

Society of Asian Scientists & Engineers 2017 National Conference

-MCRC Sponsored Initiative

12-15 Oct

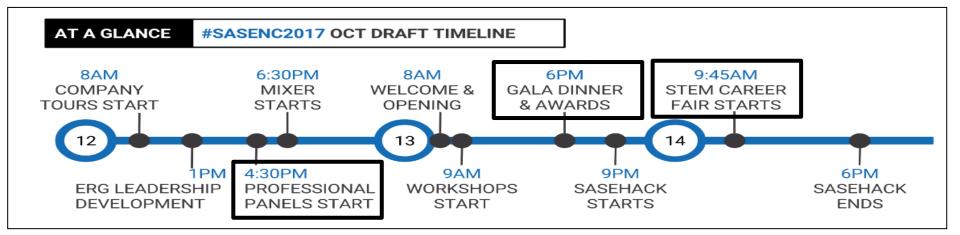
15 Nov 2017 Maj J. J. Lim, MMOA-1



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)







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

POSE

*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

