Making the world a better place.

Change is something everyone in the Integrated Systems Engineering field knows well. It’s what we do: Implement change. As the torch is passed this year from outgoing Department Chair Phil Smith to new Chair Farhang Pourboghrat, we thought this issue would be the perfect opportunity to share and highlight some of The Ohio State University Department of Integrated System Engineering’s outstanding accomplishments. And what better time, as the Department is now ranked as the 15th best in the nation, according to the 2018 edition of “America’s Best Graduate Schools,” rising from its previous ranking of 17th in the 2017 edition.

Continued on page 2
Distinguished Scholar Marras Addresses Congress

Executive Director of the Ohio State Spine Research Institute Bill Marras testified before Congress on the innovative ways the Institute is leveraging the Internet of Things (IoT).

“Spine disorders, worldwide, are the most disabling condition known to humankind, and are responsible for over 100 million lost work days per year in the United States alone,” Marras told the House Committee on Energy and Commerce Subcommittee on Digital Commerce and Consumer Protection. “The condition will affect 80 percent of the population at some point in their lives, and is the second leading cause for physician visits. We spend over $100 billion a year on lower back injuries alone in the U.S. Despite increasing treatment costs, the source of the disorder is often difficult to pinpoint resulting in spine surgeries, which are frequently unsuccessful.”

Marras explained the collaboration between engineering and medicine and discussed three breakthroughs utilizing the IoT that the Spine Research Institute is pursuing:

Clinical Lumbar Motion Monitoring – this sensor tracks spine patterns to determine function and degree of impairment to determine the best course of treatment.

Biodynamic Workplace Spine Model – these sensors are used to evaluate occupational risk in order to prevent spine injuries in the workplace.

Personalized Biodynamic Model – by combining IoT data from sensors with a patient’s biomedical data, the Institute can predict the outcome of spine surgeries before they take place.

Streamlining Democracy

ISE Associate Professor Ted Allen’s trailblazing research of voting systems has cast him in the national spotlight. He has appeared as a statistical expert witness in voting rights cases in Michigan, North Carolina, New Mexico and Ohio. The Franklin County (Ohio) Board of Elections has tapped into Allen’s extensive knowledge to determine the number of voting machines needed to improve the Election Day experience in the Columbus area.

Allen, whose expertise extends to simulation optimization, big data analytics and cyber security, sees opportunities to transfer the same practical applications used for the voting experience to other arenas, including the Transportation Security Administration process at airports and on auto assembly lines.

The simulation software he has developed to predict problem voting areas is free and available to election officials. In addition to leading the Security & Efficiency Analytics Laboratory (SEAL, blyzing.com), Allen is an inaugural member of the MIT Election Data and Science Lab (MEDSL). Alumni (SEAL, blyzing.com), Allen is an inaugural member of the MIT Election Data and Science Lab (MEDSL). Alumni or others interested in contributing to reductions for in-person voting times or increasing access to voting should contact Allen at allen.515@osu.edu or (614) 292-1793, and he will be happy to provide connections to projects and other resources.

Investigating Occupational Hazards in the Tattoo Industry

With the rise in popularity of tattoos, ISE Associate Professor Carolyn Sommerich and former master’s student Dana Keester, spent a summer studying tattoo artists at work. What they discovered is that the artists’ working conditions expose them to risk factors for developing muscle and joint pain.

“Tattoo artists are an understudied worker population with respect to investigation of work-related musculoskeletal (MSK) discomfort and associated risk factors,” Sommerich and Keester wrote in the abstract of their paper, “Investigation of musculoskeletal discomfort, work postures, and muscle activation among practicing tattoo artists,” which was published in Applied Ergonomics.

In what is believed to be the first study of its kind, the researchers found that tattoo artists’ aches and pains can be attributed to the positions they are in while working on clients and focused on their artwork. Sommerich and Keester offered some potential solutions to alleviate their pain, including finding specialized chairs, taking more frequent breaks and changing positions. Research on the feasibility of these intervention ideas is still needed.

The paper was cited in articles in Science Daily, American Council on Science and Health, Physical Therapy Products, and the Lincoln Journal Star.

Did You Know?

ISE continues to be a popular field of study. At Ohio State, the enrollment numbers are:

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<thead>
<tr>
<th></th>
<th>UNDERGRADUATE STUDENTS</th>
<th>MASTER’S STUDENTS</th>
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<td>Numbers</td>
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ise.osu.edu
Message from the Chair

Farhang Pourboghrat
Professor and Department Chair

Welcome to the Department of Integrated Systems Engineering at The Ohio State University. I am humbled and grateful for the trust that the ISE faculty and staff have placed in me to lead the Department. I am very fortunate to lead a department that is in “great shape” and proud to say that under Phil Smith’s leadership the ISE Department rose in U.S. World News rankings from 21st to 15th among all industrial engineering programs in the nation.

Over the next five years, it is our goal to continue moving the ISE Department up in the national rankings, grow the number of faculty and staff, provide first-rate education for our undergraduate and graduate students, and stay closely engaged with our ISE alumni and friends. It is no secret that quantum leap improvements and acquiring an elite program status would not be possible without the continuous engagement and support of our students, faculty, staff and alumni.

Our ISE undergraduate students continue to receive one of the most rigorous and well-rounded educations, and have the opportunity to further tune their academic experience by choosing from five different technical elective tracks: Data Analytics; Supply Chain Processes, Operations Integration, Manufacturing Processes, Operations Research and Data Analytics under the supervision of some of the best and most respected faculty in the nation. This research has influenced policy decisions on energy matters, had implications on important health issues related to spine and back injuries, impacted national and airspace security decisions, and resulted in the development of the next generation of lightweight steels and fiber-reinforced polymer composites to be used in future vehicles.

In addition to our excellent faculty, the ISE Department is fortunate to have some of the most caring staff and passionate instructors to teach elective and core courses in its history. Without their diligence and professionalism, the ISE Department would not have been able to care for the various needs of the faculty, 450+ undergraduate and 100+ graduate students, scores of post-doctoral researchers and visiting scholars who push the boundaries of the science on a daily basis.

I look forward to the incredible opportunities and achievements our department will have over the coming years and would be happy to hear from you. Feel free to email me at Eng-ISECHAIR@osu.edu anytime!

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Alex Cruz: ‘Once a Buckeye, always a Buckeye’

A Q&A with British Airways Chairman and CEO

Alex Cruz (MS, ISE ‘90), 50, began his professional career at American Airlines in 1995. In 2005, he joined Accenture as its head of aviation, and the following year founded Clickair, a Barcelona-based airline. Clickair merged with Vueling in 2009, and Cruz became its Chairman and CEO. In April 2016, Cruz was appointed Chairman and CEO of British Airways. He also is a visiting lecturer at the ISE Business School in Madrid and the ESADE Business & Law School in Barcelona. He has a degree in industrial engineering from Central Michigan University, an MS from the Ohio State University and a Business Management & Administration degree from the Cox School of Business in Dallas. He is married with four children and lives in London.

BuckISE: I understand that you earned your master’s of science degree from The Ohio State University. What made you choose Ohio State?

Cruz: I applied to several grad schools wanting to get a teacher or research assistantship. OSU gave me the very best option and from my perspective, it was one of the better options in my list.

BuckISE: How did the OSU ISE Department prepare you for your current role as CEO and Chairman of British Airways?

Cruz: I joined the ISE department straight out of getting my BS degree – no work experience. From that perspective, the professional, graduate program in ISE began to introduce me to the next level, to a more serious work environment with higher expectations. Beyond that, OSU ISE through Professor Jane Fraser’s CAST (Center for Advanced Studies in Telecommunications) allowed me to pursue a really, really interesting thesis topic: “A State Wide Computer Network to Aid Commerce between Small and Medium Size Companies.” I didn’t know at that time that I probably wrote the first e-commerce strategy for the SME sector! The work as part of this thesis forced me to get out of my area of comfort, take a few risks, but hey, I can really brag about it now … it was 1990! As a result, I am probably the most digital airline CEO out there!

BuckISE: What advice do you have for ISE students who are interested in working in the airline industry?

Cruz: Stay in touch with what the industry is going through. When we “go technical,” we tend to pay less attention to the context: What is happening in the industry? Are airlines making money? How is the operational angle of airlines evolving? If I had had then the type of data you have today on airline performance … Wow! … We would have carried out some unbelievable work. Meaning … the opportunity is there to make a difference within the industry – but you have got to have the context right.

BuckISE: What’s the best piece of advice someone gave you?

Cruz: Professor R.A. Miller, teaching ISE620 – Real Time Computing (a class I eventually took over) told me once: “It is not physically possible for a single processor to multi-task.” I wrote to him many years afterwards when I was able to show him some unbelievable things we were doing at American Airlines. His words, as he said them to me, were a challenge, which I very gladly accepted! Sorry, not very inspirational perhaps, but his statement and conversations on the topic created a lasting impression.

BuckISE: I see that you worked your way up through the industry beginning at American Airlines and then starting your own airline that was acquired by the industry? Are airlines making money? How is the digital revolution to continue; it has started in the airline industry and it will continue, very fast. Most airline executives don’t quite get it yet.

BuckISE: What’s the best part of your job?

Cruz: Working with great people.

BuckISE: What is your fondest memory from your time at Ohio State?

Cruz: Early winter walks to the ISE building, walking by the stadium, racquetball at lunch time, a shared office, big on culture, from zero to 110 big airplanes in under 10 years. BA, big. UK big. Complex. And, I am trying to make it efficient and agile.

BuckISE: Do you think it helps for ISE students to have a bit of an entrepreneurial spirit?

Cruz: It helps anyone in any occupation to have an entrepreneurial spirit. ISE students need to be careful not to overanalyze … depending on what the process is. Today, there is a bit more room for intuition.

BuckISE: When you give lectures to your classes in Spain, is there one piece of information that you hope every student leaves with?

Cruz: The title of my lecture is “The End of Low Cost Fundamentalism” – the underlying message is that we don’t live in a static world – it changes, every day. And, if you don’t change with it, you die. Change is like sleep. You can’t have a healthy life without it.

BuckISE: The airline industry has undergone many changes in recent years, most notably TSA rules and fee structures. What do you see as the next big change coming to the industry?

Cruz: There are many fronts. From the pure technology perspective, I expect supersonic airplanes back in the air within 10 years and single-pilot airliners within 25 years. From a commercial perspective, I expect the digital revolution to continue; it has started in the airline industry and it will continue, very fast. Most airline executives don’t quite get it yet.

BuckISE: Is there anything else that you would like to add?

Cruz: I keep in touch with Professor Nawal Taneja from your Aviation Department. He is a great visionary and I have all his books. Once a Buckeye, always a Buckeye.
Dr. Chen Chen
Dr. Chen comes to The Ohio State University by way of Columbia University where he was a postdoctoral research scientist in the Industrial Engineering and Operations Research Department. His areas of expertise are computational optimization, mathematical programming, power systems and statistical learning.
He joined the faculty as an Assistant Professor in July, and will begin teaching Integer and Linear Programming for undergraduates and Integer Programming for graduate students in January. Having been educated through public schools, Chen says he is a big believer in public education.
“ISE has excellent colleagues, a great department atmosphere and fantastic students,” he says. “Furthermore, the Sustainable and Resilient Economy program is a great way for me to collaborate across disciplines.”
So far, he is enjoying his campus experience. “The Billy Ireland Cartoon Museum, for instance, is a hidden gem,” he says. “I also attended the football game versus UNLV – what an atmosphere!”
Chen received a BS degree in Industrial Engineering in 2010 from the University of Toronto and a PhD in Industrial Engineering and Operations Research in 2015 from the University of California, Berkeley.

Sam Davanloo Tajbakhsh
Dr. Davanloo is an Assistant Professor associated with the Translational Data Analytics discovery theme at Ohio State. Previously, he was a visiting Assistant Professor of Computational Modeling and Data Analytics at Virginia Tech University.
He says he chose to come to The Ohio State University because of the research opportunities, the discussions that he had with other faculty members of the OSU ISE Department and because of the ranking of the University and Department.
He began teaching in August 2016 and says he enjoys the research collaborations he has had, as well as the courses he has taught in Systems Modeling and Optimization for Analytics, and Large Scale Optimization.
Davanloo received his PhD in Industrial Engineering and Operations Research from Penn State in 2015.

ISE Education at Core of Graduates’ Roles at Apple
It’s no secret that Ohio State University ISE graduates are often the brains behind innovative products that have changed the world. And that just may be the case for two of Professor Allen Yi’s former grad students, but the project they are working on is so top secret, they’re not at liberty to talk about it.
Peng He (ISE ‘14) and Likai Li (ISE ‘14) were recruited by Apple to work on a camera project, and that’s about all they can say.
Li, who is the camera module design lead at Apple, believes he was selected by the company for his technical background, “and also culture fit – design every detail into extreme – is a plus,” he says. “My graduate research and three-year working experience on optical integration design are relevant to my current role.”
Li works with He, who is a technical program manager at Apple, and he credits the Ohio State ISE Department for giving him the education that prepared him for his current role. “ISE provides a broad training of an integrated system, from fundamental to application, from manufacturing basics to data analysis, and from engineering to project management,” Li says. “The flexible curriculum is beneficial to individuals who know exactly what they need.”
And though he can’t comment on the details of his work with Apple, he does offer this advice to students who would like an opportunity to work for the revolutionary technology company. “Think differently,” Li advises. “Work hard and work smart. Prepared people always feel lucky. Apple will hire you because you tell them what to do.”
Charles Koontz Named Distinguished Alumnus

Charles F. Koontz (ISE ’85) is the 2017 Ohio State Integrated Systems Engineering Distinguished Alumnus Award recipient. He was selected by the College of Engineering for the award, which recognizes distinguished achievement in one’s profession by reason of significant inventions, important research or design, administrative leadership, or genius in production. Koontz currently serves as President and CEO of GE Healthcare IT and GE Healthcare Chief Digital Officer.

Luncheon Pays Tribute to Leadership of Rob Savage

Rob Savage (ISE ’83) continues to pay it forward to his alma mater. For years, Savage helped fund students’ registration and travel to industry conferences. A longtime member of the ISE Advisory Board and frequent guest speaker in Ohio State lecture halls, Savage’s guidance is being recognized in a series of luncheons that will continue to assist students through education and networking. The Savage Leadership Luncheon Series was created this year as a way to bring top alumni and friends of the ISE Department back to campus to meet and speak to undergraduate and graduate students about professional careers, and to provide mentorship and guidance. The speaker’s series is made possible through generous support from Savage, who is the former Chief Operating Officer of Taco Bell.

Ramm Scholarship Helps Students and ISE Achieve Goals

E. Edwin “Gene” Ramm was looking for a way to give back to his alma mater. After all, The Ohio State University was where he earned both his bachelor’s of science (’72) and master’s (’74) degrees – both in Integrated Systems Engineering.

“I felt that just through a combination of things – the program itself, the faculty, the courses I took, the interests I had – it prepared me very well for a career,” Ramm says. “And, looking back, I’d do it all over again. I wouldn’t change anything.”

His education and determination enabled him to achieve his three goals of becoming a registered professional engineer, a certified public accountant and a manager of his company – all within four years of graduating.

Ramm, who retired as a managing partner at Accenture, began by giving his time: joining the ISE Advisory Council and attending its meetings twice a year. As a result of that involvement, Ramm had a seat at the table and began to see the Department’s priorities and challenges up close. Already a donor, he began to think about a “more permanent and effective way to make a gift to the University and the Department I’m close to.”

Last year, he established the Ramm Endowed Graduate Student Fund to provide graduate student development opportunities for one or more graduate students from Ohio who are enrolled in ISE and who are majoring in Supply Chain and/or Data Analytics concentrations. By targeting graduate students, the Ramm Scholarship will have a significant impact on the entire ISE program. They’ll be able to conduct research projects, which will attract top faculty, who will teach undergraduate courses.

Ramm also wants to challenge his former Accenture colleagues to support the ISE Department. “I felt that if we could get all the people who graduated from Ohio State in Industrial Engineering, who work for Accenture or retired from there to give money to support the school, we could make a real difference as a group,” Ramm says. “We need someone to start doing that and that’s my hope (with the scholarship).”

Although he currently lives in Tampa, he maintains strong ties to Ohio: His father-in-law, the late Ralph Howard, was a founder of Ohio State’s Marion campus. Ramm is the third of four generations of engineers in his family; both his father and grandfather were electrical engineers and two of his four children are engineers.

He said he continues to see a quality program at Ohio State and is impressed by the caliber of ISE graduates. And, he knows right where he would focus his efforts if he were in charge of hiring employees: “If I could, I would camp out on the doorsteps of Ohio State to recruit students.”

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E. Edwin “Gene” Ramm
Ohio State ISE students participate in a variety of student chapters of professional organizations that add to their education and help prepare them for the workforce. Here’s a roundup of some of the activities sponsored by Big Data and Analytics Association (BDAA), Institute of Industrial and Systems Engineers (IISE), National Society of Black Engineers (NSBE) and Society of Women Engineers (SWE).

IISE
IISE held its fifth annual Leadership Summit with more than 200 students and nine companies attending. Speakers included David Poirer, CEO of the Poirer Group; and Dan Smith, Senior Vice President of Honda North America.

According to IISE Executive Vice President Daniel Chang, the organization also participated in the 2017 Great Lakes Regional Conference at Ohio University sending 30 students to the event, and bringing home first place in the conference’s simulation competition for the team of Maria Pandolfi, Georgia Lindner, Gunnar Smyth, Brad Eckstein and Daniel Chang. Ohio State will host the 2018 Regional Conference in February.

IISE is beginning a new volunteer program at the Columbus Early Learning Centers with the assistance of the IISE Columbus professional chapter. Projects include inventory and student database management, and creation of a donor database.

NSBE
Telecommunications Chair Nia Booker reports that NSBE participated in the Company Diversity Career Fair, College Shadow Day and a coding competition with Microsoft. Members of NSBE also will participate in the Fall Regional Conference in Milwaukee.

NSBE was honored by The Ohio State University College of Engineering in the spring at the third annual Student Organization Recognition & Awards ceremony. NSBE received the “K-12 Outreach Award” for its efforts to promote engineering as a viable career path to hundreds of young students.
In the past year, BDAA has engaged its membership through professional talks on neural networks, live data streaming, data science consulting, machine learning and much more, says Vice President J.T. Bassett. “We taught a few of our own workshops as well, explaining the process and teaching the skills of data acquisition, munging and visualization.”

BDAA also hosted its third annual networking night attended by 400 students and 30 companies, ranging from local start-ups to international heavyweights; partnered with Translational Data Analytics to host the second annual Datafest, where for the second year in a row, the BDAA team took “Best Overall Analysis” honors; awarded $3,000 to students who participated in projects with sponsors; was recognized by Ohio State with awards for “Outstanding Student Organization,” “Excellence in Operations” and “Innovation and Change;” collaborated with seven sponsors, including Rockwell Automation, Capital One, Cardinal Health, Chemical Abstract Services, Illumination Works, IBM and Lubrizol; and hosted its fourth annual career fair.

Surrounded by people talking about technical stuff, Development Director David Chambliss’ role in development gives him a primetime view of one of The Ohio State University’s greatest assets in recruiting students: its numerous and highly acclaimed alumni.

“I tell students that you will get a great education at The Ohio State University,” he says. “You can get a great education at a lot of schools, but one thing you won’t get at the other schools is the alumni network that Ohio State provides. Choosing to be a Buckeye opens the doors on so many levels.”

Chambliss, a first-generation college graduate, knows first-hand. He joined the Integrated Systems Engineering Department in May 2017 as Senior Director of Development. He previously served as the Director of Development for the Ohio State Fisher College of Business, and has served as the Major Gifts Officer for Ohio Wesleyan University and Assistant Director of Annual Giving for Ohio Dominican University.

In his development role, he travels the state and the country meeting with Ohio State graduates. "I’m so impressed by the dedication of so many of our ISE alumni. They give back of their time, talent and treasure. There are so many things we do that wouldn’t be there if it wasn’t for our alumni support.”

Chambliss is comfortable serving as a liaison between the ISE Department, its alumni and its students. “I primarily like working on college campuses,” he says, adding that, “Ohio State prepares students for a great future.”

While a graduate student at Clemson University, he worked in the Office of Alumni & Development there as he earned a Master’s of Education in Higher Education Administration. His undergraduate in Communications & Public Relations was obtained from Bowling Green State University.

He is excited about the future of the ISE Department, the caliber of its students and faculty, and looks forward to meeting more alumni. Chambliss encourages ISE alums to contact him to reconnect with their alma mater. He can be reached at (614) 292-0096 or Chambliss.12@osu.edu.

SWE hosted professional development events with companies, which included Capital One, Trane, Dominion and Caterpillar, and plans to continue to hold more events to discuss topics such as life after college, interviewing skills and being a minority within engineering, says President Kelsey Riffle.

“We also hosted many social events to give members the chance to destress from classes and exams,” she says. “These events also give our members a chance to mingle outside of their major and have a better understanding of what other majors are studying. These social events include craft nights, Woody’s socials and outings to local Columbus businesses. We plan to continue offering events like these and new ones within the upcoming year.”

Riffle says SWE also intends to partner with other minority engineering groups, such as NSBE and the Society of Hispanic Professional Engineers, to host combined events, and to work with Women in Engineering Graduate Council to provide more events for graduate students.

SWE received the College of Engineering’s “Overall Outstanding Organization” award for its diversity of activities and breadth of impact in its mission to spread a passion for engineering.
How do you prefer to get your news from ISE?

Do you like your news from The Ohio State University Department of Integrated Systems Engineering delivered instantaneously to your email? Or do you like to hold your copy of BuckISE in your hands, and then put it on display, so your friends and family can see what's happening at your alma mater?

Let us know if you would prefer to receive the digital copy and we'll stop sending the printed version.

And, as always, let us know any features or information you would to see in the next issue of BuckISE. Write to Jen Morris at morris.1392@osu.edu, and let us know how we can serve you better!