

Aspiring - Advancing - Achieving

Cornell University's Society of Women Engineers



*Integrating Professional Development with
the Development of Young Women*

2010-2011

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About Us

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.

Executive Board 2010-2011

Presidents: Christine Pitner & Corinne Winters

Career Development: Christine Catudal & Elizabeth Tutunjian

Corporate Relations: Ansu Abraham, Jun Hui Erh, Katie Edwards & Maria Tchamova

Faculty Advisor: Sara Hernandez

Finance: Alisha Vimawala & Megan Yonkaitis

Fundraising: Danielle Brody & Ada Zhang

Outreach: Carolyn Chu & Kerianne Dobosz

Public Relations: Stephanie Kubala & Wing-Yee Man

Student Services: Hannah Kiem & Chelsie Kupst

Webmaster: Valerie Roske

A Letter from the Presidents

Dear Company Representative,

During our years leading up to the 2010-2011 Cornell SWE presidency, we saw our relationship with your company develop and experienced the symbiotic rewards of this bond, on both the individual and organizational levels. In the upcoming academic year, we are excited to further develop and strengthen this relationship by highlighting opportunities for both of our organizations to achieve their goals.

The first opportunity is to have your company's information session hosted by our Corporate Relations directorship. A company information session will allow you to better meet your recruiting needs by showcasing your organization to Cornell Engineering students and supplementing other recruiting events, like the Career Fair and Interviewing. A company information session not only benefits our members by gaining a better understanding of your company, but also provides opportunities for our Corporate Relations directorship to provide a high quality service while enhancing their professional skills.

Our second opportunity is the Fall Professional Networking Dinner offered by our Career Development directorship. This dinner gives you the opportunity to mingle with Cornell Engineering students in a relaxed and small round table setting. The Fall Professional Networking Dinner provides Cornell Engineering Students with the opportunity to develop networking skills and closer relationships with company recruiters.

Starting this academic year, we have initiated a new online payment system in order to make monetary transactions easier and more efficient for company representatives. Please refer to page seven for more information about our exciting new system.

Later this summer, we will be sending out further mailings regarding National Conference sponsorship as well as the opportunity to become more involved with and support our Community Outreach programs, New Graduate Student group, and Leadership Pipeline initiatives.

Lastly, please take advantage of our convenient checklist on the last page of this brochure to capture all of your decision making and involvement with Cornell SWE. Any questions you may have about Cornell SWE and how your company can become involved can be sent to us by email at corswe@gmail.com. We are very much looking forward to working with you, and furthering our relationship with you and your organization in the upcoming academic year.

Warm Regards,

Christine Pitner and Corinne Winters

2010-2011 Cornell SWE Co-Presidents



Company Information Sessions

Dear Company Representative,

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 2010-2011 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. 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 for useful information about hosting sessions with SWE. We look forward to working with you this year!

Sincerely,
Ansu Abraham, Jun Hui Erh, Katie Edwards and Maria Tchamova

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

A Special Thanks to all the companies who hosted information sessions with Cornell SWE during the 2009-2010 school year!

Advanced Micro Devices
Air Products
Arup
Baker Hughes
Ballard Power Systems
Bloomberg
Bristol-Myers Squibb
Capital One
Exponent
Exxon Mobil
General Electric
Goldman Sachs
Green Hills Software
Hulu
Infosys Technologies Ltd
JPL
Johnson & Johnson
JPMorgan Chase & Co.
Kurt Salmon Associates
Lockheed Martin
National Security Agency
Procter & Gamble
Qualcomm Inc.
Raytheon
Reckitt Benckiser
Sandia National Laboratories
Sapient
Schlumberger
Sentrana
SIG
Tower Research Capital LLC
Vistaprint
Yahoo!
ZS Associates
3M

Services provided by SWE

5

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.

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 below:

1	No refreshments	(Base Price: \$300)	<ul style="list-style-type: none">• 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 and subs are catered from Wegmans. <p><i>Considering hosting an evening event prior to your interview date? Interested in arranging an informal meet-and-greet with students?</i></p> <p><i>Please let us know and we will do our best to make all the proper arrangements in advance!</i></p>
2	Cookies, soda	(\$325 per 30 students; \$1 per additional students)	
3	Appetizers, soda	(\$450 per 30 students; \$15 per additional 5 students)	
4	Pizza, soda	(\$400 per 30 students; \$17 per additional 4 students)	
5	Subs, soda	(\$400 per 30 students; \$17 per additional 4 students)	
6	Pizza, cookies, soda	(\$425 per 30 students; \$18 per additional 4 students)	
7	Subs, cookies, soda	(\$425 per 30 students; \$18 per additional 4 students)	
8	Appetizers, pizza, soda	(\$500 per 30 students; \$20 per additional 4 students)	

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



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



Professional Networking Dinner

Register Now!

The 2010 SWE Professional Networking Dinner

Tuesday, September 14th from 7-9:30pm

Statler Hotel, Cornell University

\$150 for first representative

\$130 for each additional representative

RSVP by August 31, 2010 through online form at http://swe.cornell.edu/pnd_registration.asp

Payment through credit card or check

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 14, 2010**, 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 **\$130.00** 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 \$30 and full page ads (5"x8") cost \$50. 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, 2010** via our online form at http://swe.cornell.edu/pnd_registration.asp. Space is limited, so please register as soon as possible to ensure that your company does not miss out on this event! Payments may be submitted online via credit card or by mail via check.

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 at CornellPND2010@gmail.com.

We look forward to seeing you at our event.

Sincerely,
Elizabeth Tutunjian & Christine Catudal
Career Development Directors

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. If you wish to pay by check, please make it payable to Cornell SWE, and mail it to:

Cornell SWE
162 Olin Hall
Ithaca, NY 14853

Feel free to contact us with any additional comments, suggestions, or feedback at cornellswe.finance@gmail.com. Hope to see you on campus soon!



***Excited about our events? Interested in getting involved?
Looking to support our continued success? Check off what
intrigued you the most!***

Information Session

- ☐ Fall 2010
- ☐ Spring 2011

Career Development

- ☐ 2010 Professional Networking Dinner

Member Networking and Opportunities

- ☐ Conference Sponsorship
- ☐ Other Sponsorship Opportunities to Support SWE's Professional, Leadership, Community, and Outreach Initiatives

***Simply click on the electronic link below, and you'll be directed to an online form
where you can sign-up to support the events you checked off above!***

<http://swe.cornell.edu/checklist.asp>

