

External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, DIRECTOR

WINTER 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, 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



Fall 2014 External Relations Updates



Emma Goldie Stein
August 27, 2014
7lbs 14oz, 21" long



Fall 2014 External Relations

Update in ECE

- Gift from Texas Instruments to fund ENEE101, “What’s Cool about ECE” and Lab 307
- Gift from Booz Allen Hamilton to support 3 URF students/projects and the Fall 2014 Reverse Engineering Course
- Gift from Texas Instruments to support 3 URF students/projects
- Support from Northrop Grumman for 4 MS Fellowships
- Further Engagement with the Jimmy Lin Foundation
- Leidos TIP Event



Fall 2014 Events

- Booz Allen Hamilton Colloquium Series
- GSA Academic Panel
- Parents Night/Welcome Back Event- Sponsored by Texas Instruments
- Clark School's Mpack Week
- Clark School's groundbreaking on Clark Hall
- Career Fair
 - Smaller
 - Good Feedback



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



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Spring/Summer 2015 Events

Booz Allen Hamilton Colloquium- throughout semesters

- **Graduation Reception & Parents Event**
 - **Mailing to Parents of Graduating Seniors**
- **Casino Night (Spring Career Fair)**
 - **Expand to 10-12 companies**
- **International Day**
- **GSA Industry Panel**
- **ECE Alumni Reception in DC/Bethesda**
- **Bitcamp- April 10-12**
- **Distinguished Alumni Awards Luncheon (May)**
- **Women in ECE event**
 - **Dr. Leah Jamison from Purdue**



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Clark School Alumni Relations

Jeff Williams, Director of Alumni Relations

Helps Alumni of the Clark School:

- Get involved
- Stay connected
- Enjoy the benefits of being a Clark School alumnus/a



Clark School Alumni Relations

Jeff Williams, Director of Alumni Relations

- **Highlights from the Fall Semester -**
 - **BALTIMORE ALUMNI NETWORKING EVENT AT THE MUSEUM OF INDUSTRY**
 - **CROWDFUNDING FOR THE ALUMNI CUP**
 - **ANNUAL RECOGNITION DINNER AWARD RECIPIENTS**
 - **ENGINEERING ALUMNI NETWORK HAPPY HOUR IN SILVER SPRING**



Clark School Alumni Relations

Jeff Williams, Director of Alumni Relations

Upcoming Spring Semester Events and Volunteer Opportunities:

- Alumni Cup - February 27th
- Baltimore Alumni Networking Event - May 6th at the Engineer's Club
- Mentoring Program
- Admissions Outreach
- Recruitment for Alumni Board



Thank You!

Questions??



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