

PROGRAMMERS IN SCIENCE & ENGINEERING

at The University of Texas at Austin

2017 – 2018 Corporate Package



March 7, 2017

Dear Corporate Supporter,

On behalf of the **Programmers in Science & Engineering** (PSE) at The University of Texas at Austin, I invite you to be involved with our organization during the 2016-2017 academic year. PSE is a multi-disciplinary programming organization with over 300 undergraduate and graduate students across Engineering, Natural Sciences, Business, and many more colleges. Our mission is to help teach and promote programming to all students on campus and provide a collaborative environment for avid learners to tackle various challenges while sharpening their problem-solving skills. In other words, we encourage students to learn to learn how programming can be applied to many more disciplines and expose eager coders to the versatile possibilities of coding.

To achieve our goals, we host weekly workshops in Python, Java, C++, MATLAB, and other languages. In addition, we also have bi-weekly general meetings, featured workshops, and various social events throughout the semester to expose students to different facets of technology. Finally, we also host a hackathon in the spring semester to encourage students at UT to apply their knowledge and skills to solve challenges within different industries.

By supporting PSE, your company will be able to promote your products, your services, and your company as a brand to a broad set of audiences. Additionally, you will be able to recruit excellent candidates from all educational backgrounds who actively seek out opportunities to learn practical skills that are not taught in traditional classes. Finally, by helping us, you are taking an active role in encouraging a diverse group of students to learn how to use code to enhance their skillsets.

In this package, you will find information regarding various levels for support and partnership options. You can also learn more about our organization and what we do by visiting <http://texaspse.org/>.

Thank you for your consideration and support. We look forward to hearing from you on or before August 15, 2017. If you have any questions or would like more information on our organization, please contact us via e-mail at texaspse@gmail.com.

Sincerely,

Quynh Nguyen
President, 2016-2017



General Meetings

Dates: Flexible through Spring & Fall Semester

Estimated Cost: \$400-\$800

Our general meetings provide a fantastic medium for companies to reach out to students from all disciplines including Engineering, Business, Liberal Arts, Natural Sciences, etc. Approximately 50-100 students come to our general meetings. During the meetings, company representatives can:

- Give a presentation about the company to promote materials, educate, or recruit potential candidates
- Have a Q&A session at the end of the presentation
- Meet individually and socialize with students before or at the end of the meetings
- Get a featured spotlight article on our website, newsletter, social media platforms, UT Calendar, and mass-email about the meeting
- Give out promotional materials to improve brand recognition of your company

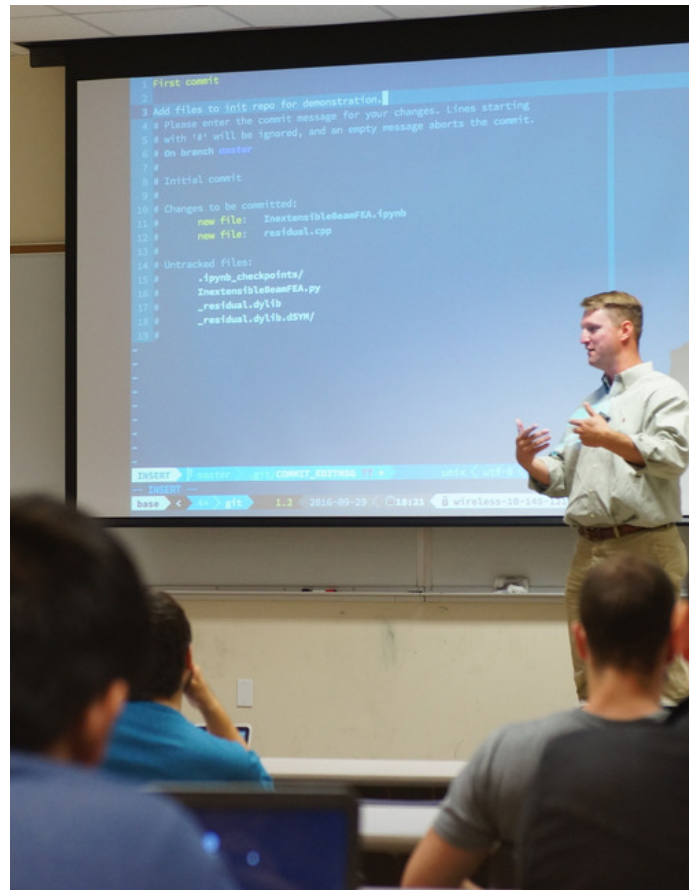


FEATURED Workshops

Dates: Flexible through Spring & Fall Semester

Estimated Cost: \$250

The Featured Workshop series is an initiative by PSE to help all students on campus get more exposure to different stacks of technology and software that will serve as useful tools for them during their academic career and after graduation. Workshops can be either technical (e.g. introducing a programming language, a program, a specific technical topic) or can be oriented toward building soft skills. During these featured workshops, company representatives can:



- Give a workshop about any topic of choosing (technical or professional). Past examples include: Version Control with Git, Scientific Programming with Python (Jupyter Notebook, pandas, numpy), Mathematica, Spotfire, Tableau, C++, Functional Programming, etc.
- Interact with students before or at the end of the workshops in a technical environment
- Get a featured spotlight article on our website, newsletter, social media platforms, UT Calendar, and mass-email about the meeting
- Give out promotional materials to improve brand recognition of your company
- Introduce and train multidisciplinary students on the company's own products

Social Events

Dates: Flexible throughout Spring & Fall Semester

PSE hosts different social events like programming meetup or picnic at Zilker Park regularly throughout the year. By supporting our social events, company representatives can:

- Interact with students, socialize, and network in a fun and friendly environment
- Get a featured spotlight article on our website, newsletter, social media platforms, UT Calendar, and mass-email about the meeting
- Give out promotional materials to improve brand recognition of your company

end-of-the-year Banquet

Tentative Date: April 2018

Estimated Cost: \$1000

As a financial supporter and corporate partner, your company is invited to participate in PSE's end-of-the-year banquet. It is an exciting opportunity for company representatives to meet and greet with students and alumni of PSE. Company gets personal seating at banquet where they can network with our students while enjoying an exuberant meal. During the banquet, you will also be honored for your involvement during the school year.

Scholarships

While the workshops provided by PSE serve as a great introductory gateway to programming, our members often want to learn more advanced and specialized courses that are not offered by PSE or the university's traditional curriculum.

As we look around, we realized that while there are many free online courses, a quality and certified education comes with a cost. Therefore, our student organization establishes this pay-it-forward fund to help our members explore learning beyond the traditional classroom and learn more specialized programming skills.

The officer team as well as the advisor will review applications thoroughly and offer tuition reimbursement for applicants who need financial help to participate in online courses.





Day of Code is a one-day conference style event hosted by Programmers in Science & Engineering in October, 2017. The goal of the event is to encourage and promote programming among all students on campus. The event will be open to all students, alumni, and staff from The University of Texas at Austin and all experience levels. Participants will be able to pick and choose topics relevant to their interests.

WORKSHOPS

As a financial supporter, you are cordially invited to host workshops during the event. The duration of the workshops is flexible; however, we recommend a single workshop to last no longer than three hours. We will have a mix of faculty, students, and corporate representative who host the workshops. Proposed topics include, but not limited to:

- Introduction to programming, programming language, useful packages and libraries (e.g. Python pandas, numpy, scikit-learn, etc.)
- Data science & data analytics, scientific computing, machine Learning
- Web development, application development
- Robotics programming (e.g. Raspberry Pi, Arduino), automation, Shell/Bash Scripts

Diamond

As a Diamond supporter, you are invited to be the keynote speaker of the event. Your name will be displayed and promoted prominently on our promotional materials as the biggest supporter. You will also be invited to send as many representatives as needed and host up to 3 workshops. You will be the first to choose the workshop times. You will have the most premium space to interact with students throughout the day. Finally, you will have priority access to the participants' resumes.

Platinum

As a Platinum supporter, you are invited to send up to 6 representatives and host up to 3 workshops. You will have priority when choosing the workshop times. Your name will be displayed and promoted prominently on our promotional materials. You will have priority access to the participants' resumes.

Gold

As a Gold supporter, you are invited to send up to 6 representatives and host up to 2 workshops. Your name will be displayed and promoted on our promotional materials. You will have access to the participants' resumes.

Silver

As a Silver supporter, you are invited to send up to 4 representatives and host up to 1 workshop. Your name will be displayed and promoted on our promotional materials. You will have access to the participants' resumes.



Hack For **SCIENCE**

The hackathon is a one-day event over the weekend happening in late January, 2018 featuring students from all campus. The hackathon aims to solve scientific, engineering, and business challenges across different industries. The event will be a weekend full of fast-paced learning and coding. As such, we want companies to propose real world problems that exist in the industry and help judge the value of the solutions that our members come up with. This event will be a fantastic opportunity for you to meet curious and highly motivated students as well as spread knowledge of your company's business.

Diamond

As a Diamond supporter, you are invited to be the keynote speaker of the event. Your name will be displayed and promoted prominently on our promotional materials as the biggest supporter. You will also be invited to send as many representatives as needed and propose up to 3 challenges. You will be the first to choose the topics. You will have the most premium space to interact with students throughout the day. Finally, you will have priority access to the participants' resumes.

Platinum

As a Platinum supporter, you are invited to propose up to 3 challenges. You will have priority when choosing the topics. Your name will be displayed and promoted prominently on our promotional materials. You will have early access to the participants' resumes.

Gold

As a Gold supporter, you are invited to send up to propose up to 3 challenges. Your name will be displayed and promoted on our promotional materials. You will have access to the participants' resumes.

Silver

As a Silver supporter, you are invited to propose up to 1 challenge. Your name will be displayed and promoted on our promotional materials. You will have access to the participants' resumes.

Bronze

As a Bronze supporter, you are invited to propose up to 1 challenge. Your name will be displayed and promoted on our promotional materials. You will have access to the participants' resumes.



Thank You

for your interest in supporting
Programmers in Science & Engineering
at The University of Texas at Austin.

We look forward to building a long-term
partnership with your company.

Please contact texaspse@gmail.com if you
have any questions or inquiries.