Kathryn opened the meeting welcoming Professor Al George to the Committee. Due to budget constraints, the College is no longer able to provide coffee and pastries, so it was also decided that refreshments for meetings will be supported with $15 contributions from members.

Subcommittee Reports:

External Relations Subcommittee – Kathryn Caggiano
(1) There are many master programs across CU. To enhance cross field and MEng marketing and recruiting options, we should know what else is out there today. New programs are being discussed; Information Science MPS and Statistics, Biology/Chemistry overlap, reaching out to same students. Connectivity maps can help identify potential for cross marketing, cross links to other related fields with the primary focus of getting best students at Cornell. Peter Jackson will hire a work-study student to prepare a draft connectivity map for the Committee.

Member comments:
• David Grubb, MSE is taking MS degree students. Will you recruit them specifically for MS? Yes, but they will not be supported (i.e., they will pay cash). UPENN decided to offer a 2 year MS degree, and it is very successful.
• Money for MS goes to the Graduate School. (MEng=professional, MS=research degree) Students could begin with MEng, continue as MS.
• Students often want to stay for a third semester of MEng.

Action Item: ERS presentation at the March MEC meeting.

(2) MPA Degree - Cornell Institute for Public Affairs (CIPA) - Jeff Newman
There is interest in marketing MEng and MPA programs as complimentary degrees – sustainability, environmental, public affairs looking for greater expertise. MEng students might be interested in MPA. MOU was drafted, viewed as marketing agreement and invites students to apply to them as complementary degrees. Single course counting against both degrees is not acceptable for MEng, may be acceptable for MPA.

Member comments:
• Combined degree? Establishment would require going to the Graduate School and making a full proposal.
• Cooperation on complementary classes appropriate for MEng students is desirable. Engineering and design programs have had previous experience.

Action Item: ERC should investigate what courses would be suitable to both groups of students and develop compatible courses with CIPA.

Action Item: Jeff will revise the MOU to reflect intent to cooperate on curriculum.
Sustainability – Graeme Bailey is looking at list of courses. Many require background in lower level courses. For future discussion: What is opinion of MEC on students taking lower level courses to satisfy prerequisites for graduate courses in economics, for example?

Financial Aid & Incentives Subcommittee Report
(1) MEC Fellowship Nominations
Fields are invited to submit 2 nominations each to Helen Baker by Friday, February 13.

**Action Item:** Financial Aid Subcommittee (Graeme, David L., Kathryn) and Jeff will meet next week to review and finalize decisions.

(2) MEng/MBA Knight Scholarship Program – application deadline February 1. Fields were given lists of students who applied for Knight and asked to provide the names of any students on it who they were most heavily recruiting and of those already rejected.

Marketing & Outreach Subcommittee Report
- Information gathered for best practices and suggestions were posted on MEC website.
- Collection of undergrad contacts at a variety of universities was also posted on website and is available for use as a recruiting tool.

**Action Item:** Marketing subcommittee should pick 2 or 3 additional items from best practices that may facilitate recruiting and present recommendations to MEC during next meeting.

Other Items Discussed:

MEng Recruiting

**MEng recruiting, how is it going?**
- Domestic applicant pool is up in ORIE
- ORIE – application count is down by 30%, trend is a cut in financial engineering applicants (still 70% of total – huge drop from India and int’l) domestic pool is up and quality is still there. Target is 90.
- BME – GFA is currently working with PhDs, fair # applied to masters – target is 70. There are currently 9 Early Admits and 2 new starting this spring.
- AP – small group 10-12 students. Target is 16 – applicants half – lots are from PhD program. Small decrease in PhD applications
- CBE – same as last year – 15 target
- SYSTEM – added Distance Learning last summer, number has doubled. At this point, we are in good shape with 10 in DL, and will need another 15, and additional 20 to 25 for on-campus
- CEE – 20 new MEng students this spring. Total pool is up, 70% are EM. Anticipating a number of CU students choosing MEng over uncertain job market applying to the program later in the Spring. Aiming for 75 students including 20 from spring early-admit, possibly higher. Indian applications are up, and will be process later. Also, Pakistani applications. Anticipate visa issues.
- CS – applications are up 10%; down from India, up from China, quality is down from 5 years ago, not sure what yield will be. Banks in India are not lending, CU students in early or thinking about CU, money is not really there for program. Yield from domestic is not going to be reliable. Final count won’t be known until 2 weeks into fall semester. 100 target, plenty of early admits.
• MSE – 8 or 10 applications, small numbers, fewer Indians from 3 to 0.
• BEE – 12 target, may be 15, goal is to grow gradually. Mostly domestic.
• MECH, PhD is up 50, typically 3 to 5 from this pool accept MEng instead. MEng might be up, 25 Early Admits in the fall. Target is 50, but might be higher this year.

**Deposits? Were deposits increased?**
- CS - This year, we asked for $500 deposit w/acceptance.
- ORIE - Increased deposit to $1000.
- BEE - $500 deposit with Early Admit students – deposits go to student committee

**Member comments:**
- Money goes toward their tuition if student arrives. If they don’t come, it stays with the field.
- Grad school is encouraging deposits to weed out students who don’t show.
- Can deposits be returned? Field decision. One ORIE early admit failed to stay for the MEng, deposit was not returned.
- Cornell undergrads are the worst offenders, especially in April or May.

**Subcommittee membership update:**
*Financial Aid & Incentives:* Graeme Bailey, David Lipson and Kathryn Caggiano – no new volunteers
*Marketing & Outreach:* John Belina, David Grubb, Peter Jackson
*External Relations* – Peter Jackson, Al George

**Action Item:** KEC and JKN to write charge/mission of each subcommittee

**Projects Subcommittee**
The membership supported the creation of a new “Projects” subcommittee to find, develop cross-field projects that will enrich the experience for students and be used as a recruiting tool. College is very supportive of cross-disciplinary projects, especially when it involves corporate sponsors.

**Charges of this subcommittee will include:**
- To compile, by the beginning of year, cross-disciplinary projects, vignettes, to market on microsite
- Establish process
- Promote projects to students and how they find out about them. Target launch mid-August during orientation
- Some exciting areas to review, expertise desired to review, energy (Al George) and bio (?) area

**Projects Subcommittee:** Graeme Bailey, Al George, David Muller, Bill Olbricht (Chair), Jeff Newman (staff).

**Action Item:** New committee will meet before next MEC meeting to define mission statement, recruiting, size of projects, lay out organizational details, logistics. Are faculty members amenable to this type of thing?

**Cornell Engineering Research Conference – MEng Student Participation**
Corey Siegel, CERC MEng Session Chair was invited to talk about the conference and ask for feedback on draft promotional email inviting MEng students to participate. The committee was very supportive and recommended that:
(1) the deadline to submit abstracts be extended to Friday, February 27,
(2) he include information about awards, corporate sponsors, certificates, cash prizes, and benefits to resume/job interviews.
(3) Additionally, let students know that MEng projects do not have to be 100% complete to participate and describe schedule options: morning/pm oral presentations and poster presentations mid day.

*Action Item*: MEC reps will distribute final promotional *email* to MEng students.

Next meeting March 11