



# 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)

## Summer 2011 A Note from the SWE Presidents:

Dear Company Recruiters,

As incoming presidents of Cornell University's Society of Women Engineers (SWE) collegiate section for the 2011-2012 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 had the honor of co-hosting a brand new career development event, the Professional Networking Reception, the night before the Engineering and Technical Spring Career Fair to provide recruiters and students the opportunity to network in an intimate environment. This would not have been a success without your support, and we hope to continue hosting this event in the future.

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. We hope to support 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 of the details of your pre-interview presentations, tech talks, and other recruiting events at Cornell, so we encourage you to take the opportunity to partner with them. In addition, we are always open to trying new and innovative recruiting events and are excited to work together with you to bring your ideas to life.

Without your participation, we would not be able to execute some of our strongest programs such as the Professional Networking Dinner, Etiquette Dinner, 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 Orlando, FL, where our student leaders had the opportunity to interact with engineers from all over the world. 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.

Sincerely,

Kerianne Dobosz and Carolyn Chu  
SWE Presidents

## Executive Board 2011-2012

### Presidents:

Carolyn Chu

Kerianne Dobosz

### Corporate Relations:

Katie Edwards

Maria Tchamova

Wendy Gu

Maria Vissas

### Career Development:

Chelsie Kupst

Hannah Kiem

### Finance:

Megan Yonkaitis

Julie Wang

### Fundraising:

Ada Zhang

Alana Szkodny

### Outreach:

Mary Beth Galanko

Rebecca Ventimiglia

### Public Relations:

Steph Kubala

Wing-Yee Man

### Student Services:

Cara McCauley

MT Condosta

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## 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 2011-2012 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,

Katie Edwards, Maria Tchamova, Wendy Gu, and Maria Vissas

### 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 20%\$20%  
school year:*

Goldman Sachs • Hulu  
General Electric • 3M  
Air Products • JPL  
Schlumberger • NSA  
Sapient • Exponent  
Lockheed Martin  
Procter & Gamble  
Kurt Salmon Associates  
Capital One • Arup  
Tower Research Capital  
LLC • Bloomberg  
Johnson & Johnson  
Infosys Technologies  
Bristol-Myers Squibb  
Accenture • Vistaprint  
Green Hills Software  
Palantir • Regeneron  
Pharmaceuticals  
Cisco Systems • Intel  
Morgan Stanley  
Conoco Phillips  
Kraft Foods • Samsung  
Electronics Global  
Thermo Fisher  
Scientific • Manhattan  
Associates • United  
Technologies Pratt &  
Whitney • Verizon  
Communications  
Cavium Networks  
Headstrong • UBS  
ScrollMotion • Lutron  
Electronics • MIT  
Lincoln Laboratory

## 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](mailto:swecis@cornell.edu)  
and we will be  
happy to assist  
you!

## An Invitation to the Professional Networking Dinner:

The 2011 Professional Networking Dinner  
Tuesday, September 13, 2011  
7:00-9:30PM  
Statler Hotel, Cornell University

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 13, 2011**, at the **Statler Hotel's Terrace Ballroom**, located on the Cornell University Campus, from **7:00-9:30PM**. The event will cost **\$160.00** for the first company representative and **\$140.00** 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 \$40 and full page ads (5"x8") cost \$60. 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, 2011** via our online form. 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. 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

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, Hannah Kiem and Chelsie Kupst at [CornellPND2011@gmail.com](mailto:CornellPND2011@gmail.com).

We look forward to seeing you at our event.

Sincerely,

Hannah Kiem  
Career Development Co-Director

Chelsie Kupst  
Career Development Co-Director

**RSVP at: [http://swe.cornell.edu/pnd\\_registration.asp](http://swe.cornell.edu/pnd_registration.asp)**



## **SWE Professional Networking Dinner**

September 13, 2011  
7:00 - 9:30 PM

Statler Hotel at Cornell University

**\$160 for the first company representative**  
**\$140 for each additional representative**

**R.S.V.P. by August 31, 2011**  
**Register via online form**  
**Payment via mail-in check or credit card**

**Postal mail:**

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

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

**Conference Sponsorship:****Sponsors for National SWE Conference (Oct. 13-15, 2011)!**

The Cornell Section is sending twenty members of its executive board to the annual SWE National Conference in Chicago, IL. 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 four-day trip will cost \$645 per person and the costs are broken down below:

\$130/student for conference registration and events  
 \$400/student for airfare and local transportation  
 \$165/student for hotel accommodations (4 nights)

Total: \$645 sends a student to the conference

To sponsor, contact Ada Zhang at: [awz5@cornell.edu](mailto:awz5@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**

This year, the Finance Directorship is taking a step forward. By utilizing the latest software and technology, we hope to make 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!

This system will be up and running early this fall. 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!

**Check List****Events****Information Session**

- ☐ Fall 2010  
☐ Spring 2011

☐ 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**

**Amount**

Base Price: \$300 (for one session)

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

\$\_\_\_\_\_ (\$150 for the first company rep. and \$130 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  
Section of the Society of Women Engineers!**