

## News Release

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### Cornell University Student Chosen IEEE/IEEE-USA's "New Face of Engineering College Edition"

WASHINGTON (8 December 2011) — Jeremy Blum, an electrical and computer engineering major at Cornell University, is the first IEEE student member to be recognized as the IEEE/IEEE-USA's "New Face of Engineering College Edition." IEEE is the world's largest professional association for the advancement of technology.

Administered by the National Engineers Week Foundation, "College Edition" recognizes third-, fourth- and fifth-year students enrolled in a bachelor of science engineering program at an ABET-accredited college or equivalent international institution with a minimum 3.0 grade-point average. Winners are honored for academic excellence, leadership within student organizations, outstanding communication skills, non-engineering related community service and participation in the engineering industry.

Blum is the founder and director of Cornell University Sustainable Design (CUSD), an interdisciplinary 150-member team that pursues environmentally inspired design-build projects. One project was a schoolhouse in South Africa. Blum also built the control system for a solar-powered house that entered the 2009 U.S. Department of Energy's Solar Decathlon. He is

leading an effort to build a sustainability research facility at Cornell. He has released hundreds of videos, tutorials and projects on his YouTube channel ([www.youtube.com/user/sciguy14](http://www.youtube.com/user/sciguy14)). Between that and his blog (<http://www.jeremyblum.com/blog/>), the senior has tens of thousands of online followers.

Blum enjoys sharing his zeal for engineering with children. In November he and other CUSD students taught youngsters at the Brooklyn (N.Y.) Children's Museum how to re-purpose soda bottles into hanging gardens. Last summer he taught several classes at the Harlem Children's Zone about sustainable engineering and renewable energy.

"When I'm teaching young kids about engineering, I always start with this: 'engineers change the world,'" Blum said. "I then go on to explain that electrical engineers are responsible for many of the things they likely take for granted, like iPods, computers, cell phones and more. I also tell them that engineers are problem solvers. When presented with information, an engineer's job isn't just to analyze it but to take that data and do something unthinkable and innovative with it."

Blum thinks his IEEE membership has been greatly beneficial.

"Being a member of IEEE has been critical for expanding my network and meeting other amazing people whom I've been able to work with on various projects," he said. "I'm consistently amazed by all the smart electrical engineering students and teachers at Cornell, and IEEE has been the ideal place to find them. I also think having access to IEEE's vast network of technical papers has been invaluable in conducting my research."

The IEEE/IEEE-USA portion of the "College Edition" contest was open to IEEE student members around the world. For more on all the winners, see [www.facebook.com/CollegeEdition](http://www.facebook.com/CollegeEdition).

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