

FRIEDMAN FAMILY VISITING PROFESIONALS PROGRAM

Visit to Stanford University: March 4, 2021



This report summarizes the visit of **David Cocke** from Structural Focus that took place virtually at Stanford University on March 4, 2021.

ITINERARY OR AGENDA

TIME:	ACTIVITY:
12:00 PM – 12:50 PM	Lunch chat with Stanford EERI student chapter officers
1:00 PM – 2:00 PM	Careers panel discussion with David Cocke and three other industry professionals
2:05 PM – 3:00 PM	One-on-one meetings and mock interviews with David Cocke
4:00 PM – 5:30 PM	Guest lecture by Visiting Professional

STUDENT CHAPTER VISIT PLANNING COMMITTEE

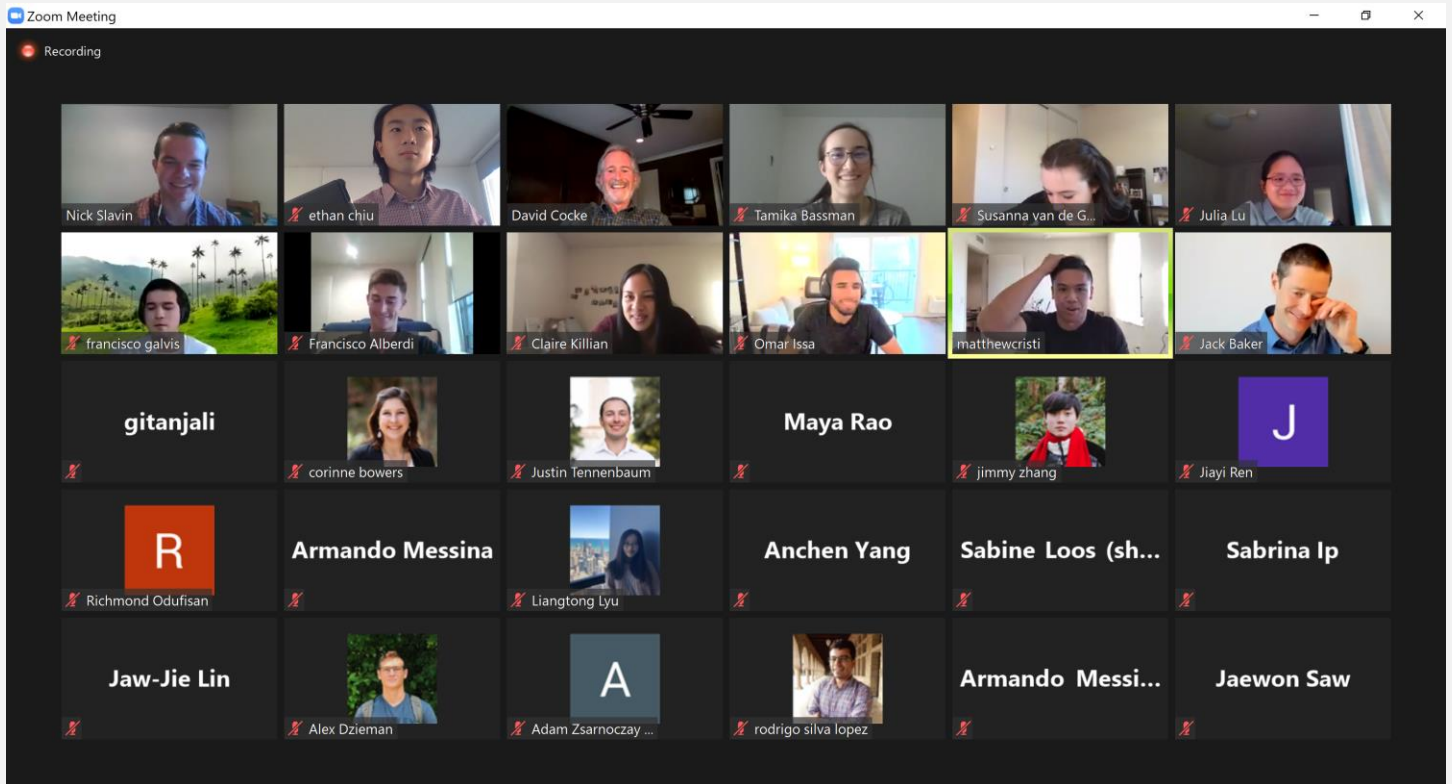
LEAD ORGANIZER(S): Nick Slavin, President, nrslavin@stanford.edu

- Corinne Bowers, Past President, cbowers@stanford.edu
- Omar Issa, Vice President, oissa@stanford.edu
- Justin Tennenbaum, Activities Coordinator, jtennenb@stanford.edu
- Ethan Chiu, Secretary, echiu2@stanford.edu
- Julia Lu, Treasurer, jplu@stanford.edu

VISITING PROFESSIONAL LECTURE OVERVIEW

Lecture Abstract

David Cocke presented his lecture, "Our Role in Historic Building Retrofits and Our Communities". The focus of the lecture was on three retrofit projects that were all unique and provided examples of a variety of different retrofit techniques. David described his approach to retrofit projects, exposing students to an aspect of structural engineering that isn't commonly covered in courses. David described the importance of retrofits and offered advice to students as they move forward into industry. He also discussed EERI as an organization and how students can stay involved after we graduate. There were approximately 35 attendees at the event and the photo below shows a screenshot of the Zoom presentation.



Professional Bio

David Cocke, S.E. is the founder and President of Structural Focus, with expertise in seismic evaluation, historic preservation, retrofits, and new design. David is the current President of EERI. He has also been the President of the Structural Engineers Institute of ASCE and has served on the SEAOC Board of Directors. David has participated in the Friedman Family Visiting Professionals Program since 2009 and is passionate about student involvement in EERI and the structural engineering community.

SUPPLEMENTAL ACTIVITES

Lunch chat with chapter officers

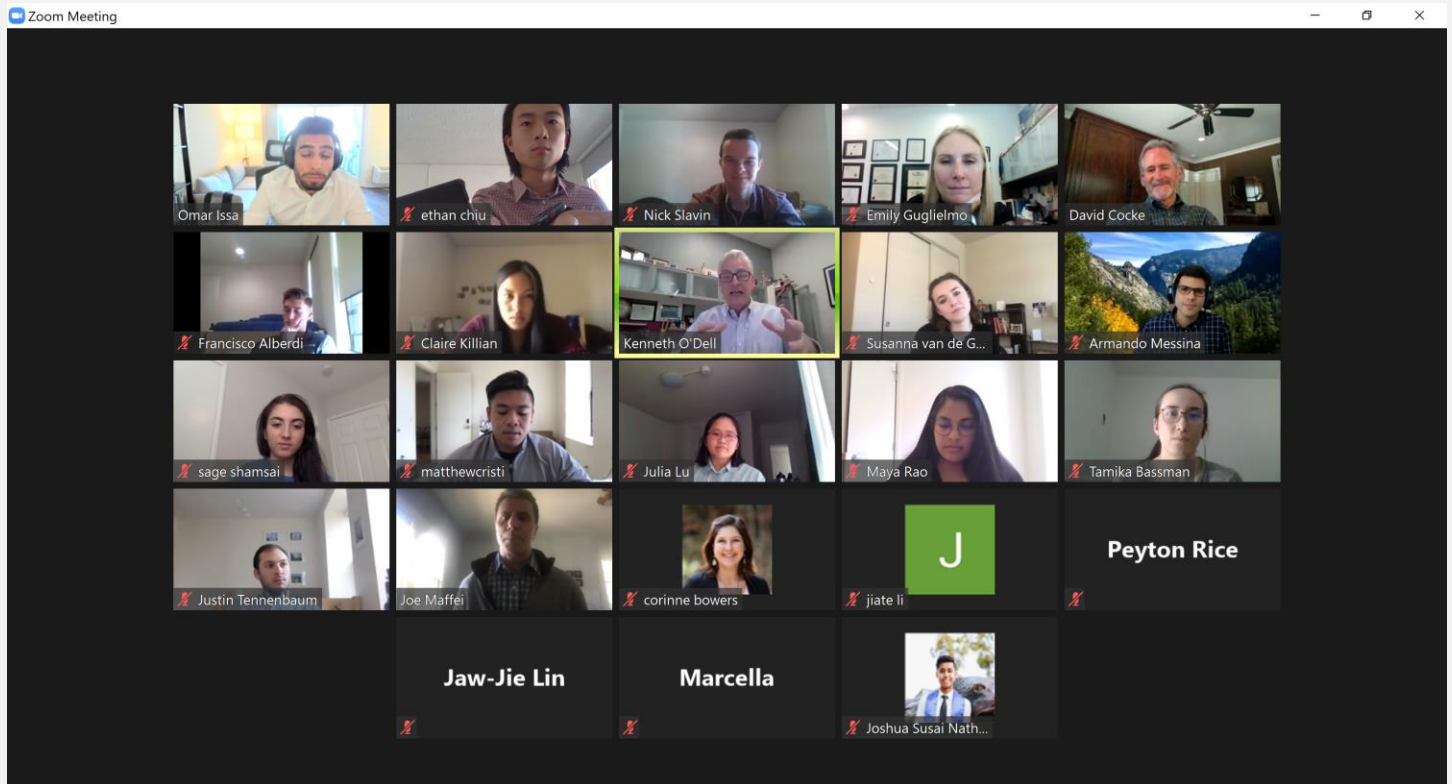
This was an opportunity for current Stanford EERI student chapter officers and officers from last year to have an informal discussion with David Cocke about anything related to Stanford, EERI, or structural engineering. The full current EERI board was on the Zoom call (five students), and two students from last year's EERI board were on the call. During this discussion, each student introduced themselves, David talked about his earthquake reconnaissance experiences, and he discussed how we can continue our involvement in EERI. David was able to interact with a small group of students more personally and on an informal basis.

Careers panel discussion

David Cocke was joined by Emily Guglielmo, Joe Maffei, and Ken O'Dell to discuss careers, professional development, and the state of the structural engineering industry during the pandemic. Emily is a Principal at Martin/Martin Consulting Engineers, has expertise in earthquake and wind engineering, and is the current President of SEAONC. Joe is the founder of Maffei Structural Engineering, has expertise in the seismic design

and retrofitting of structures, and is an elected fellow of SEAOC. Ken is a Principal at MHP Structural Engineers and is the Immediate Past President of SEAOSC.

The goal of this session was to expose chapter members and structural engineering students to several different experts in the profession with varying backgrounds and perspectives. The discussion involved how the professionals saw the industry evolving in the next few years and how we can stay ahead of the curve. Students asked for advice for the transition from grad school to practice and about opportunities for PhD students in industry. There was a total of approximately 25 attendees. The photo below shows a screenshot of the Zoom event.



One-on-one Mock Interviews

This was an opportunity for students to practice interview skills or have an informal discussion with David Cocke. A sign-up form was sent to students and each one-on-one mock interview was about 10-15 minutes. Zoom breakout rooms were used to organize these individual meetings so that students wouldn't log onto the session and interrupt the previous meeting. David decided to organize the mock interviews as an informal discussion about the insider scoop of how he goes through the interview and hiring process for his firm. Four students participated in one-on-one meetings with David.

RESULTS, FEEDBACK AND LESSONS LEARNED

Reception of the Friedman program and Visiting Professional was very positive. Students found the sessions to be engaging despite the entire day being on Zoom. David said that the events were perfect for what he was looking to get out of the visit because they were all centered around interacting with and getting to know Stanford students. The following are takeaways for each event:

- Lunch chat: Useful for introducing the visiting professional and the chapter officers, informal lunch setting was ideal for this event.
- Careers panel discussion: This was a highlight of the day because all four professionals were dynamic and engaging. Students left the event inspired by the words of wisdom given by these experts in a non-technical and friendly setting. The panelists and students both thought that it could be improved by extending the event to an hour and a half instead of just one hour.
- One-on-one mock interviews: Students who participated in this event enjoyed chatting with David and really appreciated hearing what he had to say. An improvement would be to rename the event because there wasn't a lot of initial interest, likely because "one-on-one mock interviews" sounds intimidating to students. An alternative name could've been "behind the interview" because the discussion centered around how David approaches the interview and hiring process.
- Friedman lecture: This event had the best attendance and David's presentation was very engaging and interesting for structural engineering students. The main improvement that could be made was the process of registering for the event through the Friedman website, which was a little confusing for some students. Since the event was on Zoom, we thought it would be more appropriate to remove the registration requirement and just send the Zoom link to students directly. Hopefully next year will be in person so we won't have to worry about this.

Overall, the visit was very successful, and we would recommend this series of events for future Friedman programs. Events should be focused on promoting interaction between students and the visiting professional. Be sure to get discuss ahead of time with the professional about what events they would like to participate in during their visit.

ACKNOWLEDGEMENTS

The Stanford University EERI Student Chapter gratefully acknowledges the support of the Friedman Family for sponsoring the travel of David Cocke through their Friedman Family Visiting Professional Program endowment.

LIST OF ATTACHMENTS

Included at the end of this report are various attachments to supplement the information included above. A list of the attachments is included below:

- Item 1, flier for program
- Item 2, itinerary slide



2021 EERI Stanford Friedman Family Visiting Lecture David Cocke, President, Structural Focus

This coming **Thursday, March 4th**, the Stanford EERI student chapter will be hosting David Cocke as part of the Friedman Family Visiting Professionals Program. David Cocke, S.E. is the founder and President of Structural Focus, with expertise in seismic evaluation, historic preservation, retrofits, and new design. David is the current President of EERI. He has also been the President of the Structural Engineers Institute of ASCE and has served on the SEAOC Board of Directors.

The virtual visit on March 4th will consist of three events throughout the afternoon:

Professional Development and Careers Panel Discussion, 1:00-1:50 PM

David Cocke will be joined by Emily Guglielmo, Joe Maffei, and Ken O'Dell to discuss careers, professional development, and the state of the structural engineering industry during the pandemic. Emily is a Principal at Martin/Martin Consulting Engineers, has expertise in earthquake and wind engineering, and is the current President of SEAONC. Joe is the founder of Maffei Structural Engineering, has expertise in the seismic design and retrofitting of structures, and is an elected fellow of SEAOC. Ken is a Principal at MHP Structural Engineers and is the Immediate Past President of SEAOSC.

The following Zoom link will be used for this panel discussion:

<https://stanford.zoom.us/j/98488236919?pwd=c1pBSjBiNUVrdUE3ckRMQ1A2cGtQQT09>

One-on-One Mock Interviews, 2:00-2:50 PM

This will be an opportunity to practice interview skills or have an informal discussion with David Cocke. The event will be first-come, first-serve, so sign up soon!

Use this Google Form to sign up for the mock interviews:

<https://forms.gle/Cz8GGS7tFY162tfh7>

Friedman Family Lecture, 4:00-5:30 PM

David Cocke will be presenting his lecture, "Our Role in Historic Building Retrofits and Our Communities". This lecture is the main event of the day and will be run through the EERI Friedman Family Visiting Professionals website. The Zoom link will be provided through the website on the day of the lecture. **To attend David Cocke's lecture, you need to register.**

Please use the following link to register to attend the lecture:

<https://eeri.swoogo.com/2021ffvp/begin?i=aE5R5RdFgcdFxltaaSt4lYs877-KGoZq>

Visiting Professional Program Itinerary



Professional Development & Careers

Thursday, March 4, 2021, 1:00-1:50 PM

Joined by: Emily Guglielmo, Joe Maffei, and Ken O'Dell

One-on-One Mock Interviews

Thursday, March 4, 2021, 2:00-2:50 PM

Sign up at the link below



Friedman Family Lecture

Thursday, March 4, 2021, 4:00-5:30 PM

"Our Role in Historic Building Retrofits and Our Communities"

Must register to attend: <https://eeri.swoogo.com/2021ffvp/begin>