

Corporate Committee Meeting #1

Corporate Committee, The Engineers' Joint Council

September 20, 2007

1 Agenda

1. Take attendance
2. Committee introduction
3. Icebreaker
4. The year, at a glance
5. Phase I
6. Phase I assignment
7. On the horizon: post-Phase I material
8. Next meeting information
9. Questions
10. Closing

2 The Year, at a Glance

This shall henceforth be referred to as the **Corporate Committee Action Plan**. Our Action Plan is divided into several phases. The first phase begins **tonight**. The following is a list of important dates and milestones for our activities. This list is subject to change.

- **Sep. 20, 2007:**
First Corporate Committee meeting
Phase I begins
- **Oct. 11, 2007:**
Second Corporate Committee meeting
Phase II begins
- **Oct. 25, 2007:**
Third Corporate Committee meeting
- **Oct. 31, 2007:**
Early Bird Internship Fair
- **Nov. 15, 2007:**
Fourth Corporate Committee meeting
Phase III begins
- **Feb. 19-23, 2008:**
EWeek!
- **POST-EWeek:**
Party time!

3 Phase I

Before we start recruiting corporations for EWeek, we have to make sure that our Corporate Contact database is “healthy.” That is to say, we need to make sure that every corporation is paired with contact information for someone who is still working for the said corporation in the college recruitment position.

GoogleDocs

To organize our committee’s activities, we will be using **Google Documents**. Google documents are similar to Microsoft Word/Excel/Powerpoint files, with the exception that they are only online! This means that you don’t store a copy of them on your computer: the only copy is on the internet. This implies that you can access your GoogleDocs from any computer

with an internet connection. The really cool part, though, is that multiple people can make changes to the document *at the same time*, and even see where in the documents other people are making changes (all in real-time). I will be emailing everybody in the Corporate Committee the Google “invitation” to access our GoogleDocs. The GoogleDoc that you will be concerned with for the duration of Phase I is a spreadsheet called CORPORATE COMMITTEE.

4 Phase I Assignment

DUE: October 11, Second Corp. Com. Meeting

After we close our first meeting (Sep. 20th), I will email everyone permissions to access our Google spreadsheet (shown in figure 1). This spreadsheet consists of 3 sheets¹. The first sheet contains every Corporate Committee member’s contact information (in fact, it is a copy of the attendance sheet that I passed out during the first meeting). Check your information over and change it if there is a mistake. The second sheet is our current corporate contact database. This database is basically a large Excel table. Each corporation will have a Corporate Committee member assigned to it; two columns in the table, one for the corporation name, and the other for the EJC Corporate Committee member’s name, will be set aside for this purpose. The additional columns will *eventually* contain the contact information for a college/university recruiter who works for that corporation. **Your task in this assignment is to fill in these columns, if they are empty, OR (if information is already there) make sure that our contact information is accurate.** To do this, consider case A and B (described below).

CASE A: If one of your assigned corporations has no contact information associated with it, your job will be to obtain this information. Since you are starting with nothing, the best way to find contact information is to go on the internet and check out your corporation’s website. Some corporate websites are HUGE, with no rhyme or reason when it comes to where to look

¹These are like Excel sheets/(spreadsheet pages). You can switch between which sheet you are viewing by clicking on a different sheet’s label; all sheet labels are listed horizontally at the bottom of the active internet browser window.

The screenshot shows a Google Docs spreadsheet with the following data:

Corporation	EJC Corp. Com Member	Contact Name	Contact Email	Contact Phone	CONTACT SECURED
3M					
Abbott Vascular		Courtney Herbert	cherbert@guidant.com		
Adobe		Machelle Fazal	mfazal@adobe.com		
Agilent Technologies, Inc.		Zena Fong	zena.fong@agilent.com		
Amgen		Ray Zamanian	rayz@amgen.com		
Bayer		Lori Wheeler	lori.wheeler.b@bayer.com		
Bechtel Foundation					
Boeing					
BP					
CH2MHill					
Chevron		Stella Abad	saeg@chevron.com		
Cisco		Shamim Pirzada	spirzada@cisco.com		
ConocoPhillips					
DirectTV	Chris Fletcher	Cheryl Nishimura	CKNishimura@DIRECTV.com		
Du pont					
Expedia		Trista Sandberg	tsandberg@expedia.com		
ExxonMobil					
Fluor					
Goldman Sachs Tech.		Sandra Litani	sandra.litani@gs.com		
Google	Chris Fletcher	Ronner Lee	ronner@google.com		
IBM					
Intel		Kimberly Sills	kimberly.sills@intel.com		
Intuit		Kim Capps	kim.capps@intuit.com		
KLA Tencor	Chris Fletcher				
Lam Research		Mark Retzer	mark.retzer@lamrc.com		
lockheed martin.					
Logitech		Paul McAlpine	Paul.McAlpine@logitech.com		
Marvell Semiconductor		Tamar Woodbury	tamar@marvell.com		
Mathmoses					
Microsoft	Chris Fletcher	Joshua Shrode	joshrode@microsoft.com		
Motorola Foundation					

Annotations in the image:

- A red circle highlights the 'CONTACT SECURED' column header.
- A red circle highlights a green highlighter in the 'CONTACT SECURED' column.
- A red circle highlights the 'Corporate Committee Members' tab at the bottom.
- A red circle highlights the chat window showing 'me: Hey Fletcher!'.

Figure 1: Corporate Committee GoogleDoc.

for recruiter contact information. I would suggest calling the first number you find and having whoever answers redirect you to the right person from there. **DO NOT go searching for a contact, from scratch, over email.** Since it may take 3-4 redirects before you get a recruiter, estimate two or so weeks of emailing (too long!). 3-4 redirects over the phone is fast, and can be done in one sitting. Once you finally get to the college recruiting department, you will either be able to speak to a college recruiter directly, or, at the very least, have their contact information. At this point, proceed to case B.

CASE B: If your corporation already has contact information associated with it, your job will be to make sure that this information is correct. If you are reading this section from case A, your contact information is *probably* already correct, as you just got it! Continue reading anyway! We will be checking if contact information is correct or not by sending corporations a greeting email. This email (which will be emailed to you) is:

Dear Mr/Ms {INSERT RECRUITER NAME},

My name is {INSERT YOUR NAME} and I am emailing you as a representative of the Engineers' Joint Council (EJC) of UC Berkeley. EJC represents and supports the students of UC Berkeley's College of Engineering. Through working with EJC, your corporation will have full access to Berkeley's engineering students, and to over two dozen engineering societies that those students are a part of.

The best way for your corporation to build a relationship with our students is to be a sponsor at EJC hosted events. These events bring our community together, and allow your corporation to showcase its opportunities for our students, to ALL of our students. Our largest event of the year, Engineers' Week (EWeek, taking place from February 19-23, 2008) is currently in the works! EWeek is a marathon of tabling, tech-talks, and evening events that all student engineers can participate in. We are going to need your help as a sponsor to make EWeek a success. If you reply to this

email, we will mail you more details regarding EWeek, along with a formal invitation, when these pieces of information become available.

Responding to this email is VERY important, as it tells us that our contact information with your company is correct. Any response will suffice; if you prefer another means of contact, please indicate the alternate means so that we can use it in the future.

Sincerely,

{INSERT YOUR NAME}

The Engineers' Joint Council
Corporate Liaison Committee

This email greeting is non-specific. In other words, we don't share any logistics with corporations, or send them any formal invitation as of yet. Doing that is phase III! If you are reading from case A, your contact will probably respond to your email greeting. When this happens, fill in their contact information on our GoogleDoc and **highlight** the "CONTACT SECURED" column for that corporation in green (see figure 1. Doing this makes it VERY easy to see which contacts we have secured.

If you were not reading case B from case A, send the *unsure of* contact that we already have associated with your corporation the email greeting. If you get no response by the end of the week (allow 5 business days), assume that the contact information that we have for your corporation is obsolete, and start over from scratch for that corporation (start reading at the beginning of case A).

Once you have all of your corporations "highlighted" with green, you are done! Great job!

5 Just some Stuff to Keep In Mind

1. Replace the INSERT YOUR NAME sections of the greeting email! These occur in 3 places: 1) The “Dear Ms/Mr” line, 2) in the first actual sentence, and 3) at the bottom, after “Sincerely.” NOTHING would look worse to a recruiter/(corporate representative) if you forgot to change these template values to what they represent in each email! **ADDENDUM:** Also get rid of Ms/Mr in the “Dear Ms/Mr” line and replace it with whatever title is appropriate.
2. Have a serious email address. From what I saw of your current email addresses, this is not so much an issue. That said, don’t send corporations any emails using an email address like “pussykat69@aol.com.” You represent EJC, and UC Berkeley in every email that you send. Act accordingly!
3. Start Early! This assignment is not alot of work. Sending a greeting email takes less than 5 min once you have an email address to send it to. Getting a contact from scratch takes a few phone calls. That said, if you wait, and there happens to be a delay, such as waiting for a response over email, you may not finish in time. **It is VERY IMPORTANT that you finish on time! DO NOT put this off to 1 week before our next meeting!**

6 Corp. Com. Safety Net

The Corporate Committee’s success in getting corporate sponsors is EXTREMELY important to EJC. Failure is NOT an option. That said, we take care of our own. In the case of an academic or personal emergency, which would cause you to be unable to finish a Corp. Com. assignment, email me, Christopher Fletcher, at chris.w.fletcher@gmail.com. I will read-just your load throughout the rest of the committee. I can’t have everyone do this, obviously. Please, don’t procrastinate in school and then email me when you get screwed as a result. Start early and keep on top of things!