership of the ECE Department has committed to making necessary lab improvements on an on-going basis.
- **Scholarships-** The ECE Department is fortunate to be able to offer some of our talented undergraduate students scholarships to help offset the cost of their education. Providing scholarships allows the Department to be competitive in recruiting the best and the brightest students. Scholarships also provide the opportunity to low-income students to have an affordable college education. Most scholarships are created from generous gifts donated by alumni, friends and companies.

Marketing Initiatives



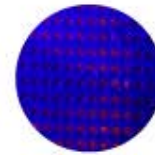
- New Website
- 2013 Connections Magazine
 - With remit envelope
- Parents Mailings
 - Invitation to parents night
 - “In case you missed it...” with remit envelope
- Mailings to other ECE Chairs and Engineering Deans
 - New Faculty post cards- Fall 2013
 - Colloquium post card
 - Connections

Marketing Initiatives- Spring 2014



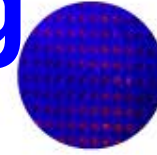
- Every other month e-newsletter
 - Other ECE Chairs, Deans, Alumni, Corporations, Parents
- Spring Parents Mailing
 - Appeal for funds at the end of the semester
- Mailings to ECE Chairs and Engineering Deans
 - New Faculty post cards- Spring 2013
 - Colloquium post card
- New marketing materials- part of Clark School brand re-do
 - Folders
 - Trifold brochures for External Relations
 - Slides

Fall 2013 ECE Events



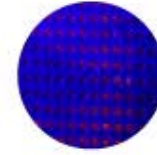
- Corporate Affiliates Day
- Casino Night
- Parents Night (1st year)
 - Over 70 people attended
- 5th Anniversary of the Booz Allen Hamilton Colloquium
 - Dr. Min Wu, Distinguished Scholar Teacher Lecture

Spring 2014 Upcoming ECE Events



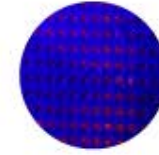
- Career Fair
- Event for Graduating Seniors and their Parents
- Bitcamp- Hackathon
 - Over 750 students from around the country
- Distinguished Alumni Awards
- Maryland Day
- International Day
- Booz Allen Hamilton Colloquium

Advisory Board Restructure



- Smaller, more “focused” board
- Working subcommittee groups
 - Corporate Relations
 - Alumni Relations
 - Graduate Studies
 - Undergraduate Studies
- **Welcome 4 new members**
 - Greg Lyons, Wiley Rein
 - Steve Robinson, AT&T
 - Carol Dodson, Baltimore Gas & Electric
 - Sonal Deshpande, Northrup Grumman

ECE External Relations- GOALS



- 50 Corporate Affiliates – 2 years
- Increased alumni involvement and philanthropic support
- Raise Rankings of Undergraduate and Graduate programs
- Increased media and peer awareness



Thank You!

Questions??