



Society of Women Engineers of Cornell University

ASPIRE • ADVANCE • ACHIEVE

162 Olin Hall, Ithaca, NY 14853 ♦ swecis@cornell.edu
http://swe.cornell.edu/cr_info_form.html

Summer 2009

A Note from the SWE Presidents:

Dear Company Recruiters,

As incoming presidents of Cornell University's chapter of the Society of Women Engineers for the 2009-2010 academic year, we look forward to working closely with you to increase the quality of the relationship between our engineers and your company. One goal that we consistently work towards is to honor our vision: to advocate the importance of diversity by uniting resources to encourage academic, leadership, professional, and personal excellence. Over the past few years, we have had the opportunity to grow as a student organization and unite the engineering community by hosting various outreach and professional events. This past spring Cornell SWE accepted the responsibility of hosting SWE's Region E Conference which successfully brought together professional and collegiate members for leadership activities, meeting discussions, networking/information sessions, and a technical career fair.

Our success as an organization derives from the dedication of our members to upholding our vision and the inspiration provided from the companies that reach out to support us. We are particularly thankful for our strong corporate relations and are eager to build and strengthen connections with both new companies as well as those that we have worked closely with in the past. In essence, we hope to assist our student body grow professionally in addition to helping you gather the resources your company needs. Throughout the years our Corporate Relations and Career Development Directorships have become very experienced in arranging all the details of your pre-interview presentations and recruiting events at Cornell, so we encourage you to take the opportunity to partner with them.

Without your participation, we would not be able to execute some of our strongest programs such as the Professional Networking Dinner, Tech Tours, Luncheons, and Workshops. Continuing to provide opportunities for students to enhance academic and personal growth is another one of our key initiatives. Through your generous donations in the past year, we were able to send our entire executive board to our national conference in Baltimore, MD, as well as provide networking events and workshops for the engineering community. The many events that we host fuel the energy and enthusiasm that SWE encompasses. Once again, we look forward to another strong and exciting year and invite you to join us.

Best Regards,

Kristie Resetco and Emily Swarr

Executive Board 2009-2010

Presidents:

*Kristie Resetco
Emily Swarr*

Corporate Relations:

*Ansu Abraham
Jun Hui Erh
Corinne Winters
Alexandra Woldman*

Career Development:

*Christine Catudal
Elizabeth Tutunjian*

Finance:

Akansha Gawade

Fundraising:

Danielle Brody

Outreach:

*Carolyn Chu
Kerianne Dobosz*

Public Relations:

*Christine Pitner
Shailly Prasad*

Student Services:

*Barbara Wang
Michelle Zheng*

Table of Contents:

| | |
|---|---|
| Company Information | 2 |
| Session Overview | |
| Pricing and Refreshments for Company Information Sessions | 3 |
| Professional Networking Dinner Overview | 4 |
| Conference Sponsorship | 5 |
| Program Sponsorship | 5 |

An Introduction to the Society of Women Engineers:

The Society of Women Engineers (SWE), incorporated in 1952, is a national, professional, nonprofit educational service organization of men and women. The mission of the Cornell Student Chapter of SWE is to promote women in engineering by advocating the importance of diversity and by uniting resources to encourage academic, leadership, professional and personal excellence for the entire community of today and tomorrow.

Cornell SWE is open to all engineering and technical students at Cornell and has over 250 members. Our section's activities include outreach programs that target elementary and high school students to increase awareness of engineering as a major and as a career, student-faculty programs, social and community service events, career and technical development programs and company information sessions.

We hope to continue to advocate women in engineering for many years to come.

An Introduction to Company Information Sessions:

Dear Company Recruiter,

As the Directors of Corporate Relations for Cornell SWE, we would like to offer you an opportunity to schedule an information session with us for the upcoming 2009-2010 academic year.

If you have used our services in the past, we thank you and hope you will continue to choose SWE to host your information sessions. Your contributions enable us to hold 90% of our programs. Your support is greatly appreciated, and we intend to provide the best services we can for your company.

SWE offers a variety of options for information sessions. The base \$300 cost of a SWE information session includes room reservation, audio-visual equipment, resume zip file, and publicity. Refreshments can be provided for an additional fee. Prices for refreshments are determined by the anticipated attendance at your information session. We have updated our food options, each including a selection of appetizers. We also welcome the opportunity to plan a more unique event suitable for your company's presentation. Please refer to the options listed on the following page for more details.

To register your company for a SWE Information Session, please fill out the form online at http://swe.cornell.edu/cr_info_form.html. Upon receiving your registration, we will send you a letter of confirmation. Be sure to read over the Frequently Asked Questions section on our website at http://swe.cornell.edu/cr_faq.html for useful information about hosting sessions with SWE. We look forward to working with you this year!

Sincerely,

Goals of SWE Company Information Sessions:

As a service to **companies**, SWE Company Info Sessions meet the recruiter's interests by:

- Providing companies with an opportunity to present their merits with an impressive presentation
- Giving the recruiters more time to acquaint themselves with prospective employees
- Enhancing company visibility on campus

As a service to **students**, SWE Company Info Sessions:

- Provide students with opportunities to meet company representatives in an informal setting
- Assist students in learning about the company to ease both the interviewing and job decision-making process

Services Provided by SWE for Company Information Sessions:

Some information session services we provide are:

- **Publicity:** Posters in campus buildings, email invitations to student interviewees, and listings on our SWE website, SWE newsletter, and weekly College of Engineering and Diversity in Engineering newsletter.
- **Room Reservations:** Lounges, classrooms, and lecture halls all conveniently located in the engineering quad and near Cornell's Statler Hotel.
- **Audio-visual equipment:** LCD, overhead projector, slide projector, and TV/VCR are available upon request.
- **Resume Zip File:** A compilation of resumes submitted by Cornell SWE members.

A Special thank you to all the companies who hosted information sessions with Cornell SWE during the 2008-2009 school year:

- General Electric • Intel • Morgan Stanley • Shell • Bloomberg • Lockheed Martin • Schlumberger • Vestas • Kurt Salmon Associates • Yahoo! • Google • L'Oreal • Proctor & Gamble • Applied Predictive Technologies • IBM • Hulu • Exponent • Infusion Development • Tower Research Capital • Facebook • ZS Associates • Bristol-Myers Squibb • Duke University Engineering Management • Accenture • Dow Corning Corporation • JPMorgan Chase and Co. • Green Hill Software • ConocoPhillips • FactSet Research Systems Inc. • Manhattan Associates • Merck • Genentech • Raytheon Company • Johnson & Johnson • MicroStrategy • Cisco • Infosys Technologies Ltd. • Air Product Chemicals Inc. • Carrier Corporation • Epic Systems Corporation • Sunoco • 3M Company • VistaPrint • Corning Inc. • Jet Propulsion Laboratory • Kraft Kennedy • Arup

Pricing and Refreshments:

The typical pricing for a Cornell University Society of Women Engineers Company Information session is **\$300**. This is a base fee established by Cornell Engineering Career Services. This price includes publicity, a room reservation with available audio-visual equipment, the presence of a SWE corporate liaison to help set up and clean up, as well as a SWE resume zip file.

We also provide a variety of refreshments for information sessions, including soda, cookies, pizza and catered appetizers at an additional cost. Should you choose to order refreshments, the minimum number of people for whom we will order refreshments is 30; however, more can be ordered at your discretion, depending on how many students you anticipate will attend the event. There are 6 refreshment options, as shown to the right:

Option 1: No refreshments (Base price \$300)

Option 2: Cookies & soda (\$325 per 30 students; \$1 per additional student)

Option 3: Appetizers & soda (\$440 per 30 students; \$15 per additional 5 students)

Option 4: Pizza & soda (\$400 per 30 students; \$17 per additional 4 students)

Option 5: Pizza, cookies, & soda (\$420 per 30 students; \$18 per additional 4 students)

Option 6: Appetizers, pizza, & soda (\$470 per 30 students; \$20 per additional 4 students)

Considering hosting an evening event prior to your interview date? Interesting in arranging an informal meet-and-greet with students?

Please let us know and we will do our best to make all the proper arrangements you may need in advance!



Refreshment Details:

- All food options with pizza are catered by Collegetown Pizza and include cheese, pepperoni and vegetarian pizza
- Cookies are from Pepperidge Farms
- Soda is Coca-Cola brand, and includes Coke, Diet Coke and Sprite
- All appetizers are catered by Wegmans
- Two appetizer options are available as specified in the online form and shown to the right

Appetizer 1: Garden Fresh Vegetable Tray, Grand Sushi Tray, Old Fashioned Cookie Tray



Appetizer 2: Wheat Wrap Tray, Fresh Fruit Tray, Light Delight Cheese Tray



Questions about refreshments or pricing?

Contact us at swecis@cornell.edu and we will be happy to assist you!

An Invitation to the Professional Networking Dinner:

Dear Company Representative:

The Cornell University Society of Women Engineers proudly presents our annual **Professional Networking Dinner**. We cordially invite you to join a talented and eager group of students in this unique networking opportunity. Held the evening before Cornell's technical career fair, the Professional Networking Dinner enables company representatives and students to interact in a relaxed environment and allows representatives to share personal and business experiences while seeing first hand just what Cornell has to offer.

This year, the event will be held on **Tuesday, September 15, 2009**, at the **Statler Hotel's Carrier Grand Ballroom**, located on the Cornell University Campus, from **7:00-9:30PM**. The event will cost **\$150.00** for the first company representative and **\$125.00** for each additional representative. Please note that each company is limited to a **maximum of 5 company representatives**. Companies may also choose to purchase a black and white advertisement to be included in the program. Half page ads (5"x4") cost \$20 and full page ads (5"x8") cost \$30. Dinner and at least two networking rotations will allow you to meet a wide variety of students in a casual and friendly atmosphere. Representatives are invited to stay an additional half hour, until 10:00pm, for further networking. This is a priceless opportunity for Cornellians to meet company representatives, ask questions, and learn directly from professionals with experience in the corporate world.

We truly look forward to seeing you at our event and ask that you register by **August 31, 2009** via our online form, which can be found at http://swe.cornell.edu/pnd_main.html. Space is limited, so please register as soon as possible to ensure that your company does not miss out on this event! Checks can be made out to Cornell SWE and mailed to:

Cornell SWE
 ATTN: Professional Networking Dinner
 162 Olin Hall
 Ithaca, NY 14853

Please note that in order to facilitate form processing and event organization, **late registrations will NOT be accepted**. If you have any questions regarding the event, please feel free to contact the SWE Career Development Co-Directors, Elizabeth Tutunjian and Christine Catudal.

Thank you in advance for your time and support. We look forward to seeing you at our event.

Sincerely,

Elizabeth Tutunjian
 Career Development Co-Director
eht26@cornell.edu
 832-236-5353 (cell)

Christine Catudal
 Career Development Co-Director
clc242@cornell.edu
 281-684-2280 (cell)



SWE Professional Networking Dinner

September 15 2009
 7:00pm - 9:30pm

Statler Hotel at Cornell University

\$150 for the first company representative
 \$125 for each additional representative

R.S.V.P. by August 31, 2009
 Register via online form
 Payment via mail-in check

Postal mail:
 Cornell SWE
 ATTN: Professional Networking Dinner
 162 Olin Hall
 Ithaca, NY 14850

Thank you for supporting Cornell University's Chapter of the Society of Women Engineers!

Conference Sponsorship:**Sponsors for National SWE Conference (Oct. 14-18, 2009)!**

The Cornell Chapter is sending twenty members of its executive board to the annual SWE National Conference in Long Beach, CA. The conference is a wonderful opportunity for students to network with both company representatives and other SWE chapters, and to learn more about engineering and possible career paths. Our costs for the 4 day trip are broken down below:

\$150/student for conference registration and events
 \$350/student for airfare
 \$250/student for hotel accommodations

Total: \$750 sends a student to the conference

To sponsor, contact Danielle Brody at dlb333@cornell.edu

Donate Equipment and Prizes!

Our equipment serves over 250 members. We are in need of the following items:

- External Computer Speakers (used for presentations)
- Software (Specifically Dreamweaver and Microsoft Publisher 2007)
- Raffle Items such as iPods, gift certificates, T-shirts, etc.

Sponsor SWE Programs Throughout the Year!**Girl Scout Day:**

This daylong spring event brings 100 elementary-aged girl scouts to campus for a series of engineering activities. The girls receive a technology badge while learning about the amazing and fun applications of science and math.

(\$150 supports one troupe for the day)

(\$600 pays for t-shirts for the girls)

Engineering Day at the Mall:

Reaching out to the entire Ithaca community, we set up booths at the mall to teach children of all ages about polymers and inspire them to appreciate science and engineering through a simple silly putty activity.

(\$30 supports one booth for the day)

Elementary/High School Outreach:

Targeting 3-5th graders in the fall and 9-12th graders in the spring, these programs send student volunteers to local schools where they lead educational and interactive activities such as bridge construction and DNA extraction from organic matter.

(\$40 supports one session at one school)

Sponsors for Tech Tours:

To enhance our members' career development, we organize day/overnight trips to engineering companies in the area, such as Lockheed Martin, Corning, and Kodak. We are always searching for companies willing to host a group of students, provide corporate tours, and share personal experiences.

Making Changes Through Conversation:

Casual student & faculty luncheons improve the climate in the College of Engineering by encouraging dialogue and building relationships.

(\$500 supports one luncheon)

General Meeting Sponsor:

Our general meetings are the first Wednesday of every month. We invite companies to send a representative to share personal experiences on topics such as Transitioning into the Workplace, Balancing a Career and Family, Working Women in the Corporate Workplace, Changing Careers, and Personal Finances.

(\$250 supports a meeting with an average of 60 students)

To sponsor, contact Kerianne Dobosz (kd255@cornell.edu) or Carolyn Chu (cjc266@cornell.edu)