Master of Engineering Committee Meeting  
December 10, 2008 ~ 8:00am – 9:00am  
240 Carpenter Hall

Attendees:  
John Belina (ECE), Kathryn Caggiano, Chair (ORIE), Jim Bartsch (BEE), Peter Jackson (SYS), David Grubb (MSE), David Lipson (BME), Graeme Bailey (CS), William Olbricht (CBE), Larry Cathles (EAS), David Muller (AEP)

Guests:  
Yoanna Ferrara, Jeff Newman, Helen Baker, Patricia Apgar, Cathy Dove, Barbara Cain, Belinda Floyd

Kathryn opened meeting reiterating the importance of MEng recruiting and goal to increase enrollment.

MEng Micro Site

Jeff Newman explained that the College is committed to the MEng program and will support recruiting efforts by fields individually and collectively through a web site being developed by Media Logic. Prospective students will be directed to a comprehensive MEng micro site, organized so students can swiftly find information about the MEng programs: Why MEng?, which fields to choose, help directing students to fields, how to apply, for students both inside and outside of Cornell. The site will be designed to raise the profile of the program, and be a good advertising and marketing vehicle. Development is on the fast track. Media Logic will have the micro site up December 23, and public January 1.

MEC will assist with site content, verifying currently available information compiled by RGS, focusing on program application deadlines, admission requirements currently available to prospective students online, and key words students might use while they are looking into which fields to apply, also known as metatags. Verification is due by the end of day, Thursday, Dec 11

Note: common requirements for MEng across fields can be easily advertised on micro site. Links lead visitors to field web sites for in depth information.

Best Practices Survey

Highlights of Best Practices suggestions to help promote MEng include:

- Locate TA and other employment options for students including, university-wide TA options?
- Establish a more common set of requirements, eliminating need for prospective students to search field sites.
- Divide deadlines to fall admissions, fall admissions without financial aid, spring admissions deadline and international deadlines. There was agreement on this approach.
- Most MEng students are only allowed to apply to one, or a secondary field. Students are accustomed to working with different deadlines
• Continue to allow rolling admissions, the sooner the better – suggest a financial aid deadline, hard and also working with international students, possibly April 1 or July.
• This year or next year, January 15
• Initiate a MEng master project(s) across fields and apply to a single project in area, will promote recognition, and overhead can be relatively low.
  o 100 students across 5 fields – senior visiting engineer or corporate sponsor
  o Team work on a smaller scale – 15 or 20 and grow from there – multi-disciplinary working with heads of their field
  o University provides facility where the teams can work
    ▪ United Technologies, Carrier contacted CU about an engineering project – one was framed out, did not have advising capacity but did have the students
  o website would feature projects – lists, give examples, pictures
  o great way to include geology through a project
    ▪ How do you organize, manage it – find a sponsor with interest and principal engineer to coordinate, recruit for that project.
  o linked to business/financial part of research projects – expand to other parts of campus
    ▪ Areas developing in geology include submarine resources – can do a lot in terms of recovering whatever from the sea floor.
    ▪ Start mining operations in 2009. There are many exciting things that can be done
  o Can we charge the company – ownership issues – as long as the inventions occur outside Cornell
  o IP rights are the quickest way to kill a project. Visiting professor can set up a wall.
  o These issues can be worked out, Jeff Newman can help guide the process.
• Consider having a project subcommittee.

How do we get the right people to go to the website?

• Compile a list of undergraduate coordinators for fields working with prospective students; 50 to 100 engineering schools. End of January so we still can recruit.
• Key words – sustainability, energy
• Minors are open across fields, minor in biomedical engineering and no one knows what the requirements are; there is flexibility, but it needs to be packaged.
• Add a minor in sustainability or other hot topic, MEC rules allow expanding minors to additional fields.
  o Sustainability involves engineering and geology. We can tie these things together if we chose to do it.
    ▪ Minor in sustainability: what do we want them to do? Maybe some new courses; interesting position and interesting times requiring new kinds of thinking.
    ▪ How do we move towards minors that cut across some fields
MEC Fellowships

MEC fellowship decisions and nominations are due Friday, February 13. The following week, the financial subcommittee can meet and go through nominations.

Financial Subcommittee: David Lipson, Graeme Bailey, and Kathryn Caggiano

Sustainability – programs in the United States

- Net Impact Conference International will be held on campus next fall, possibly November. Engineering students should be involved.
- Engineers for a Sustainable World

Sustainability Minor for MEng– Making the minor happen

- An initial draft proposal of what a minor in sustainability would look like will be pursued, leveraging MESE, some concentrations in MESE.
- Graeme Bailey (gob1) offered to collect information from the members
  - Existing courses that would be relevant
  - Concepts, ideas
  - Flavor of sustainability would be hosted by a field
  - Minors need to be administered, and a field to compile a list of courses that would be relevant

Meeting ended 9:10am