



# Society of Women Engineers of Cornell University

ASPIRE • ADVANCE • ACHIEVE

162 Olin Hall, Ithaca, NY 14853 ♦ [swecis@cornell.edu](mailto:swecis@cornell.edu)

[http://swe.cornell.edu/cr\\_info\\_form.asp](http://swe.cornell.edu/cr_info_form.asp)

Fall of 2013

## Executive Board 2013-2014

### Presidents:

Wendy Gu  
Helen Tan

### Corporate Relations:

Jisha Kambo  
Eileen Liu  
Andrea Plat  
Linda Zheng

### Career Development:

MT Condosta  
Cara McCauley

### Finance:

Ellen Chuang  
Xiaolu Wen

### Fundraising:

Jackie Chiou  
Ashley Zheng

### Outreach:

Melissa Hamada  
Brittany Wun

### Public Relations:

Damini Saxena  
Mishka Gidwani

### Student Services:

Wei-Jean Chang  
Annie Ding

### Conference:

McKenzie Huston  
Katelyn Chan

### Graduate:

Aseema Mohanty  
Katie Hudson

opportunity to further develop and strengthen this relationship, and invite you to join us in our endeavor this year of integrating professional development, with the development of young minds.

As you know, one goal that we passionately work towards is to honor our vision: to advocate the importance of diversity by uniting resources to encourage academic, leadership, professional, and personal excellence. In accordance to our vision, we have held a variety of events, which allow our members to network, serve and develop personally and professionally. These events range from a Personal Branding Workshop to Girl Scout Day, and the Student-Faculty Banquet to the Professional Networking Dinner. We have also collaborated with other organizations in our engineering community, allowing us to plan and host events that otherwise would not have been possible.

With your generous donations, we were able to send our entire Executive Board to Houston, Texas in November for the SWE National Conference. Recognizing the success of this trip and its impact on the attendees, we sent a group of twenty future SWE leaders to the Region E Conference in Wilmington, Delaware in March. The exposure to National SWE, as well as extensive networking opportunities, workshops, and leadership activities, made these conferences two of the most memorable SWE experiences of the year.

Your monetary support also allowed us to host a variety of outreach events on campus, visit local schools, and participate in science/engineering themed events in our Ithaca community, all of which helped us win the Outstanding Outreach Award at the National Conference last year. The opportunity to share our love and excitement for science and engineering with young girls has allowed our members to further develop a passion for their specialized fields. This passion not only motivates our members to excel within their personal and academic lives but it also introduces the new generation of young women to science and engineering. Realizing its ripple effect in eradicating the imbalance of men and women in the STEM sciences, we aim to expand our outreach program and inspire young women to pursue engineering.

Our organization's success relies on three groups—our leaders, our members, and, most importantly, you. Your participation, dedication, and support allowed us to accomplish what we did, and dream of what we could do. We bid you to partner with and support us in our goals this year. Another exciting and strong year awaits us, and we look forward to your presence by our side.

Sincerely,  
Wendy Gu and Helen Tan

### 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 Section 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 2013–2014 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.asp](http://swe.cornell.edu/cr_info_form.asp). 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.asp](http://swe.cornell.edu/cr_faq.asp) for useful information about hosting sessions with SWE. We look forward to working with you this year!

Sincerely,

Jisha Kambo, Eileen Liu, Andrea Plat, and Linda Zheng

## Goals of SWE Company Information Sessions:

*As a service to companies, SWE Company Information 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 Information 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 thanks  
you to all the  
companies who  
hosted information  
sessions with  
Cornell SWE  
during the 2012–2013  
school year:*

Sandia National  
Laboratory  
Morgan Stanley  
Intel Corporation  
Alarm.com  
Google  
Exponent  
General Electric  
Bloomberg LP  
Exxon Mobil  
Accenture  
UBS  
Mathworks  
Ecology and  
Environment, Inc  
Tower Research Capital  
LLC  
Proctor & Gamble  
L'Oreal  
Schlumberger  
Palantir Technologies  
Stroud Consulting  
Conti Group  
D.E. Shaw  
Vistaprint  
Bristol–Myers Squibb  
PepsiCo  
Johnson & Johnson  
3M Company  
Samsung Electronics  
Phillips 66  
Merck and Co.  
Cavium, Inc.  
Epic  
MIT Lincoln Laboratory  
Jet Propulsion  
Laboratory  
Pratt & Whitney  
Raytheon Company  
GE Global Research  
NextEra Energy  
Pursuit Solutions  
Infinera

### 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 8 refreshment options, as shown to the right:

<b>Option 1</b>	No refreshments	(Base Price: \$300)
<b>Option 2</b>	Cookies, soda	(\$325 per 30 students; \$1 per additional students)
<b>Option 3</b>	Appetizers, soda	(\$450 per 30 students; \$15 per additional 5 students)
<b>Option 4</b>	Pizza, soda	(\$400 per 30 students; \$17 per additional 4 students)
<b>Option 5</b>	Subs, soda	(\$400 per 30 students; \$17 per additional 4 students)
<b>Option 6</b>	Pizza, cookies, soda	(\$425 per 30 students; \$18 per additional 4 students)
<b>Option 7</b>	Subs, cookies, soda	(\$425 per 30 students; \$18 per additional 4 students)
<b>Option 8</b>	Appetizers, pizza, soda	(\$500 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 Papa John's 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 and subs are catered from 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:****The 2013 Fall Professional Networking Dinner**

**Tuesday, September 17<sup>th</sup>, 2013  
7:00–9:30PM**

**Statler Hotel, Cornell University**

The Cornell University Society of Women Engineers proudly presents our semiannual 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 an intimate yet relaxed environment. This 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 17<sup>th</sup> at the Statler Hotel's Grand Ballroom, located on the Cornell University Campus, from 7:00–9:30PM. The event will cost \$180.00 for the first company representative and \$160.00 for each additional representative. Please note that each company is limited to a maximum of 4 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 \$40 and full page ads (5"x8") cost \$60. Dinner and four 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 via our online form below. Payments may be submitted online via credit card or by mail via check. Checks can be made out to Cornell SWE and mailed to:

Diversity Programs in Engineering  
146 Olin Hall  
ATTN: Society of Women Engineers, Career Development  
Cornell University  
Ithaca, NY 14853

If you have any questions regarding the event, please feel free to contact the SWE Career Development Co-Directors, Cara McCauley and MT Condosta at [cornellswe.pnd@gmail.com](mailto:cornellswe.pnd@gmail.com). We look forward to seeing you at the event!

Cara McCauley Career Development Co-Director <a href="mailto:clm262@cornell.edu">clm262@cornell.edu</a> 765-366-8735 (cell)	MT Condosta Career Development Co-Director <a href="mailto:mc756@cornell.edu">mc756@cornell.edu</a> 570-406-8022 (cell)
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**SWE Professional Networking Dinner**

**September 17, 2013  
7:00pm – 9:30pm**

**Statler Hotel at Cornell University**

**\$180 for the first company representative  
\$160 for each additional representative**

**Register via online form  
Payment via mail-in check or credit card**

**Postal mail:**

Diversity Program in Engineering  
146 Olin Hall  
ATTN: Society of Women Engineers,  
Career Development  
Cornell University  
Ithaca, NY 14853

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

**Conference Sponsorship:****Sponsors for SWE Region E Conference (October 24–26, 2013)**

The Cornell Section is sending members to its annual SWE Region E Conference in Baltimore, MD. The conference provides Cornell engineering women many opportunities, such as the chance to network with company representatives and other SWE chapters, and also to learn more about engineering and possible career paths. The trip will cost \$200 per person for transportation and registration.

If you are interested in sponsoring a member to attend the conference, please contact McKenzie Huston at [mdh249@cornell.edu](mailto:mdh249@cornell.edu), or Katelyn Chan at [kwc56@cornell.edu](mailto:kwc56@cornell.edu).

**Donate Equipment and Prizes!**

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

- Portable Projector and HDMI cable (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!****Expanding Your Horizons:**

During the annual Expanding Your Horizons event, which brings Middle School and High School aged young women from all across New York State to campus, we run a Science of Soap workshop to teach the girls about hydrophobic and hydrophilic molecules. The girls not only learn about the science behind how soap works, but they also get to bring one home.

(\$20 supports one session of ~13 girls)

**Girl Scout Day:**

This daylong spring event brings 100 elementary-aged girl scouts to campus for a series of engineering activities. The girls earn 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 (and adults too!) 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 four local elementary schools and two local high 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 encourage dialogue and build relationships in the College of Engineering.

(\$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)

**FINANCE**

The Finance Directorship has recently taken a step forward. By utilizing the latest software and technology, we have made SWE's financial structure better than ever.

Welcome to the  
Cornell Business Services

## Credit Card Billing System



**Yes! That's right. Electronic billing and payment. Life just got a lot easier.**

SWE has recently partnered with Cornell Business Services to provide electronic payment options for companies holding recruitment info sessions or corporate sponsored events. Here's how it works:

After organizing an event through SWE, a personalized URL link will be sent to you via email. This link will include an invoice, summary of purchase, and secure credit card payment option. The transaction will then be immediately processed and a confirmation page will be available for you to store in your records. It's that easy!

We will still be accepting checks, but hopefully this electronic system will make payments easier for you.

Feel free to contact us with any additional comments, suggestions, or feedback.

Hope to see you on campus soon!

*Check out our  
new online  
credit card  
billing and  
payment  
system!*

**C k Lis****Ev****Information Session**

- ☐ Fall 2013
- ☐ Spring 2014

☐ Professional Networking Dinner

☐ Conference Sponsorship

**SWE Events:**

- ☐ Expanding your Horizons
- ☐ Girl Scout Day
- ☐ Engineering Day at the Mall
- ☐ Elementary/High school Outreach
- ☐ Sponsors for Tech Tour
- ☐ Making Changes through Conversation
- ☐ General Meeting Sponsor

**Total****u t**

Base Price: \$300 (for one session)

Additional Price: \$\_\_\_\_\_

\$\_\_\_\_\_ (\$170 for the first company rep. and \$150 for each additional rep.)

\$\_\_\_\_\_ (\$1000 for each student)

\$\_\_\_\_\_ (\$20 supports one session of ~13 girls)

\$\_\_\_\_\_ (\$150 supports one troupe for the day)  
(\$600 pays for t-shirts for the girls)

\$\_\_\_\_\_ (\$30 supports one booth for the day)

\$\_\_\_\_\_ (\$40 supports one session at one school)

\$\_\_\_\_\_

\$\_\_\_\_\_ (\$500 supports one luncheon)

\$\_\_\_\_\_ (\$250 supports a meeting with avg of 60 students)

\$\_\_\_\_\_

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