

ASCE

American Society of Civil Engineers

UC Berkeley Student Chapter

*Civil and Environmental Engineering Joint
Fundraising Committee*



Industry Affiliations

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Executive Summary

Cal ASCE is the student chapter American Society of Civil Engineers (ASCE) at UC Berkeley. We foster professional development and social interaction for students within the Department of Civil & Environmental Engineering by hosting events that promote these initiatives. We hold general meetings, professional development events, field trips, socials, and more.

We also support eight other civil engineering groups in their academic, social and professional endeavors each year. The groups we support are as follows:

- Cal Concrete Canoe Team
- Cal Construction Team
- Cal Environmental Team
- Cal Seismic Design Team
- Cal Steel Bridge Team
- Cal Transportation Team
- Chi Epsilon (XE) Honor Society
- Graduate Student Society

We seek industry affiliates to sponsor our student groups and events for the 2018 – 2019 school year. Moreover, we are also hoping to find partners who are interested in sharing their time, knowledge and experience with the student civil engineering community at Cal. Our goal is for these partnerships to extend beyond financial support, creating mutually beneficial partnerships between our student body and industry leaders.

We look forward to having you as a part of our Civil Engineering family – Go Bears!



Letter from the Executive Vice President

Dear Industry Affiliate,

My name is Amber Chau and I am serving as the 2018 – 2019 External Vice President for the student chapter of the American Society of Civil Engineers at the University of California-Berkeley (Cal ASCE). I am honored to invite you and your company to be one of our industry affiliates for the 2018 – 2019 academic year.

Here at ASCE's Berkeley chapter, our main mission is to serve the civil engineering community and ensure that every student has the opportunity and potential to thrive academically, professionally and socially at UC Berkeley. We do this through hosting workshops, socials, and professional development events throughout the entire school year. We aim to create a close-knit community among our students and encourage networking and collaboration. Furthermore, we give back to our Cal community through service projects, and by supporting all eight of our civil engineering student groups in their endeavors. To do so, we need to raise \$85,000. With these contributions, we further contribute to the outreach, retention, and camaraderie of civil engineering students at UC Berkeley.

Besides financial assistance, we also want your assistance in providing professional counsel to our civil engineering community. You can connect with our students through resume workshops, interview workshops, mock interviews, professional development workshops (EIT, graduate school, choosing emphases), field trips and more. Most importantly, we want to assure you that our partnership will be mutually beneficial, and that we welcome any innovative ideas for programs or initiatives that you seek to create with us.

I invite you to look over our 2018 – 2019 Industry Affiliations packet to understand how we can work together this coming year and future years to come. If you have any questions, concerns or inquiries, please do not hesitate to contact me. Go Bears!

Sincerely,



Amber Chau

Amber Chau

Cal ASCE External Vice President 2018-2019

ceejfc@berkeley.edu

Membership Statistics and Outreach

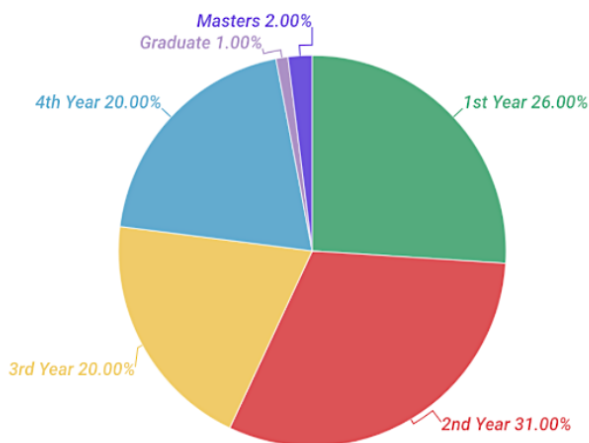


With every year, Cal ASCE maintains over 150 registered members. Our diverse membership base of undergraduate, Masters and PhD students, encompasses a wide variety of emphases in the field of Civil and Environmental Engineering. At Cal ASCE, we extend our opportunities to all students interested in learning and developing their skills and our corporate and institutional partners.

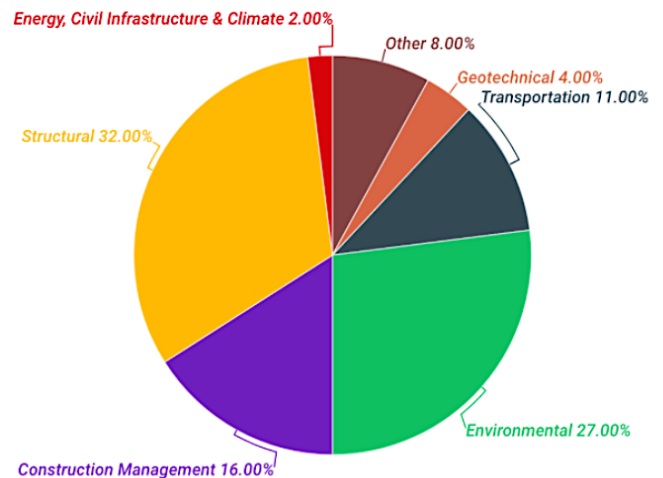
However, because Cal ASCE serves the whole civil engineering community, our reach stretches further than the 150+ students who obtain formal membership. Beyond our Cal ASCE members, we have the following means for outreach:

- Civil and Environmental Engineering department-wide weekly undergraduate and graduate newsletters
- Weekly College of Engineering newsletters
- Cal Career Center weekly newsletters
- Cal ASCE Website

CAL ASCE 2017-2018 STUDENT MEMBERSHIP



CAL ASCE 2017-2018 AREAS OF INTEREST



Employer Recruitment Opportunities

Cal ASCE has access to some of the nation's brightest, most motivated individuals: UC Berkeley students. UC Berkeley's Department of Civil & Environmental Engineering boasts national prestige as both undergraduate and graduate curricula are consistently ranked as one of the top civil & environmental engineering programs in the country. We are excited to connect you with our members and with students in our department through recruitment opportunities listed below.

Information Sessions (Infosessions)

Date: Every Tuesday & Thursday, scheduled based on availability
Time: 5:30-6:30 PM
Where: Davis Hall, UC Berkeley
Attendance: 20-50 people
 Includes 2 free parking passes, usher to and from parking lot, A/V equipment, catering, marketing

Company infosessions are the venue for you to present your company to Cal students. You can share your company's story, show off impressive projects, and make your company stand out from the rest. Infosessions are also a wonderful way to recruit interns and employees from our great pool of students in a more casual and intimate setting.

Spring Career Fair

Date: Tuesday, 13 February 2019
Time: 3:00-7:00 PM
Where: Pauley Ballroom, UC Berkeley
Attendance: 150-200 People

Includes 2 representatives, 1 free parking pass, 1 booth, WiFi, refreshments and snacks, marketing

Optional: electrical access, additional representatives

Cal ASCE hosts an annual on-campus career fair each spring. Our annual Spring Career Fair is the best way for you to quickly connect with your potential interns and full time employees in a more formal setting. Our career fair is catered specifically to students interested in civil engineering and related fields, so you are guaranteed to leave the fair with a list of eager and qualified applicants.

On Campus Interviews

Date: Scheduled based on availability
Time: Scheduled based on availability
Where: Davis Hall, UC Berkeley
Attendance: Based on sign-up of interview invitation only

Includes 2 free parking passes, 1 interview room, WiFi, refreshments, marketing

Davis Hall houses our Department of Civil and Environmental Engineering. Considered the home of our civil engineering students, this is the best place to interview Cal students for open positions and internships offered by your company. We can provide you with rooms, parking passes, and other services you need to make your recruiting process all the better.

Employer Recruitment Opportunities

Resume Book

Date: October 2019

Resumes Available: 100+

Available via one-time download link, can be sorted based on emphasis and/or educational level

If your company is unable to make its way to our campus, we can still connect you with our students via our resume book. With our resume book, you will have access to our students' resumes, neatly organized by educational level and emphasis for your recruiting convenience. This is a great way to quickly find students that fit exactly what you're looking for, especially if your company's based out of town.



Prices:

Item	Price
Infosessions	\$1000 (Fall) \$800 (Spring)
Spring Career Fair Registration	\$650
On-Campus Interviews	\$500
Resume Book	\$300/emphasis \$1000/all emphases

Note: Attendance to events will vary depending on the time of year. Students are typically busy when there are midterm examinations and other events (i.e. competitions, other career fairs, etc.). We ask that you keep this in mind upon booking any event with us.

Employer Recruitment Packages

We value your presence on campus and want to encourage you to keep connecting with us, so we've put together some packages below that will satisfy your recruitment needs at a lower price.

	Package A	Package B	Package C	Package D	Package E
Price	\$1090	\$1425	\$1935	\$2080	\$2520
Savings	~5% - \$60	5% - \$75	10% - \$215	~15% - \$370	20% - \$630
Items Included					
1 Infosession		✓	✓	✓	✓
1 Spring Career Fair Registration	✓		✓	✓	✓
1 On-Campus Interview Room (8am – 5pm)	✓	✓	✓	✓	✓
1 Level or Emphasis Resume Book				✓	
1 All Levels and Emphases Resume Book					✓

Discounts

We offer a variety of discounts to encourage companies like your own to continue working with us. We never want you to contemplate whether or not you should extend your network to us because of our prices.

Discount Type	Discount Details	Discount Description
Volunteer Discount	5% off entire invoice	Awarded to industry affiliates who volunteer for at least one of our professional events listed in the Event Sponsorship section
Sponsor Discount	10% off entire invoice	Awarded to industry affiliates who sponsor at least one of our professional events listed in the Event Sponsorship section
New Industry affiliate Discount	15% off entire invoice	Awarded to new industry affiliates who have not worked with us prior to the 2018-2019 academic year
Service Entity Discount	50% off entire invoice	Awarded to industry affiliates that serve our communities, such as: <ul style="list-style-type: none"> • Public Utilities • Military • Non-Profit Organizations

Event Sponsorship

One of the many ways Cal ASCE serves our civil engineering community is by hosting events and pursuing initiatives that foster camaraderie and professional development among our students. Below are events and initiatives that we would like to implement this year and are in need of either professional volunteers and/or sponsorship.

- + ASCE Workshop for Student Leaders
- + ASCE Mid-Pacific Conference 2020
- + ASCE Mid-Pacific Conference 2019
- + ASCE Annual Spring Banquet
- + Associated Schools of Construction Student Competition 2019
- + Chi Epsilon Pacific District Conference 2018
- + Earthquake Engineering Research Institute Seismic Design Competition 2019
- + Engineering Licensure Workshop
- + Field Trips
- + General Meetings
- + Interview Tips/Mock Interviews
- + Resume Critique Workshop
- + Socials

American Society of Civil Engineers (ASCE) Workshop for Student Leaders Conference 2019



Date(s): March 2019
Location: Honolulu, Hawaii
Total Estimated Cost: \$400/student
Number of Attendees: 6 Students

Hosted by Regional ASCE, the conference is intended for current and future leaders of student chapters to enhance their leadership and networking skills, as well as learn how to improve the chapter by proactive interaction with other chapters throughout the west coast and Hawaii.

Incentives for \$400+ Sponsorship

- + Company featured on our website

American Society of Civil Engineers (ASCE) Mid-Pacific Conference 2020

Date(s): Spring 2020
Location: Berkeley, CA
Total Estimated Cost: \$200,000-\$250,000
Number of Attendees: 300+ Students

It will be our turn to host the annual MidPac Conference in 2020. There will be various ways to advertise your company to 300+ civil engineering students from multiple colleges and universities. This includes sponsorship on merchandise, posters, etc.



Incentives for \$1000+ Sponsorship

- + Company logo featured on conference shirt that all attendees receive
- + Company featured on our website and sponsorship posters and boards
- + 2 invitations and parking passes to Annual Spring Banquet

Event Sponsorship

American Society of Civil Engineers (ASCE) Mid-Pacific Conference 2019

Date(s): April 2019
Location: San Jose, CA
Total Estimated Cost: \$300/student
Number of Attendees: 75 Students



Our Steel Bridge, Concrete Canoe, Environmental and Transportation Teams spend their entire year designing and fabricating bridges, canoes, filters, and traffic recommendations to take with them to the annual Mid-Pacific Conference. At this Conference, our students join civil engineering students from other colleges and universities for a weekend of learning and friendly competition. UC Berkeley placed 2nd overall in the 2018 conference. Companies are welcome to sponsor one or several teams attending this conference.

Incentives for \$600+ Sponsorship

- + Company logo featured on all teams' shirts worn at conference
- + 2 invitations and 2 parking passes to Annual Spring Banquet

Annual ASCE Spring Banquet



Date(s): April 2019
Location: Berkeley, CA
Total Estimated Cost: \$3,000 - \$4,000
Number of Attendees: 80 - 100 Students

At our annual spring banquet, we bring together all of our student members, competition teams, civil engineering organizations, and the entire CEE Department to celebrate the successes of the past year. ASCE awards are given out and civil engineering groups reflect on their triumphs during the academic year over dinner and good fun.

Incentives for \$1000+ Sponsorship

- + Company logo featured on invitations, banner, flyers
- + 2 invitations and 2 parking passes to Annual Spring Banquet
- + Photo with ASCE Executives and other CEE student organization leadership

Chi Epsilon Pacific District Conference

Date(s): November 2018
Location: Berkeley, CA
Total Estimated Cost: \$13,000 - \$14,000
Number of Attendees: 150 - 175 Students



Hosted by the Pacific District Alumni Association, this conference is intended for members of west coast and Hawaii Chi Epsilon student chapters. The conference focuses on learning how to improve chapters through discussion of innovative solutions to pertinent issues. Attendees will also have the opportunity to network with sponsors at the end of the conference.

Incentives for \$400+ Sponsorship

- + Company logo featured on conference packets, presentations and shirts
- + 2 Invitation to conference banquet and career fair

Event Sponsorship

Associated Schools of Construction (ASC) Student Competition 2019



Date(s): February 2018
Location: Reno, NV
Total Estimated Cost: \$400/student
Number of Attendees: 20 – 30 Students

The annual Associated Schools of Construction (ASC) Region 6 and 7 Student Competition is where our Cal Construction team competes. Last year, our Cal Construction team consisted of 18 undergraduate and 6 graduate students. At this competition, our team competes by creating and presenting smart construction solutions to real-world problems presented by a variety of general contractors and firms.

Incentives for \$1000+ Sponsorship

- + Invitation to Cal Construction Fall Dinner
- + Invitation to Cal Construction End-of-Year-Banquet
- + Cal Construction Apparel

Earthquake Engineering Research Institute (EERI) Seismic Design Competition 2019

Date(s): March 2019
Location: Vancouver, Canada
Total Estimated Cost: \$630/Student
Number of Attendees: 20 - 25 Students

The annual Earthquake Engineering Research Institute (EERI) Seismic Design Competition is where our Cal Seismic Design team goes to compete. Last year, our Cal Seismic Design team consisted of 30 undergraduate students. At this competition, our team provides a formal presentation about the design and construction of a 5-foot tall balsa wood tower and tests the model for resiliency



Incentives for \$500+ Sponsorship

- + Invitation to Cal Seismic End-of-Year-Banquet
- + Cal Seismic Apparel
- + Joint Tutoring/Technical Workshops
- + Company logo on competition poster



Event Sponsorship

Engineering Licensure Workshop (Professional)

Date(s): Fall 2019

Total Estimated Cost: \$250

Number of Attendees: 20 - 50 Students

**** Professional volunteers needed ****

We are hoping to host a pilot Engineering Licensure Workshop this fall and we are seeking industry professionals to sponsor this event. We want to put on this workshop to educate our students about the types of licensure, the steps that must be taken, timeline, and tips and tricks to getting our engineering licenses. We are looking for volunteer industry affiliates to share their time and knowledge in obtaining engineering license.

Incentives for \$1000+ Sponsorship

- + Parking pass per professional volunteer
- + Usher to and from parking lot
- + Catering
- + Berkeley Civil Engineering Polo per professional volunteer
- + Volunteer or Sponsor Discount eligibility

Field Trips (Professional)



Date(s): Based on site availability, 2 sites/semester

Total Estimated Cost: N/A

Number of Attendees: 5 - 15 Students, dependent on-site capacity

**** Field Trip Sites Needed ****

Field trips are an amazing way for our students to gain first-hand exposure to your company. Field trips allow for students to experience your work culture, see your everyday work routine, and get a clearer understanding of your company's values. We are looking for industry affiliates to provide field trip sites (tour of workplace, new job site, etc.) for our students to visit

Incentives for 1 Field Trip Site

- + Company featured on our website
- + Volunteer Discount eligibility



Event Sponsorship

General Meetings (Professional)

Date(s): One Thursday of the month, 5:00 – 6:30pm

Total Estimated Cost: \$250/meeting

Number of Attendees: 20 – 50 Students

**** Professional volunteers needed****

During our general meetings, we typically have speakers from either academia or industry talk about their work, their research or interesting technical aspects of their projects. We are looking for industry affiliates to sponsor this event, but even more so to share their time and knowledge on their experience as an engineer. This year, each general meeting will be geared towards a specific civil engineering discipline (geotechnical, transportation/systems, water, construction/structural, etc.) with a small activity.

Incentives for \$250+ Sponsorship

- + Parking pass per professional volunteer
- + Usher to and from parking lot
- + Catering

- + Berkeley Civil Engineering Polo per professional volunteer
- + Volunteer or Sponsor Discount eligibility

Interview Tips/Mock-Interview Workshop (Professional)

Date(s): October 2018, February 2019

Total Estimated Cost: \$250

Number of Attendees: 20 - 50 Students

**** Professional volunteers needed****

Help us stun you and your fellow recruiters by letting us practice and learn from the source. What do you look for in a candidate's interview? What are your suggestions or tricks to representing yourself well in an interview? We are in need of industry affiliates who are willing to share their time and experience with interviewing students.

Incentives for 1 Professional Volunteer or \$250+ Sponsorship

- + Parking pass per professional volunteer
- + Usher to and from parking lot
- + Catering

- + Berkeley Civil Engineering Polo per professional volunteer
- + Volunteer or Sponsor Discount eligibility



Event Sponsorship

Resume Workshop (Professional)

Date(s): October 2018, February 2019

Total Estimated Cost: \$250

**** Professional volunteers needed****

Number of Attendees: 20 - 50 Students

Sometimes we need a fresh set of eyes to look at our resumes before a big career fair. We want to impress you, and even more so convey the information that you need as a recruiter on a single sheet of paper. We are in need of industry affiliates who are willing to share their time and experience in resume building and resume critique.

Incentives for 1 Professional Volunteer or \$250+ Sponsorship

- + Parking pass per professional volunteer
- + Usher to and from parking lot
- + Catering
- + Berkeley Civil Engineering Polo per professional volunteer
- + Volunteer or Sponsor Discount eligibility

Socials (Professional)

Date(s): August 2018 – Fall Welcome Social
 October 2018 – Pumpkin Carving Social
 December 2018 – Gingerbread Social
 April 2019 – Civil Picnic

Total Estimated Cost: \$250/event

Number of Attendees: 20 - 50 Students

Incentives for \$250+ Sponsorship

- + Company logo on flyers and signage at event
- + Company logo featured on our website



School, recruitment, and life can sometimes become overwhelming to students. This is why it is important that we host social events that let students blow off some steam and bond with their cohort – whether it be by having some ice cream, carving some pumpkins, shaking some ginger bread houses, or eating some hotdogs by the Berkeley Marina. We are looking for industry affiliates interested in sponsoring these events.

Interested in sponsoring or volunteering at an event not on this list (i.e. Cornhole tournament, beer hour, company community service day, etc.)? Let us know what you have in mind and we'll see if we can arrange a custom event with you.

2017-2018 Industry Affiliates

We want to extend our thanks to the following companies who helped us pursue all of our programs and initiatives in the 2017 – 2018 academic year. We hope that you work with us again and that you are only more pleased with your experience working with us. If you are a potential industry affiliate, we are looking forward to working with you in the near future and we hope to see you be a part of our Industry Affiliation soon.

Platinum Sponsors



Diamond Sponsors



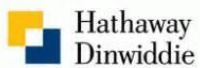
Gold Sponsors



Silver Sponsors



Bronze Sponsors



Sponsorship Tiers

We appreciate all forms and amounts of sponsorship, but allow us to give credit where credit is due. We could never do what we do without your support, so here are a few more perks to being an industry affiliate. Sponsorship Tiers are dependent entirely on the amount you donate to us, based on the events and initiatives you choose to sponsor and volunteer for throughout the academic year. They are not additional offers to be donated for.

Bronze (\$500+)

- Sponsorship recognition on 2019 – 2020 Industry Affiliation Packet and website

Silver (\$1000+)

- Access to posting on the Cal ASCE Newsletter and CEE Newsletter
- Sponsorship recognition on 2019 – 2020 Industry Affiliation Packet and website

Gold (\$2000+)

- Access to posting on the Cal ASCE Newsletter and CEE Newsletter
- Sponsorship recognition on 2019 – 2020 Industry Affiliation Packet and website
- Access to photographs from all sponsored events

Diamond (\$3000+)

- Access to posting on the Cal ASCE Newsletter and CEE Newsletter
- Sponsorship recognition on 2019 – 2020 Industry Affiliation Packet and website
- Access to photographs from all sponsored events
- Invitations and parking passes to our annual Spring Banquet

Platinum (\$4000+)

- Access to posting on the Cal ASCE Newsletter and CEE Newsletter
- Sponsorship recognition on 2019 – 2020 Industry Affiliation Packet and website
- Access to photographs from all sponsored events
- Invitations to, parking passes, and recognition at our annual Spring Banquet

Statement of Non-Profit Eligibility

The ASCE Civil & Environmental Engineering Joint Fundraising Committee (CEEJFC) is sponsored by the Associated Students of the University of California (ASUC). The ASUC is organized as a nonprofit 501(c) 3 organization and has been issued a Federal Identification Number by the Internal Revenue Service. Therefore, this student organization falls under the ASUC's non-profit status. Any donations or in-kind contributions are tax-deductible to the extent in which the law allows.

Industry Affiliation Registration Instructions

1. Click on this link to access our Industry Affiliation registration form and download the file.
[http://www.dropbox.com/s/2bmokthbeqmsioi/Industry Affiliate Registration Form 1819.docx?dl=0](http://www.dropbox.com/s/2bmokthbeqmsioi/Industry%20Affiliate%20Registration%20Form%201819.docx?dl=0)
2. Fill out the Industry Affiliation registration. Only fill out cells highlighted in yellow. Send it to ceejfc@berkeley.edu.
3. Upon receipt of this form, our event coordinators will be in contact with you to discuss the logistics of the event.
4. Once logistics of your event are finalized, we will send an invoice to the contact person you listed on the Industry Affiliation registration form.
5. Upon receipt of the invoice, please make checks payable to:
ASUC/CEEJFC
Memo: Invoice (###)
6. Mail the check to:
Attn: Julia Konopasek 750
Davis Hall, MC 1710
Berkeley, CA 94720 – 1710

Frequently Asked Questions

Do you accept debit/credit or ACH payments?

No, our “bank” is organized internally by the university and so unfortunately, we do not have the ability to process any debit, credit or ACH remittances. We can only accept checks at this time.

Do you host the Civil & Environmental Engineering Career Fair in the Fall?

No, the Civil & Environmental Engineering Career Fair in the Fall is hosted by the university’s Cal Career Center. For more information on the Fall CEE Career Fair and other recruitment opportunities with our career center, please visit <https://career.berkeley.edu/Employers/Employers>.

How do you distribute money among teams and/or projects? Can we directly donate to specific teams/projects?

We try to distribute money and resources evenly among teams, depending on their needs. You can make direct donations to specific teams and projects – they will receive 80% of your total donation and the other 20% goes to our general pool.

How can we find out more about the organizations you support?

To find out more about us, the organizations we support, and links to their websites, visit us at <https://www.asce.berkeley.edu/>

Is our donation/sponsorship tax deductible? Can you provide us with a W9?

Yes, all money donated to us is tax deductible. W9’s are available upon request.

We want to host an event not listed in this packet. How long in advance must we let you know?

If your event aligns with our goals to provide professional, academic or social support to the civil engineering community at Cal, we will consider arranging your event. To ensure that we plan thoroughly, get any necessary permits, and employ enough marketing, please let us know at least 4 weeks prior to the event.

What do the “levels” and “emphases” in the resume book refer to?

Levels refer to the grade level (i.e. 1st year, 2nd year, graduate student, etc.). Emphases refer to the interests or course of study within civil engineering that students report to us. These emphases are as follows:

- [Energy, Civil Infrastructure and Climate](#)
- [Engineering and Project Management](#)
- [Environmental Engineering](#)
- [GeoSystems \(Geoengineering\)](#)
- [Structural Engineering, Mechanics and Materials](#)
- [Systems](#)
- [Transportation Engineering](#)

What is the difference between the employer recruitment packages and the sponsorship tiers?

You can think of recruitment packages as our “discount bundles.” The combination of events and services in each package are some of the most common combinations that we’ve seen in the past. We’ve placed discounts on them so as to encourage you to continue working with us.

Sponsorship tiers solely depend on the amount of money you donate in sum, and are not something you have to pay for in addition. We use our sponsorship tiers to give recognition where recognition is due, and to organize the benefits given to each industry affiliate.

Contact Us

Still have questions or concerns? Feel free to contact any one of us regarding your concern and we will try to get back to you within 24-48 hours.



Samantha Liu

2018-2019 ASCE Internal Vice President

samanyl@berkeley.edu

- Social and Profession development events & logistics, general meetings, field trips, workshops, etc.



Parson Galicia

2018-2019 ASCE Junior External Vice President

- parsongalicia@berkeley.edu

Resume book logistics, accounts receivable

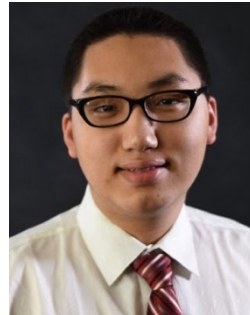


Ale Sannia

2018-2019 ASCE Corporate Events Coordinator

ceeinfosessions@berkeley.edu

- Recruitment events & logistics, Infosessions, on-campus interviews



Eddie Yu

2018-2019 ASCE Vice President of Treasury

rongjianyu@berkeley.edu

- Accounts Receivable



Haolin Zhu

2018-2019 ASCE Career Fair Director

ceecareerfair@berkeley.edu

- 2018 Spring Career Fair inquiries, logistics



Amber Chau

2018-2019 ASCE External Vice President

ceejfc@berkeley.edu

- General inquiries, accounts receivable, urgent matters requiring immediate action