The National Engineers Week Foundation (NEWF) works year-round to sustain and grow a dynamic engineering profession critical to public health, safety, and welfare. NEWF supports engineering outreach, education, and celebration through a network of thousands of volunteers in its partner coalition of more than 100 professional societies, major corporations and government agencies. The Foundation and Coalition are actively putting the E in STEM.

As the founders of “E-Week” in 1951, NSPE continues to serve on the Steering Committee, working to provide support and direction to its programs, initiatives, events, and outreach goals. NSPE representatives (Kathryn Gray, P.E., F.NSPE, Mark Golden, NSPE’s Executive Director, and Stacey Ober, NSPE’s Senior Manager of Public Relations and Outreach) recently attended the biannual NEWF Steering Committee meeting on June 3, 2013. Highlights, NSPE actions, and recommendations resulting from the meeting are detailed below:

Meeting Highlights:

- NCEES reviewed successes of EWeek 2013 where social media played a huge role in greater participation.
- NEWF Board of Directors reported acceptance of the recent audit report of the Foundation and are seeking more active management of invested reserves and investment ratios.
- Co-chairs for EWeek 2014 are IEEE-USA and DuPont. Both gave presentations about their organizations and their plans for EWeek 2014. No new programs are planned, just enhancing current programs and outreach.
- Each of the coalition partners at the meeting reported on what their societies currently do, and plan to do, to promote EWeek 2014 and offered suggestions for additional ways in which NEWF staff can supplement or enhance these activities. (See “Actions” below for details on NSPE’s response).
- NEWF has hired an outside consultant and has embarked on a major rebranding effort to clarify who NEWF is, revamp its website and messaging, and get back to what matters which is “celebrating engineering.” Other possibilities include a name and/or logo change. Work is still being done and NEWF expects to make an announcement to all coalition partners later this summer on the results/direction of the effort.
- The NEWF Steering Committee held a joint meeting with the NEWF Diversity Council to discuss infusing diversity throughout foundation programs and the availability of grants for collaborative efforts between organizations.
- The Steering Committee heard presentations from the American Indian Science & Engineering Society and the American Indian Higher Education Consortium on the STEM programs available for American Indians and their needs and contributions to the STEM fields.
- The Discover E Educator Awards ceremony took place at the end of the meeting, honoring three teachers who are making a difference by introducing kids to engineering in fun and meaningful ways.

NSPE Actions:

- NSPE provided a written report to NEWF detailing how NSPE currently promotes EWeek programs, ways it plans to enhance those efforts, and offered several suggestions for things NEWF can do to supplement those efforts. *See attached synopsis for more details.
- NSPE agreed to “adopt” the Chicago region of the Future City Competition to help increase the number of students, mentors, and volunteers participating in the region and to extend and grow Future City’s impact in Chicago. *See attached flyer from NEWF Future City for more details.

Your Support: While I have agreed to lead the effort to support NSPE’s adoption of the Chicago region for Future City, your support in reaching out to volunteers/members in Chicago and surrounding areas will be instrumental in helping us make the expansion of the region a true success. Please consider distributing the attached informational sheet provided by NEWF Future City to any contacts you may have in the Chicago area, and throughout Illinois and northern Missouri.

Respectfully submitted,

**Kathryn A. Gray, PE, F.NSPE**
As part of the June 3rd meeting, NEWF asked each coalition partner to provide written responses to how each organization would help meet objectives for five of its ongoing programs (see below). Each partner was also asked to provide suggestions on additional ways in which NEWF can support these efforts. A synopsis of NSPE’s response is provided below:

All Programs
- Posting about each program in all of NSPE’s communication outlets – website, newsletters, magazine, social media, and email blasts
- Direct email blasts to related target audiences (young engineers for New Faces, for example)
- Emails to SSEC listserv to alert states about programs/deadlines and/or solicit help in publicizing
- Posting photos/videos (and relevant details) on each of NSPE’s social media sites (Facebook, Twitter, LinkedIn, and YouTube) following the programs to recognize local, state, and national participation

Engineers Week 2014
- Dedicated “outreach” email to all members containing upcoming events, dates, and ways to get involved.
- Posting info and spreading the word to other organizations via social media

New way NEWF can offer support:
- Ready-made ads or graphic “one pagers” with a list of pertinent dates and information to run in PE magazine, newsletters, and social media and to share with local/state societies

Introduce a Girl to Engineering Day
- Include in dedicated “outreach” email (mentioned above)
- Posting info and spreading the word to other organizations via social media

New Faces of Engineering
- Increase PR efforts on behalf of NSPE’s nominees
- Encourage employers of those nominated to also do their own PR and promote their nominees both internally and externally (NSPE readily provides them content and information to do so)

Ways in which NSPE could support new objective to turn winner into an “ambassador” for engineering:
- Winner could write a monthly blog on outreach and how to engage younger engineers
- Work with winner’s state society to engage them in speaking, leadership, and outreach opportunities
- Arm them with training, supplies, and support and encourage them to start an engineering outreach program at a local school
- Request that they film a short video on topic of interest (why engineering, what it’s like to be an engineer, etc.) to post on NSPE’s YouTube channel

New Faces – College Edition
- Email blast to university deans/faculty to encourage them to speak with their students about the program
- Targeted tweets to those engineering schools who follow NSPE on Twitter

NEWF also asked for ways in which NSPE could help build a facilitated community with events/resources for college students beyond just the awards. NSPE suggested the following:
- Recruit winners to make/post videos explaining what engineering school is like, how to prepare, why they chose their discipline, etc. Videos could engage middle and/or high school students
- Use new social media site, Tout.com., to solicit and answer questions from younger students (site limits videos to 15 seconds, so it’s a quick/easy way to facilitate interaction which can then be taken offline for follow-up)
- Set up a mentoring group among the winners to respond to students’ questions/concerns

Global Marathon
A primary objective is to increase participation from outside North America. Although NSPE has a limited international presence, we were able to suggest the following:
- Solicit input/participation from colleagues in Japan and Korea, along with international groups like UPADI and WFEO
- NSPE does have a significant international following on its social media sites, so posting calls for speakers and participants may yield results.
Quick and Easy Ways to Support Future City

We need your help to extend the impact of Future City in Illinois. We want to increase the number of students, mentors, and volunteers participating in this transformative program. Here are some quick and easy things you can do to help us spread the word about Future City.

**Recruit Educators**

91% of educators said they’d recommend Future City.

Future City is a powerful tool educators can use to strengthen students’ 21st century skills; teach them citizenship; motivate them to study math and science; and expose them to potential careers.

**Introduce schools and out-of-school time groups to Future City:**

- Send an introductory email to principals, science and technology supervisors, teachers and out-of-school time leaders.
- Post announcements in newsletters, blogs, facebook pages.
- Host a workshop at a conference.
- Invite the FC Coordinator or a FC Teacher to an existing meeting with potential educators.

**Recruit Mentors, Judges, & Volunteers**

98% of mentors said they’d recommend Future City.

**Mentors**

Make a meaningful difference by advising a FC team for just 1 to 2 hours a week.

**Judges**

Get a front row seat and meet and interact with tomorrow’s innovators.

**Volunteers**

Help with competition day or become part of the volunteer organizing committee.

**Share Future City with STEM Professionals**

- Send an introductory email to colleagues in engineering societies, alumni network, at work.
- Post an announcement in newsletters, blogs, facebook or on LinkedIn.
- Host a brown bag lunch at work about getting involved in Future City.

For more information, contact:

Don Wittmer, Regional Coordinator
Ph: 312.930.9119     Email: dwittmer@hntb.com

Future City is a program of the National Engineers Week Foundation.