



**Society of Asian
Scientists & Engineers
2017 National Conference**
-MCRC Sponsored Initiative

12-15 Oct

15 Nov 2017

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Background

Society of Asian Scientists and Engineers

- Founded 2007
- Mission: Prepare APA students, celebrate diversity, contribute to local community
- 70+ college chapters; various Fortune 500
- 2014: ExecDir attended Key Leaders & Educators Wkshop
- 2015: USMC participation in Regional and National Conferences
- MCRC support via workshop and career fair presence
- USMC Presence at 2017 Conference:
 - Capt Kogbara (MCRC) *UniWorld Group Marketing
 - Maj Sun (Reservist; Texas)
 - Maj Lim (MMOA)
 - 2ndLt Tran (MAC-1)



AT A GLANCE

#SASENC2017 OCT DRAFT TIMELINE





Event Highlights

Days 1-3: Leadership / Technology Workshops

- Day 1: Professional Panel. Engaged 30+ college and graduate students via panel consisting of professionals in various industries
- Day 2-3: Workshops. Leadership vs Technology
 - Visible DoD presence; USMC did not lead a workshop
 - USMC engaged via personal leadership experiences

Day 2: Breakfast / Gala Dinner

- Opportunity to promote future events
- Visible Fortune 500 Co. presence, ie: Northrup Grumman



Day 3: "Wake Up and Workout"

- Cross-fit
- 21 participants
- High number social media visibility
- Leadership tie-in
- Hampered by Gala previous night and thunderstorm



Day 3: Career Fair

- Local media
- 20 X 20 footprint
- 3000 attended
- 800 engaged
- 86 qualified leads
- 3 influencer contacts → Desire USMC engagement at regional level



*US Marines pose with US Representative of Illinois 8th Congressional District: Hon. Krishnamoorthi



Recommendations

- **Future Conferences**
 - STEM Tie-in
 - USMC Presence include APA Officers with STEM background
 - USMC-led leadership workshop
 - Tracking mechanism to link “leads” to OCC graduation
 - Participation in Regional Conferences via Reservists

