

External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, ASSISTANT DIRECTOR
SUMMER 2014



A. JAMES CLARK
SCHOOL OF ENGINEERING

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 and recruitment for students and faculty
- Manages the website and marketing material for ECE



External Relations Team

- **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, Program Management Specialist**
 - Event Coordination/Logistics
 - Administrative Tasks
 - Research
- **Jennifer Schwartz, Kristen Palumbo, Leslie Borak & Sammy Popat- Clark**
School External Relations



Priorities of ECE

- **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



Priorities of ECE

- **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.

- **Faculty Research -**

With over 65 tenured track faculty within ECE, faculty research is an important part of growing the Department.



Main Areas of Focus within External Relations

- **Fundraising -**
 - Individual: alumni, parents, faculty, friends/other
 - Corporate: Corporate Affiliates, other companies, career services (in conjunction with Engineering Career Services)
 - Prospecting/Discovery
 - Stewardship
- **Events**
- **Student Engagement (Grad and Undergrad)**
- **Marketing -**
 - Print Materials (mailings, event pieces, department collateral)
 - Digital (social media, e-newsletter, email invitations)
- **Public Relations -**
 - Website
 - Articles (department news, faculty articles)
 - Press



Areas of Growth

- Individual Giving
- Corporate Affiliates Program
 - Internship programs (i.e. Leidos TIPS)
 - Senior Design Projects/URF
- Prospecting & Discovery
- Media Relations
- Faculty Engagement
- Work with ENTS
- Peer Institution Engagement



Identified Areas of Growth

- **Alumni Relations**

- “Lead Generation” for fundraising
- Inviting PhD graduates back

- **Mentorship**

- Alumni/industry engagement & student participation

- **STEM Outreach**

- Attract students into ECE



NEW in 2013-2014

- **Direct Mail - parents mailing & remit in Connections**
 - APPROX. \$3,000 IN DONATIONS
 - 2014 CONNECTIONS MAGAZINE FEATURING “NONE TRADITIONAL CAREERS”
- **“Back to School Night”**
- **New Website**
- **ECE Alumni Attorneys Event hosted by Wiley Rein**
- **Reception for Graduating Seniors & their parents**
- **Every other month E-newsletter**
- **Mailings/postcards to peer institutions**
- **UMD Hackathon (Bitcamp)**
- **Revamp of Corporate Affiliates Program**
- **Further Engagement with ECE Alumni**
- **Faculty Scholarship Campaign**
 - TERPSTART SCHOLARSHIP
 - APPROX. \$40,000 COMMITTED



NEW for 2014-2015

- Holiday time Direct Mail (fundraising) piece
- Spring 2015 -ECE Alumni Event (Downtown DC)
- Work with Student organization to identify speakers/topics throughout school year
- Engagement with Faculty
 - UTILIZE EXTERNAL RELATIONS OFFICE
 - COMPANY LEAD GENERATION
- Moving Career Fair to Fall (Oct. 24) & Casino Night to Spring
- ECE Alumni Survey
- New Clark School/ECE Marketing Materials
- Spring 2015- ECE Research Day
 - IN CONJUNCTION WITH CORPORATE AFFILIATES



2014-2015 Events

Booz Allen Hamilton Colloquium- throughout semesters

September

12- Parents Night
TBD- Leidos TIPS event

October

17- ECE @ Mpack Week (Colloquium)
24- Career Fair

December

TBD- Advisory Board Meeting

February

1- Bitcamp 2015
TBD- Casino Night

March

TBD- ECE Alumni Event in Downtown DC

April

17- ECE Research Day/Corporate Affiliates Day
TBD- International Day

May

8- Distinguished Alumni Luncheon
21- Graduate Reception for Seniors & Parents

June

TBD- Advisory Board Meeting



A. JAMES CLARK
SCHOOL OF ENGINEERING

Corporate Affiliates Program

- Student Recruitment
- Visibility
- Research/Education
- Approx. \$300,000 per year in cash support for students, research, recruitment efforts and ECE projects
- Over \$13 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



LOCKHEED MARTIN



JUNIPER
NETWORKS

ViaSat



A. JAMES CLARK
SCHOOL OF ENGINEERING

Goals for Fiscal Year 2015

- Increase visibility
 - Raise ECE's rankings in *US News & World Report*
- Increased engagement with alumni/industry/faculty
- Additional Corporate Affiliates
 - Retain current Affiliates
- Raise over \$900,000 (plus software gifts)



Advisory Board

- **Welcome**

Bill Olsen, Chief Engineer- Booz Allen Hamilton

- **Next Steps?**

Open discussion during lunch on what is best

- working subcommittees

- open discussion during meetings



Thank You!

Questions??



A. JAMES CLARK
SCHOOL OF ENGINEERING