

GEMS Board Meeting
March 16-19, 2005
Meeting Minutes

Executive Summary

Thursday:

- The Board met with Roger Williams, Executive Director of the Alumni Association
- The Board met with EMS Department Heads and Alumni Coordinators to discuss student internships
- Each of the four committees met separately from the full Board

Friday:

- Resource Committee Summary:
 - Tasks Completed: the two GEMS Alumni Achievement Award winners were selected.
 - Primary upcoming task: appoint replacement Board member, preferably from underrepresented group, and/or Industrial Health and Safety Program.
- Events Committee Summary:
 - Tasks Completed: GEMS Seminar date is set for Fall 2006; Committee Chair and members met with the Fall 2006 Seminar host: Geography Department Head.
 - Primary upcoming task: support TOTEMS 2005.
- Outreach Committee Summary:
 - Tasks Completed: Met with Kelly Henry to discuss EMS Publicity Committee; met with Cyndi Freeman Fail to discuss EMS diversity recruiting initiatives and programs.
 - Primary upcoming task: support Cyndi Freeman Fail with ongoing programs (SEEMS) and new student recruiting (phone calls, letters, meetings).
- Student-Faculty Interaction Committee Summary:
 - Tasks Completed: New committee selected two co-Chairs, confirmed members, and discussed potential action items and goals.
 - Primary upcoming task: set first conference call for March 29, 2005
- Working lunch included:
 - Presentation and discussion with Dean Eric Barron
 - Presentation and discussion with John Dietz, EMS Development
 - Presentation and discussion with Kelly Henry, EMS Public Relations
 - Presentation and discussion with EMS Undergraduate and Graduate Student Councils
 - Presentation and discussion with Sharon Falcone Miller of the Energy Institute

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Complete Minutes Follow

Wednesday, March 16

7:00 Student/Alumni Etiquette Dinner
Assembly Room, Nittany Lion Inn

Thursday, March 17

Visit with departments/faculty/students as necessary

10:15 Meet Nittany Lion Inn, Ballroom A & B

10:30 Call Meeting to Order

- Review Agenda
- Goals of Meeting

10:45 Roger Williams
Executive Director, Penn State Alumni Association

- Roger L. Williams, Executive Director - PSU Alumni Association Update (Strategic Plan Review)
 - #1 - Membership is focus - largest alumni association (146,619), #3 in life memberships (76,648), Illinois (~83,000); improve retention rate from 79 to 90%
 - #2 - Strengthen relationships with Commonwealth campuses: B.S. increased, UPark decreased, want to ensure non-UPark grads join
 - #3 - Service to alumni and affiliate groups
 - #4 - Focus on Students and Younger Alumni - weakest link is young alumni (20-29)
 - #5 - Strengthen Legislative Education and Advocacy
 - #6 - Diversity
 - #7 - Metro presence - Increase activity and visibility in key metro areas (Philly, Harrisburg, Pittsburgh, NYC, Wash, DC)
 - #8 - Increase revenue (3% annually)
 - #9 - Leverage the partnership with Intercollegiate Athletics (womens and mens basketball)
 - Complete Alumni Gardens by May 2005
 - Parking lot / access plan
 - New License Plate Program
 - MBNA relationship - strategic relationship, need to capitalize on recruiting initiatives; possibly explore alternative relationships with credit companies.
 - Comments/ questions / suggestions: rlw1@psu.edu

11:15 Committee Updates

- Committee Chair *Overviews*
- Identify Student/Faculty Interaction Committee Members

11:45 New Business Items
Alumni Assoc Leadership Conference
Board Meeting - Survey

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12:00 Working lunch w/Department Heads and Alumni Coordinators
Alumni Lounge, Nittany Lion Inn

- Discuss Internships – summary follows:
 - Students can utilize their e-portfolio to define their core competencies (data analysis techniques, leadership, communication skills), and to attract a broader suite of job/intern opportunities.
 - An EMS (not College-specific) Career Day was discussed, which would consist of two parts: (1) the traditional Career Fair (job opportunities and placement), and (2) the Career Reception (EMS awareness) proposed by EMS Student Council, which is meant to educate students and prospective employers (particularly companies unfamiliar with EMS).
 - Based on current relationships and typical job placements, METEO and GEOG prefer spring term, and MatSE, EGEE and GEOSC prefer fall term.
 - An EMS portal would be a useful tool for students and recruiters. The CareerBuilder® website format was discussed.
 - MAPS, GEMS could offer to post resumes of students and GEMS on their web pages (or a link to the Alumni Association home page career link)
 - Kelly Henry is presently working with EMS Student Council to prepare an EMS resume of core competencies/leadership abilities/etc for recruiters.
 - Recruiters from HR departments are generally not EMS advocates; GEMS at firms and corporations are better served to sell the skills of EMS candidates to their hiring managers.
 - Recommendations: Need to place an EMS representative on PSU Career Services - Career Fair Committee,
 - Recommendations: Department internship recruiter – list of recent interns
 - Recommendations: GEMS members will discuss activities with faculty members (dialogue – what do we do, what have we accomplished)
 - Emphasize that paid and unpaid internships are acceptable.
 - Recommendations: Potential EMS Recruiter tasks: (1) Commonwealth campus focus via Department (and future EMS) recruiters; (2) Fall “EMEX-like” event to attract DUS; (3) “educate” high school guidance counselors on EMS majors and our students;

Open committee meetings to be held consecutively in Ballroom A & B, Nittany Lion Inn

- 1:45 – 2:30 Student/Faculty Interaction Committee
- 2:30 – 3:15 Resource Committee Meeting
- 3:15 – 4:30 Outreach Committee Meeting
- Cyndi Freeman Fail, Alumni Diversity Council,
- 4:30 – 5:15 Events Committee Meeting

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Friday, March 18

- 9:30 Reconvene as full board
Writing Room 1, Nittany Lion Inn
- 9:45 Committee Meeting Reports
- Resource Committee
 - Eric Koval (PNGE) and Bob Kumpf (MatSE) were approved as GEMS Alumni Achievement Award winners
 - Amend by-laws: change “Mineral Engineering” to “EGEE” during Fall 2005 meeting
 - Extension of terms: Jose, Tony, Rick through 2007/2008; Bob Helkowski via Secretary appointment.
 - Gene Gagnon replacement: recommend candidates and appoint prior to Fall 2005 board meeting. Need volunteers from Board for screening and nominating candidates. Focus younger (2000 grad), diversity (female, minority, underrepresented, IHS grad)
 - Claire volunteered for screening Board candidates
 - Helkowski will contact IHS for additional alumni in “focus group” (as described above)
 - Events Committee
 - Recruiting fellow GEMS to support the Events Committee (and GEMS initiatives at-large) is critical for accomplishing our goals.
 - TOTEMS support Allen Kimel, 7-8 GEMS for the following:
 - i. BBQ dinner and ice cream (7-14 GEMS)
 - ii. Weeping parents ice cream social (7-14 GEMS)
 - iii. Participate in brainstorming session on Saturday, 3/19/05.
 - iv. Ruth Ann will revise/update letter and re-circulate letter to Student/Faculty Interaction Committee by 3/25/2005. Letter will then be sent locally to alumni first, then if additional GEMS needed will rely on grass-roots effort (former Board members,
 - v. Heidi – two local Meteo alums (on-air personalities)
 - GEMS Seminar
 - i. Date: Fall 2006
 - ii. Jose and Mark are attending coffee hour today to brainstorm with GEOG department.
 - iii. Tweak proposed seminar agenda, which is currently “too narrow focused”
 - Task: Staffing coffee hour
 - Task: Staffing Graduation Reception (Friday night, May 13)

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- Outreach Committee
 - Met with Kelly Henry EMS Publicity Committee – EMS folder with word identity – 3-headed focus: undergrad / grad / industry (brag piece); provide Powerpoint presentation from last spring.
 - Met with Cyndi Freeman Fail, Diversity Recruiter – staff SEEMS (alumni judges, alumni career talk, alumni mentors); annual advisory council meeting.
 - Internship lunch review
 - Energy Institute Office of Student Development (Dr. Falcone-Miller)
 - 5 critical markets (Philly, Harrisburg, Pittsburgh, NYC, Wash, DC) Take advantage of alumni association initiatives and new EMS recruiter and department recruiters. E.g., alumni support to middle school diversity initiatives (Cyndi)
 - Tasks:
 - i. middle school - alumni volunteers for SEEMS/GUTS
 - ii. high school - alumni volunteers (Cyndi/recruiter) in high schools, phone calls, e-mails, meetings with students
 - iii. college-age - (mentors/internships; EMS Recruiter task: Commonwealth campus focus via Department (and future EMS) recruiters; EMS Recruiter task: Fall “EMEX-like” event to attract DUS; EMS Recruiter task – “educate” high school guidance counselors; GEMS assigned to each Commonwealth campus.
 - iv. Dr. Falcone Miller – later today
 - v. EMS SC – later today
 - vi. Internships: contact alumni via newsletter (draft document for Colleen/Kelly), assist EMS SC with Career Reception / Career Fair
- Student/Faculty Interaction Committee
 - Co-chairs: Ruth Ann and Heidi Sonen
 - Heidi, Mark, Clair, Rick, Bob H., Mike, Chuck, Bob L. (ex-officio), Amy L (ex-officio)
 - March 29, 2005 First meeting
 - First action item: Develop action items and goals (based on Strategic Plan items discussed during Winter Conference Call 2005)
 - See Outreach and Internships Lunch notes
 - Cyndi- Meet current undergraduate students for lunch/dinner to discuss careers, EMS S.C. Career Skills seminars
 - Mentoring face-to-face
- Executive Committee
 - Will meet after Board meeting to summarize recent Board activity and discuss focus for future, organization, and other initiatives.
- Alumni Interest Group (Irvin Hall)
 - Working with Nittany Valley Symphony
 - Difficult to recruit alumni: recruiting methods – annual newsletter (in development) and events (described below).
 - Blue-White reunion (April 22 and 23) – picnic and evening Irvin history event, Friday night reception in Deike museum, continental breakfast, cook-out, history slideshow, free to students, \$15 for alumni
www.irvin.org/reunion/html

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Working Lunch

Writing Room 1, Nittany Lion Inn

- Eric Barron College Update
 - EMS was the overall winner of Thon Spirit Points
 - 3 major recognitions: Raj Ramani, Sarma Pisupati (African Teaching Award), Tim Considine
 - Fundraising
 - Developing Strategic Plan:
 - Student centered
 - Excellent teaching – national recognition
 - International focus (AESEDA, early field experience, internships, University requirement for international focus – EMS courses to fulfill requirement (\$70K for EMS courses, 35K Old Main (including Schreyers), \$35,000 (Dean match)
 - Lifelong learning (World campus) – introductory course for each Department and upper level course for each Department. Also, each EMS student taking an online course.
 - Graduate student opportunities for professional development (potential Student/Faculty Interaction Committee assignment, to be discussed with Executive Council): Graduate Student Council GSC (2 from each unit, Matt – Chair), award reception for grad students (200 capacity in Hintz alumni center); Obelisk weekend – poster session in EMS Museum from each department / networking session (would occur Thursday night dinner at Dean’s house); sequence event: first-time poster session, second time poster session AND speakers; GEMS judges for posters and cash prizes (1st, 2nd, 3rd), advertise to entire “Fall contingent”, Criteria (similar to Grad Student Exhibition this weekend), consider target audience (working professionals in private industry, as opposed to only those in the academic realm); College-wide course on professional development (ethics, proposal development, budgets), Eric Minford meet with GSC re: GSAA (Grad Stud Alum Assoc) Board.
 - EMS Scholars program: not only based on GPA but other opportunities/ experiences (internships, undergrad research, overseas experiences, etc.
 - Renovations (student-focused buildings): Weather Center is first on the list.
 - Diversity focus (SAA) – investment in resources (increased female faculty by 50%, doubled underrepresented faculty); and integrating activities (supporting K-12 experiences, undergrad, grad student experiences in all units); continued AESEDA success in relationships with African governments, \$2M research funding
 - Strengthen reputations of EMS Departments and Institutes:
 - Age distribution of faculty;
 - Life sciences focus (biomaterials, aerosols and lung disease, biochemistry, medical geography, link to Hershey Medical Center),
 - Two Major Renovations: (1) \$1.2M addition to Energy Institute, (2) plan to combine geosciences and EGEE via laboratories in Deike.

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- \$40M for new Materials Building \$80M (within walking distance – West Campus), PSU is #1 in Materials Research Funding
 - Alumni focus
 - EMS Institutes relationship to Departments and College
 - EMS Recruiter by Fall 2005: First pass were not matches, revisiting the process; yield is ~57% in EMS, PSU is 38%, hardest to yield is out-of-state student, EMS is 40%, this year is 60%, need to increase pool (which is now 60% out-of-state), internal system on all student contacts; market analysis
- John Dietz Development Update
 - 4-year plan for funding for “people initiatives”
 - Spaces (Deike student center), initiatives (AESEDA),
 - Tremendous response (20%) to GEMS names on Deike wall (ran out of space),
 - 65% faculty/staff agreed to payroll deduction for new Endowment to support EMS Student Experience (\$200K now, GOAL \$1M
 - Continued growth in development (contrary to PSU at-large which has declined)
 - Greg Laur replaced Richard Graw (now at U. of Texas)
 - GEMS Board suggestion: Need to consider partnering with Development to recruit GEMS membership (networking sessions during development lunches/ visits), in conjunction with Alumni Association initiatives in five major metropolitan markets (Philly, Harrisburg, Pittsburgh, NYC, Wash, DC)
- Kelly Henry Public Relations Update
 - Presented “Cohesive Theme for Undergrad Education (6 months on the job)
 - Developing relationships intra-EMS
 - Gateway to highlight/ compliment the Departments
 - Website launch ETA: July 2005
 - Alumni collaboration – Calendar of Alumni Events
 - Student Council collaboration – Core Competencies Resume
- Graduate Student Council President

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1:30

Student Council Presentation

- Nicole Reed (EnvSE Fall 2005), Victoria Sankovich (Meteo Spring 2005)
- EMS Spring Career Reception / Career Development
 - Alumni Mentoring (tabled, due to past failure of EMS mentoring system)
 - Etiquette Seminars
 - Grad Council Roundtable Session (What does Grad School Offer)
 - Career Fair / Reception Proposal:
 - EMS Career Fair Reception
 - Day of Spring Career Fair
 - One hour session for ALL recruiters (192 companies)
 - 5-minute student presentations on each major (or Dept?)
 - No students seeking jobs, ONLY presenters
 - Breakfast in EMS Mineral Museum 9-10am
 - 2-page professional resume of ALL majors
 - Compile interactive CD of EMS resumes (Tim Robinson), future goal of EMS portal website
 - Dry run of presentations to Career Services / Admissions representatives
 - GEMS task: will review the company list (192 total to be distributed by Colleen, Stud/Fac Interaction Committee), identify whether their company or known GEMS is on the list, and notify their HR either way.
 - Potential GEMS task: review proposal package (Stud/Fac Interaction Committee); prepare comments/ edits
 - Potential GEMS Task (Stud/Fac Interaction Committee): review student presentations prior to March 30 deadline
 - Suggestions: Recruiter Cover page of “Core Competencies”, EMS speaks the language; “Recruiter Reception”

2:15

Sharon Miller, Office of Student Development at the Energy Institute

- Energy Institute info package
- Energy Institute is Recruiting/ scholarship (current/ high school students)/ mentoring (current students) vehicle; applied technology (35% industrial funding from private industry)
- Everything in Energy Generation (up to the transmission/ distribution steps, and excluding nuclear, wind, hydroelectric)
- \$11M in research (EMS leader), over 150 companies, solve problems, and use technology
- Work with Hershey Medical Center
- Office online since Feb 1, 2005; experience with Diversity initiatives (underrepresented groups females, and other minorities); Goal: To provide SROP Summer Research Opportunity Programs WISE Women in Science and Engineering and relationships with Diversity (Cyndi SEEMS Summer Experience in EMS GUTS Girls Utilizing Science and Technology / Nittany Lion Science camp 6th and 7th grade girls) Missions are meant to parlay these past and current initiatives into more unified, structured, organized (not ad hoc, as in the past) initiatives. Increase visibility of Energy Institute to students and alumni. INSERT Mission Statement from presentation here:
- Questions:
 - Alumni opportunities?
 - Outreach and Stud/ Faculty Interaction Tasks
 - Energy Expo, Technology Transfers, Consortiums provide networking and/or development opportunities

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Old Business

Discuss New Business

- 2005 Alumni Volunteer Conference - Colleen
- Electronic Survey – Amy Lamke
- Flowcharts – each Committee should prepare their own flowchart – due in July 2005.
- Meeting Minutes changes: include Exec Summary, and more detailed minutes.
- Educational components (Info sessions) for Spring meetings (front-end of meetings – continental breakfast; back-end of meetings – afternoon)
- Lunch hour with department heads – instead of department reports, prepare a discussion topic
- Executive will discuss Alumni (re-)focus? May need to add alumni (re-)focus to Outreach/ Resource/ Events (Dean at professional society meetings, this is our new Dean, this is our Strategic Plan);

Review Fall Meeting time, September 14 (Wed) -17 (Saturday), 2005

Set Winter Conference Call Saturday, January 21, 2006.

7:00 – 10:00

Graduate School Performance Exhibition (*optional*)
Esber Recital Hall

Saturday, March 19

No scheduled events

Sunday, March 20

11:00 – 3:00

Graduate School Poster Exhibition (*optional*)
HUB-Robeson Center