

External Relations in The Department of Electrical & Computer Engineering

AMANDA STEIN, DIRECTOR

SUMMER 2015



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
- **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



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



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.



Spring 2015

- Booz Allen Hamilton Colloquium Series
- Graduation Reception & Parents Event
 - Mailing to Parents of Graduating Seniors
 - Approx. 100 parents/students/faculty
- Spring 2015 Career Fair (night)
- GSA Industry Panel
- Bitcamp- April 10-12
- Women in ECE event
 - Dr. Leah Jamison, Dean of Engineering at Purdue; Janelle Ramano, Director at LTS; Sonnie Deshpande, Vice President, Electronic Systems ; Carol Espy-Wilson, Professor in ECE
 - Luncheon with all Women Faculty of Clark School



2015-2106 Events

- Booz Allen Hamilton Colloquium, Fall & Spring
- 2 Career Fairs- Fall (day long- October) and Spring (early evening- March)
- GSA panels on working in academia (Fall) and working in industry (Spring)
- TI “Discovery Lab” Dedication- September 11th
- 2015 Distinguished Alumni Luncheon- September 18th
- Parents “Back to School Night” (Fall- October); Graduating Seniors & Family Reception (Spring- May)
- Women in ECE Event (Spring)
- Possible ECE alumni event



2015 Distinguished Alumni Luncheon- September 18, 2015

- Dr. Mark Smith (Newcomb)- Neurosurgeon
- Dr. Nital Patel (Baras)- Principal Engineer, Intel
- Leandros Tassiulas (Ephremides)- Professor, Yale
- Balaji Sampath (Liu)- Aid India



Focus on Individual Giving

- Sammy Popat assigned to help with ECE Giving
- Almost 12,000 alumni
 - Starting with DC/MD/VA
 - Rated \$100k+
 - Graduated Before 2006
- Fundraising for Priorities of the Department
 - Lab renovations are key
 - ENEE101 sponsored by TI & ENEE307 sponsored by Lin Foundation/Friends
- Best ways to reach alumni?
 - Events
 - Inviting back to campus
 - 1-1 meetings with Rama



Individual Giving

- Gift to renovate Lab 307 from Jimmy Lin Trust/Friends
- Ideas?
 - Group gifts from employees of a company
 - Gifts in honor of faculty
 - Direct mail letter



Focus on Corporate Relations

- **20 Corporate Affiliates**
 - MS/PhD fellowships
 - Student and Faculty research
 - Undergraduate scholarships
 - Recruitment efforts
 - Gift in Kind
 - Etc...

- **Proposals Pending**
 - Appian
 - Communications Electronics
 - Ericsson
 - Boeing- Clark School Corporate Partner
 - Scholarships for ECE students
 - Toyota- \$640,000 for Formula Electric Vehicle Competition

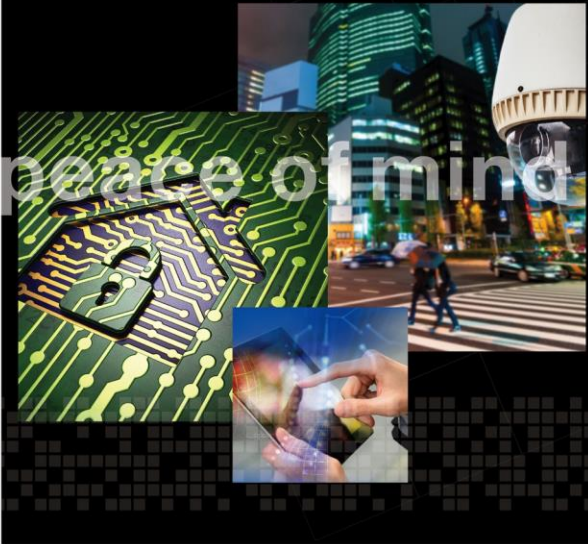


TI “Discovery Lab” Lab for ENEE101

- Cash gift
- Equipment donation
- Furniture/graphics
- Interior design help



We promise to improve lives through technology.

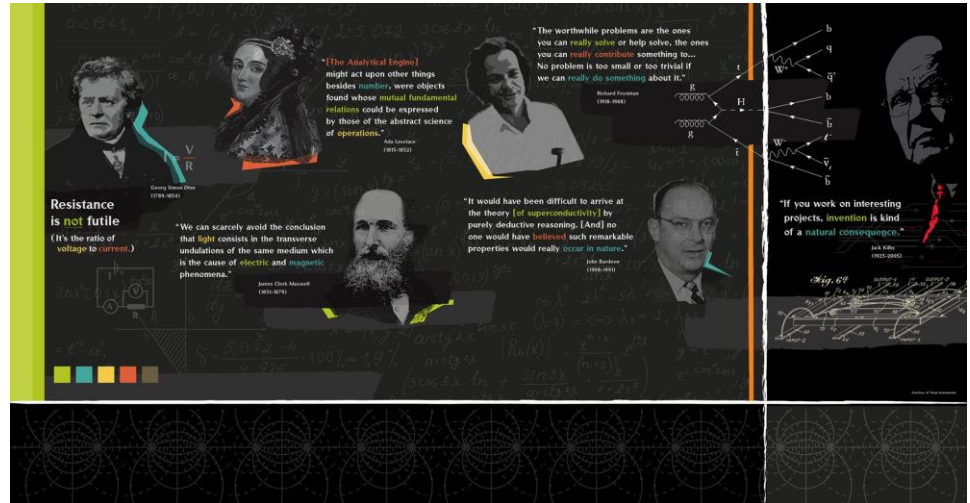


A safer world

TI technology enhances people's safety and increases their peace of mind wherever they go.



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ENGINEERS = MAKERS

The maker ethic is a fundamental component of what engineers do.

What will you make?

Engineers harness matter, energy and information to innovative ways to enable something new.

Engineers develop visionary ideas that produce real-world results.

Engineers believe applied science can make the world a better place.

Will you develop new ways to meet the world's energy needs?

Will you improve safety and security for people all over the world?

Will you harness technology to save lives or enhance people's peace of mind?

Will you help take a load off the planet as a whole?

Will you develop ways to better harmonize the built world with the natural world?

"An engineer's aim is to solve problems and make something work. Good engineering is a creative process."
— Jack Kilby

"For passion only, this will be a 17" TFT LCD Screen Wall Mount"

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"Scientists investigate that which already is, engineers create that which has never been."
— Albert Einstein

Sunshine bathes Earth with more energy an hour than we consume in a year. But capturing, converting and storing it poses provocative engineering challenges.

Building a safe, secure, and sustainable world is a complex engineering challenge.

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Undergraduate Research Fellowships Corporate Sponsored Projects

- 3 projects sponsored by Booz Allen Hamilton
- 3 projects sponsored by TI
- Additional projects part of proposals for 2015-2016
- Lessons Learned-
 - More interaction with company mentors
 - Expectations of students, Faculty and company
 - Targeted recruitment efforts
 - Luncheon event- Spring 2016



Thank You!

Questions??



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