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# Alumni Newsletter

Volume 12, Issue 1

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## Letter From the Historian

Hi alumni! I hope you are having a good fall and are able to stay connected with Tau Beta Pi. One of the things that makes TBP special is that unlike other student organizations, you can still remain involved even after you graduate! It has been an eventful semester so far: we held the first in-person career fair since 2019 along with SWE, welcomed the new U-M President Santa Ono, had over 50 new electees start the process of initiation, and won the RC Matthews Outstanding Chapter Award at the TBP Convention in Knoxville! As the most active chapter in the nation, we always make sure there are plenty of events going on, in addition to general meetings: service events, social events, professional development events, and New Initiatives, which are brainstorming sessions to help improve the chapter. More and more of our events are transitioning back to in-person, including electee interviews, and all of our events have a purpose, whether that means teaching kids about STEM or bringing people together. After all, everything we do must have a purpose: otherwise, nothing has any true meaning.

**Go Blue!**

-Daniel Orion Malow Pert, TBP Historian

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Volunteers posing in front of the Bent in the Gerstacker Grove on North Campus



Volunteers celebrating a successful career fair in the Bullpen (which may need to be cleaned up)

## Letter from the President

Greetings Alumni!

With Fall 2022 underway, Michigan Gamma has been busy hosting and planning numerous events. These include classics such as Breakfast Parties, Merit Badge Day, Nature Area Preservation, and Cub Scouts Day! As we continue into our third semester being back on campus, these events remain in-person and just as popular as ever! Despite continuing to bring events in-person, there are many advantages we still retain from our online semesters, mainly our hybrid meeting style to ensure inclusivity and accessibility to all members and electees. Our Vice Presidents, Ben and Varun, are hard at work guiding over 50 new electees through the initiation process. These candidates have already made it halfway through the electing process and are well on their way to becoming full fledged Tau Bates!

Fall 2022 brought a return to an in-person Career Fair for the first time since 2019. This was a massive undertaking and I am happy to report that this year's iteration was a huge success! Career Fair this year saw over 260 companies come in-person over two days, and gave us a chance to learn how we can refine our old practices to ensure its maintainability in the future. While these numbers are a bit down from previous years, we hope that in future years, improvements to our model will lead to an increased number of companies, which will allow us to reach, and later surpass, our pre-COVID Career Fair numbers.

Michigan Gamma also attended the first in-person TBP Convention in three years. Despite only sending a couple of delegates this year, the chapter had a huge success, earning the RC Matthews Outstanding Chapter Award for 2020-2021, the Chapter Projects Award for 2021-2022, and the scholarship that goes along with earning the Chapter Projects Award for at least three consecutive years. The delegates got to tour the TBP headquarters at the University of Tennessee at Knoxville, participate in professional development sessions, work in committees to improve the national organization, and work with other chapters across the country to identify areas of weakness in our chapters.

Michigan Gamma continues to remain involved in the professional development side of the chapter. We attend Engineering Futures sessions, events hosted by the TBP national organization to help build professional yet non-technical skills essential for success in engineering careers. In addition, our Professional Development officer, Ansh, continues to work with companies and host information sessions for not only chapter members, but also the general public.

I am honored to serve as chapter president along with all of the incredible officers of Fall 2022, a mix of old and new faces leading our chapter. Despite some setbacks with the start of the year, I am excited to see the chapter continue to promote integrity, inclusivity, and excellence in engineering! I look forward to the upcoming elections and initiation as we elect next semester's leaders and welcome new members of TBP to our chapter! Go Blue!

Zachary Goldston  
President, TBP MI-G

## Career Fair Recap

Hello TBP MI-G Alumni,

When we last wrote our update from the External Vice Presidents in the Alumni Newsletter back in April, we were just beginning our work to lead the return of the Fall Engineering Career Fair to an in-person format for the first time in three years. Since then, after over six months of preparation from us directors, sixteen chairs from TBP, and dozens of TBP volunteers working during the event, we are proud to report that the Career Fair was the largest, and by several measures, the most successful in years.

A total of over 260 companies attended the event over its two days, Monday September 12 and Tuesday September 13, 2022. Of these, 19 sponsored the event, with these sponsors alone generating \$60,000 in revenue out of nearly \$250,000 total. This broke the 38-year Career Fair record for revenue per company, approaching the all-time high revenue outright despite having 80 fewer companies attend the fair than in 2019.

Among many reasons for the fair's success this year, we would like to highlight the event's publicity as a major difference-maker in 2022. Outreach to students through digital marketing, in addition to our traditional physical advertising, was unparalleled this year, and as a result, we enjoyed one of the largest student turnouts of any event ever held on North Campus. We estimate that over 6,000 students attended the fair over its two days of operation, which can in part be attributed to our improved social media presence. The umcareerfair Instagram page more than doubled in followers and generated 1,024 unique visitors to our website, up from less than 10 visitors from Instagram last year. In addition to running our own page, we took over the @umichstudents and @michiganengineering Instagram accounts for multiple days each leading up to the fair, reaching a collective pool of over 35,000 followers. Due to this outreach and several other factors, web traffic saw a 407% overall increase from 2021, with a total of 27,569 site sessions throughout the year, peaking at 6,408 viewers on a single day during the fair. The final major publicity development this year was establishing the first ever Fall Engineering Career Fair LinkedIn page, and this page will remain a central part of the event's marketing for years to come. We encourage you to connect with us on any or all of our social media platforms (@umcareerfair), helping expand our outreach for future years.

Selection of the next External Vice Presidents is only a month away, and our main focus has become finding the best candidates to carry on the legacy of the Career Fair and the other responsibilities of the External Vice Presidents. Look forward to hearing from them in April when they write their first Alumni Newsletter update, but until then, enjoy a collection of our favorite photos from this year's Career Fair. It's been great keeping you updated; we'll miss it!

Riley Garliauskas and Jonhan Chen  
External Vice Presidents



# Photos from Career Fair







Silly rabbit! Trix are for kids.



## Photos from Wiard's Orchards Social Event



What better way to usher in the fall season than an apple orchard? Wiard's Country Fair & Orchards provided a great environment for the autumn setting with a corn maze, pumpkins, and a hay ride. The cider mill provided tasty apple cider and donuts during a relaxing fall weekend.



## Fall 2022 Officers

### Executive Team

**President:** Zachary Goldston

**Vice President:** Ben King

**Graduate Vice President:** Varun Goyal

**Secretary:** Daniel Falvo

**Treasurer:** Richard Wang

**External Vice President:** Riley Garliauskas

**External Vice President:** Jonhan Chen

### Events Team

**Service Coordinator:** Jed Pienkny

**Activities Officer:** Colin Hunter Davidson

**Professional Development:** Ansh Patel

**Campus Outreach Officer:** Kevin Masel

**K-12 Officer:** Jessy Simmer

**K-12 Officer:** Tara Radvand

### Chapter Team

**Chapter Development Officer:** Matthew Kukucka

**Membership Officer:** Alex Kalams

**Publicity Officer:** Penny Springel

**Historian:** Daniel Orion Malow Pert

### Advisors

Kyle Lady

David Martel

Michael Benson

Kritika Iyer

Simon Li

Kate Giammalvo

Ranadeep Mitra



Your Amazing Fall 2022 TBP MI-Gamma Officers