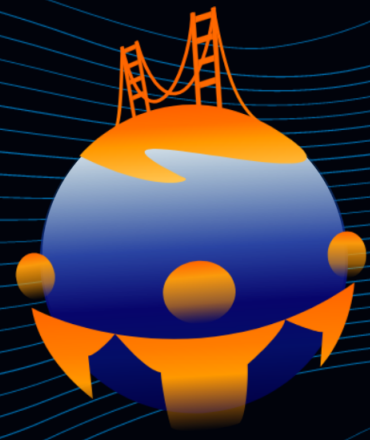


SJSU's 9th Annual Conference for Engineering Diversity

CED 2023

The Power of Intersectionality:
Engineering a Better World



Participant Information Packet

Hello Conference Participants:

On behalf of the Charles W. Davidson College of Engineering at San Jose State University (SJSU), we are proud to bring you the 9th Annual **Conference for Engineering Diversity**, "*The Power of Intersectionality: Engineering a Better World*." Professionals from industry and academia will be in attendance to share their engineering expertise, experiences and insights with you through a combination of formal presentations, discussions, and panels.

In this packet you will find additional information so you can prepare for the event. If you have any questions, please feel free to contact us at engineering-diversityconference@sjsu.edu.

We look forward to seeing you soon and having a successful conference with your active involvement and engagement with our attendees!

Sincerely,

CED Committee

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Conference at a Glance

2023 Conference For Engineering Diversity Conference Schedule						
7:30 - 8:30 AM	Conference Registration Ballroom Foyer / Ballroom A-C					
8:30 - 9:15 AM	Welcome and Opening Keynote Welcome Speaker: Sheryl Erhman Dean SJSU College of Engineering Keynote Speaker: Ashraf Habibullah CEO, Founder, & President Computers and Structures Inc. Title: "Life is About People" Ballroom A-C					
9:15 - 9:30 AM	Break					
Concurrent Session 1 9:30 - 10:30 AM	Tech Talks		Professional Development			
	SpartUp + USPTO <i>Intellectual Property</i> Sandeep Mukkamala & Brent Fairbanks <i>Meeting Room 1A</i>	NXP <i>Exploring Hardware Engineering: Unveiling Design Verifications Vital Role</i> Karin Mehlqvist <i>Meeting Room 1B</i>	PG&E <i>How to Navigate a Lack of Diversity in the Workplace</i> Kenneth T. Forward <i>Meeting Room 2</i>	TDK <i>Attracting Tomorrow</i> Marvella Farias <i>Meeting Room 3</i>	VMware <i>How I Can Overcome Imposter Syndrome and Achieve Full Potential</i> Anicea Dines <i>Meeting Room 4A</i>	Computers & Structures Inc. <i>Your Questions and My Stories!</i> Ashraf Habibullah <i>Meeting Room 4B</i>
10:30 - 10:45 AM	Break					
Concurrent Session 2 10:45 - 11:45 AM	Tech Talks			Professional Development		
	Uber <i>How to Land Your First Internship</i> Rebecca Krieger <i>Meeting Room 1A</i>	Inquis Medical <i>Electronics Development in Medical Devices and Biotech</i> Eyal Aklivanh <i>Meeting Room 4A</i>	Lockheed Martin <i>Model Based Systems Engineering</i> Joe Cesena & Gene Rosenthal <i>Meeting Room 2</i>	LinkedIn <i>Rock Your Profile</i> Luis Fernandez Valentin <i>Meeting Room 3</i>	Applied Materials <i>Servant Leadership</i> Jeff Salinas <i>Meeting Room 1B</i>	Career Center <i>How to Negotiate Your Salary</i> Sandra De Leon <i>Meeting Room 4B</i>
11:45 AM - 12:00 PM	Break					
12:00 - 1:30 PM	Lunch and Lunch Keynote Keynote Speaker: Maria Hartin-Swart Program Management Director Lockheed Martin Title: "A Conversation with "Maria Hartin-Swart" Ballroom A-C					
1:30 - 1:45 PM	Break					
Concurrent Session 3 1:45 - 3:15 PM	Diversity Discussions					
	Applied Materials <i>Cultivating Connection and Belonging</i> Joyce Murata <i>Meeting Room 1A</i>	NXP <i>Importance of Diversity in Technology</i> Trevor Smith <i>Meeting Room 1B</i>	PG&E <i>Microaggressions</i> Kenneth T. Forward <i>Meeting Room 2</i>	Qualcomm <i>Women in Tech Panel</i> Qualcomm Engineers <i>Meeting Room 3</i>	SJSU Diversity Organizations <i>Experiences in Diversity on Campus</i> Diversity Organizations <i>Meeting Room 4A</i>	Pure Storage <i>The Value of Employee Resource Groups</i> Eulises Valdovinos & Lupe Diaz <i>Meeting Room 4B</i>
3:15 - 3:30 PM	Break					
3:30 - 5:00 PM	Networking Reception Ballroom B-C					

Networking Reception



Important Information

Check In/Registration

Location: Student Union, 2nd floor (see [floor maps](#))

Check-In Time: 7:30 - 8:30 AM

Conference Time: 8:30 AM - 5:00 PM

Please arrive on time, the opening address starts promptly at 8:30 AM

- Upon Arrival
 - Check-in
 - Collect conference materials
 - Program, name badge, & tote bag
- If you arrive late, check-in at the Information Table (Student Union Second Floor)

Dress Code

The CED conference is a full-day event and your comfort is very important. At the same time, in addition to this being a professional development event, it will also be an opportunity to network with industry professionals, and we want to make sure you make a good impression. Therefore, the dress code will be business/business casual.

- **Tips for Women**
 - Slacks
 - Knee-length skirt
 - Blouse or shirt with a collar

Traditional	Business Casual	Business Casual/Casual	Casual
			

- **Tips for Men**

- Trousers/khakis (pressed)
- Shirt with a collar
- Jacket without tie or tie without jacket works

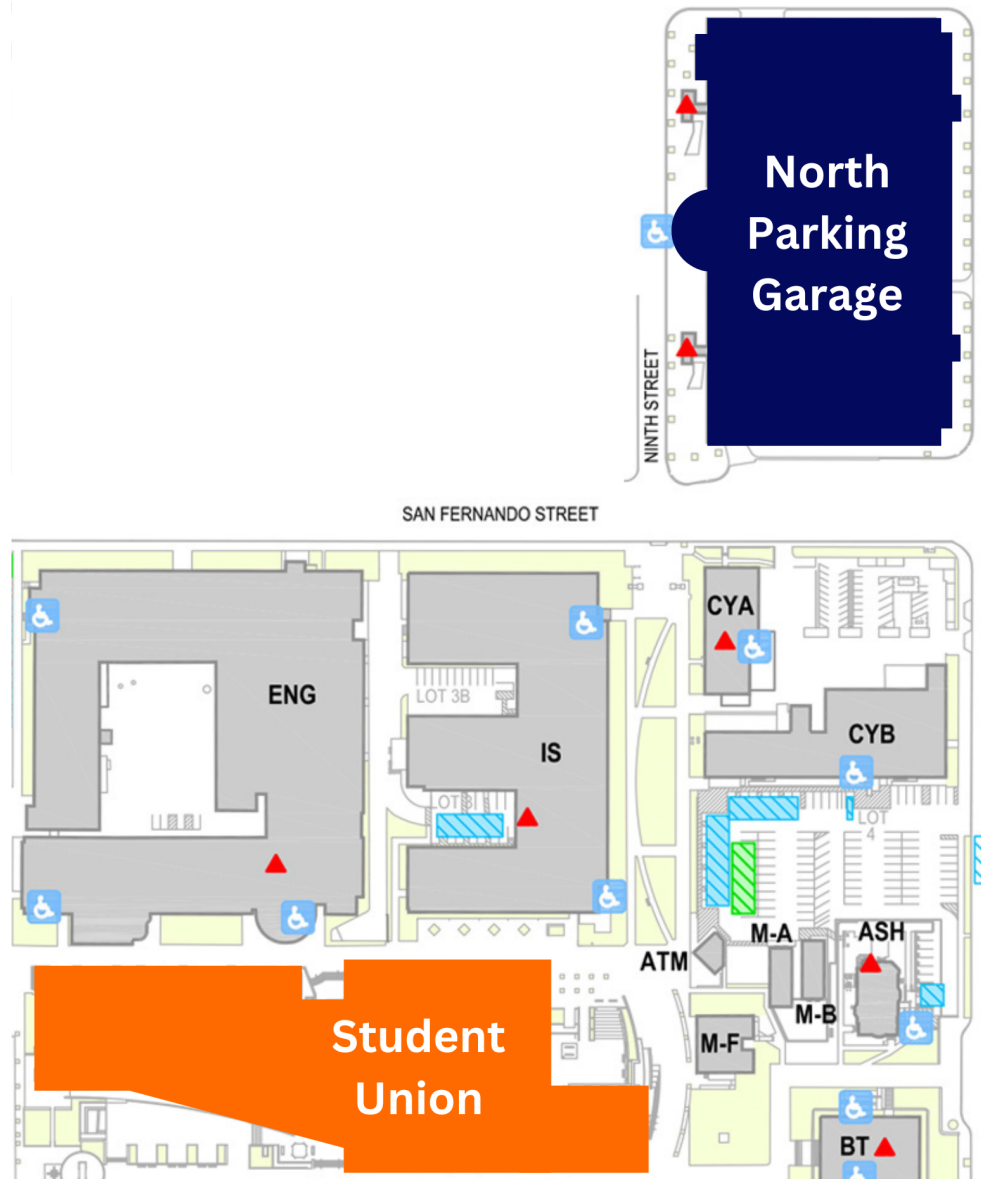


Parking: North Garage (Google Map [Link](#))

- **Location 3-6th floor** of the Student Services Center ([9th & San Fernando Street](#))
- **Directions**
 - **Expected Range \$5-\$8/day parking** (payable at Pay Stations, **License Plate # Required**)
 - **OPTION #1 - Park Mobile App**
 1. **Register at:** <https://parkmobile.io/>
 2. Once registered, enter the zone number located on stickers and signs on meters or choose from nearby zones shown.
 3. Choose your parking duration.
 4. Confirm your information, including location, **license plate**, time and cost.
 - a. **Please Note:** Entering your vehicle information correctly is vital to the process. If you enter your vehicle information incorrectly (especially your license plate), you may be subject to a ticket. So, please double check your information to make sure it is correct.

5. A ticker will be displayed counting down your time remaining. You can extend your session remotely.
- **OPTION #2 - Pay for parking on the day of the conference**
 - **Pay station:** Located on the 1st floor near elevators
 1. After parking your vehicle, take note of your license plate number. Go to the pay station located on the 1st floor by the elevators
 2. Add their vehicle license plate number, then select “Purchase Ticket”
 - Cost of E-Permits can be found on [Parking Services](#)

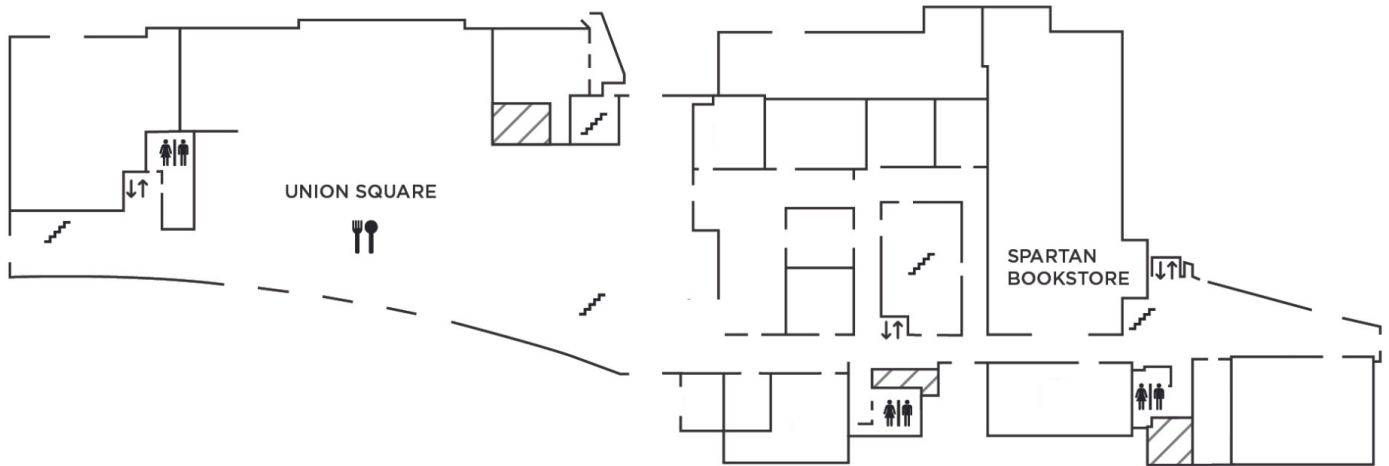
Campus Map



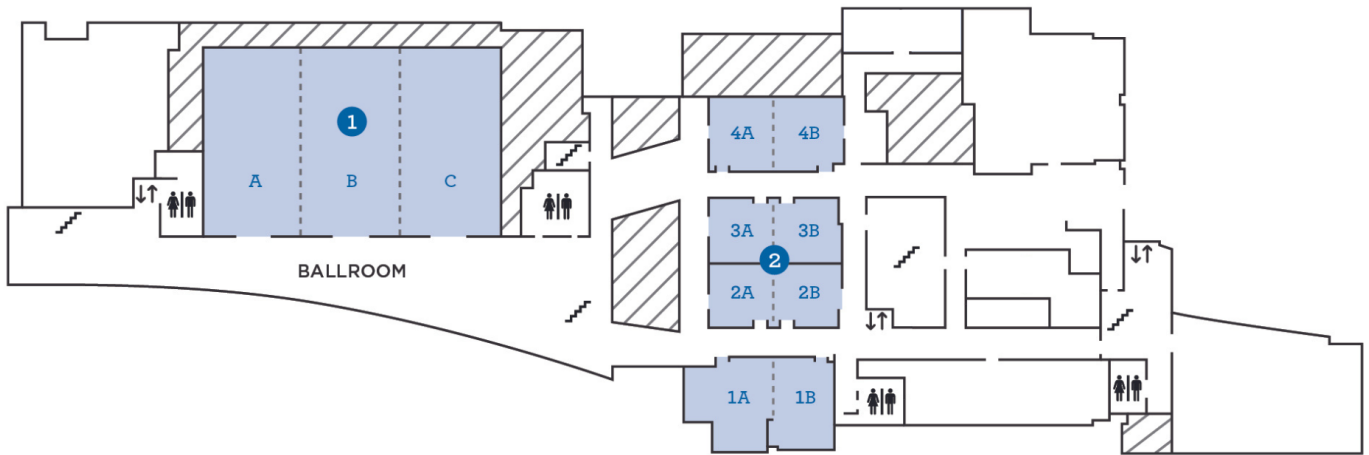
[Full Campus Map](#)

Floor Maps

GROUND LEVEL



UPPER LEVEL



Resume Book

Looking for an internship or job?

Want to make sure all partnering companies have a chance to see your resume?

Then, make sure to upload to the CED resume book. All recruiters will get a copy!!!

SUBMIT YOUR RESUME [HERE](#)

Pre-Conference Survey

Please fill out the [Pre-Conference Survey](#) as we would like to know more about all of our attendees for the upcoming conference. You can choose to remain anonymous if you choose to do so!

Connect with us on Social Media!

In addition to visiting our website, please connect with us on our [Instagram Page](#), don't forget to post on conference day!

Make sure to use the hashtag: **#CED2023** in all of your posts. Thank you, and we look forward to building community and excitement with you.

TURN YOUR IDEAS INTO REALITY.

Show Us Your PRESPOSTEROUS Idea!

The 2023 Prototyping Challenge is an opportunity for Spartaneurs to showcase their preposterous ideas and win \$2500 grants to fund the development of their proof of concept prototype.

THIS IS YOUR CHANCE TO:

- Showcase innovative ideas & develop MVPS
- Turn prototypes to real startup ventures
- Work with interdisciplinary teams
- Network with professionals & Spartaneurs

WIN

\$2500 in Grants!

Conference For Engineering Diversity:

The mission of CED is to provide professional and personal development workshops to enhance the skills needed to enter and thrive in Silicon Valley. Participants have space to actively engage in conversation and increase their understanding of the role each stakeholder has and how to contribute to the advancement of diversity in the workplace.



JOIN US!

Saturday, October 7th
8:30AM - 5PM

SJSU Student Ballroom

For: students, faculty,
sponsors, industry specialists

Competition
Application



CED Registration

