

2018 Summer FECEDHA Meeting Notes
Monday June 4, 2018
Florida International University
Engineering Campus Room 3920
Electrical & Computer Engineering Department

In attendance:

Shekhar Bhansali-FIU, Timothy Wilson-Embry Riddle, John Harris-UF, Zhihua Qu-UCF, Nurgun Erdol-FAU, Phil Bernhard-FIT, Mohammed Abdel-Mottaleb- UM

1. Welcome Remarks/ Introductions

- FIU CEC Dean John Volakis

2. Updates from ECEDHA

- Drs. Harris and Qu

3. Marketing of ECE and aligning to ECEDHA

- Drs. Qu presented Tailfin Brand strategy presentation (See attached)
- Millie Acebal Account Manager and Diana Hernandez add and present what FIU ECE Brand Strategy (see attached, links below)

Feedback on tailfin presentation:

- Messaging – agree with Tailfin on their messaging in regards to making ECE more appealing to high school students by making it cool and fun. Highlighting the positives instead of the negative stereotypes.
- Creative – loved the templates Tailfin created (catchy with puns and visually appealing)
- Suggestion: There will always be a cost associated to print ads. It's good to have the materials ready and at hand, but will need a marketing budget to negotiate costs with media outlets such as newspapers and magazines.
- Suggestion: Goals to measure success need to be established. Whether that's the number of clicks to a webpage, the number of likes a social media post receives, etc.

What FIU Marketing does:

- Creates short text videos for social media and digital platforms to capture viewers and make ECE more engaging
- Heavily focuses on social media as a tool for success
- Sends out monthly newsletters (college-level) and quarterly newsletters (department-level) to U.S. deans to get more exposure and push the college & department to get ranked higher
- Pitches student stories and new program stories to local media
 - Perfect example: the new IoT degree has received a lot of media coverage – NBC, Channel 4
- Creates collateral materials (brochures, flyers, etc.) to distribute at events, around campus and to provide to recruiters to recruit students

- Writes news stories for FIU News highlight student success (first job stories and internship stories), faculty achievements, etc.

Text Video links:

- Internet of Things (IoT): <https://www.youtube.com/watch?v=fav1c8ruW8g>
- \$4.8 million grant from the Air Force Office of Research:
<https://drive.google.com/file/d/1laRiatBMG7NY4sRTWVqQZ0YQ94kpw-RA/view?ts=5af8e6cb>
- Engineering students create Assen flying hover bike:
<https://drive.google.com/file/d/1ez8ZZltjOlem2aAfkE75zOx0oIQho8xm/view>

4. STRIDE Presentation (see attached and below)

- Drs. Darici and Rose
 - Addressing unconscious biases and schemas
 - How to cultivate a diverse staff
 - Build an effective search committee
 - Develop a diverse pool of applicants
 - Open hire searches as opposed to specific hiring
 - Sustained an conscious effort to counter potential evaluation bias
 - Use specific criteria that values diversity excellence
 - Create a welcoming environment
 - Exclude personal questions about partners and children
 - Other considerations and tools
 - Diversity inventory
 - Online options for parental leave
 - Lead department by promoting diversity and practicing inclusion
- Additional materials are available at: <https://advance.fiu.edu/our-programs/stride/index.html>

6. BS/MS IoT- The Case and Status

- Dr. Akkaya
 - Media attention
 - <https://internetofthings.fiu.edu/media/>
 - IoT Program curriculum and requirements found below
 - <https://internetofthings.fiu.edu/courses/>
 - FIU Online Network Security MS

- <http://fiuonline.fiu.edu/programs/online-graduate-degrees/master-of-network-security.php>
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7. Tour of Facilities (see attached PPT)

- ECE Labs
- RF Lab
- Smart grid Testbed
- AMERI
- Wall of Wind

8. Trends in ECE, Curriculum Innovations & Open Forum

- More online degree programs
- Creating streamline marketing
- Reducing amount of irrelevant required course work
 - CHM1045
 - Voted to exclude to CHM 1045 from requirements
- Development of potential University Core Curriculum/Gen Ed humanities class rooted in engineering
 - “How Lies Spread” , etc

11. Adjourn