Program Impact and Outcomes

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Program Impacts and Outcomes

1. Engineers Week

Dates:
February 21-27, 2016

Purpose:
Engineers Week® is the catalyst for volunteerism and public discussion about the future of engineering as well as public understanding and recognition of the contributions of engineers. It is the only event of its kind for the engineering and technology professional and college communities. It is a focal point for driving key messages internally and externally—from the President of the United States to university deans to corporate executives—about education, celebration, and workforce development. For 64 years it has been a spark that ignites local, regional, national and even international engineering education and outreach events.

Starting objectives:
2016 marks the 65th anniversary of Engineers Week, and we are rolling out a new program—Global Day of the Engineer—and will reach new audiences with the message that Engineers Make a World of Difference. In 2016, we will also:

- Move the 2016 Kickoff Webcast to late September/early October to accommodate educators/volunteers
- Make Volunteer and Girl Day kits available in September to coincide with the higher web traffic during this period (through a Google analytics review we’ve identified September as having the second highest monthly traffic after February).
- Request Presidential message and Congressional resolution
- Request ITEEA insert 2016 Engineers Week poster in their February 2016 magazine
- Host a January 2016 webinar to engage volunteers in Engineers Week.
- October 2015 - Distribute Order Form for Volunteer and Girl Day kits
- We will create new Engineers Week Ads (available via download from discovere.org)

Significant Outcomes:
- Secured a message from President Obama recognizing Engineers Week and the importance of the profession.
Hosted our annual free Discover Engineering Family Day at the National Building Museum in Washington, DC for over 8,200 kids and their families.

Received message from the International Space Station. It was viewed 1,320 times on YouTube and over 9K times on Facebook.

Over 3,100 Volunteer Kits were distributed free of charge. In 2015, 6,500 kits were distributed (2,000 by ASABE).

Engineers Week logo was downloaded over 1,455 times.

Engineers Week Ads were downloaded over 935 times.

Engineers Week Poster was downloaded over 1,049 times.

Engineers Week 65th Anniversary ad was downloaded over 398 times.

Engineers Week 65th Anniversary logo was downloaded over 536 times.

Social Media:
- **Twitter**: During Engineers Week 2016, the hashtag “#eweek2016” was used in more than 24,000 tweets by more than 6500 contributors (vs. 8500 tweets by more than 4500 contributors for #eweek2015). Since last year, that’s almost triple the number of tweets and a 44% increase in contributors.
- Funny or Die (Producer of NAE’s “What if we covered engineers like celebs” video) was #eweek2016’s #1 contributor with 1 tweet which had 12.7 million impressions.
- **Facebook**: Second highest performing post on DiscoverE FB page in 2016 was the ISS EWeek video with 860 reactions/comments/shares (LaTisha’s Girl Day video was #1).
- #4 post was the announcement of the 65th anniversary on Sunday, 2/21 (393 reactions/comments/shares). Compare to last year’s top EWeek post of #Inspired2Engineer campaign with 219 likes/shares on 2/22.

**Top Tweets:**

<table>
<thead>
<tr>
<th>tweets</th>
<th>TIME</th>
<th>RETWEETS</th>
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| **GE Aviation** @GEAviation  
What fuels you? We have an idea ... #eweek2016  
#engineersweek #avgeek  
Feb 23, 2016, 7:02 AM | | 46 |
| **GE Aviation** @GEAviation  
Happy #EngineersWeek! Tell us, what catches your attention?  
#avgeek #aviation #eweek2016  
Feb 22, 2016, 9:31 PM | | 45 |
Five Easy Ways to Make a Difference During Engineers Week Webinar
- Registrants – 470 (34% increase over 2015)
- Live participants – 239 (34% increase over 2015)
- Posted to website (viewed 2,490) (89% increase over 2015)

Webcast kickoff at CalTech
- Registrants – 1,471 (70% increase over 2015)
- Total views – 602 (34% increase over 2015)
- Unique views – 439
- Peak concurrent views – 321
- Total viewing hours - 164
- Posted to website (viewed 1,578) (41% increase over 2015)

TOP TWEETS

- Funny Or Die @funnyordie
  What If We Covered Engineers Like Celebs? #EWeek2016 amp.twimg.com/v/4bbec10e-b29...
  Feb 23, 2016
  13M
  12.7M 154 0
Top 10 countries by viewership
- USA – 569
- Columbia – 8
- UK – 3
- India – 3
- Italy – 1
- Germany – 1
- Brazil – 1
- Spain – 1
- Thailand – 1
- Israel - 1

Other:

2016 DiscoverE Survey Results

*754 responses

Program Participation
- 83% of Educators and 81% of Engineers participated in Engineers Week
- 33% of Educators and 32% of Engineers participated in Girl Day
- 17% of Educators and 14% of Engineers participated in Girl Day

What are you:
- 45% of respondents are engineers
- 30% of respondents are teachers
- 12% of respondents are STEM professionals
- 6% of respondents are college students

How did you get involved with DiscoverE? (Engineers only):
- 33% - Through my employers program
- 29% - On my own
- 17% - Through my engineering society
- 10% - Through my college/university
- 8% - Other
- 2% - Through a local coalition

Sample of Please share how you are inspiring kids to explore engineering:

During Engineer's Week, we had many engaging, inspiring activities going on at Gold Hill Elementary School in Tega Cay, SC. It was an amazing experience for all involved. We had 13 people in STEM related fields come in from an Electrical Engineer with NASA to a chemist who makes beauty products. All grade levels had a chance to see at least 2 presentations. We purchased DiscoverE t-shirts for all of our presenters. We also had a plethora of STEM activities going on around our building as students were engaged in the Engineering Design Process. Our kids were inspired as they truly became innovators with their builds! We
obtained DiscoverE Engineer's Week certificates for each and every student in our building. This was a truly memorable experience for all involved!
-Matt Rohring, Gold Hill Elementary, Tega Cay, SC

Boys & Girls Clubs of Greater Washington hosted engineers from the National Society of Black Engineers. They spoke to our teens about engineer careers, types of engineering and coordinated an engineering project with them. -Paul Posas, B&GCA Greater Washington, DC

Kids weren’t aware of the careers and how fun engineering is. Students love the activities and the videos.
-Lisa Marquez, AUHSD, Anaheim, CA

Every year the most awaited event is the Eweek Friendly Competition. All employees, engineers and non-engineers are very excited to join the contest. -Aileen Junio, Fluor MidEast Ltm, Abu Dhabi

2. Introduce a Girl to Engineering Day

2016 Report

Dates:  
February 25, 2016

Purpose:
More than just one day, Girl Day is a national movement to show girls how creative and collaborative engineering is and how engineers are changing our world. It gives thousands of women engineers, with support from their male counterparts, the chance to volunteer and directly mentor more than 500,000 girls and young women in grades K through 12.

Begun over a decade ago when the engineering and education communities were just starting to discuss the issue, DiscoverE was actively engaged in addressing the challenges of engaging girls in engineering. Today, Girl Day takes many forms: bringing girls into the engineering workplace; sending volunteers into schools to talk to girls about engineering; and hosting large-scale events that feature engineering activities.

Starting objectives:

The 2015-2016 goals were to:
- Run the campaign from October 2015 to February 2016.
- Encourage volunteers to become role models and seek out single-visit interactions.
- Develop the following resources:
- 3 videos of engineering role models
- Several infographics
- Artwork containing quotes for posting on social media

- Create 2016 Girl Day ads that are tied to both 2015 and 2016 campaigns.
- Reach out to Techbridge to discuss featuring their Role Models Matter Training Toolkit in the campaign and making it available on the DiscoverE website.

We achieved everything we set out to do, except for creating several infographics and partnering with Techbridge. Due to the overwhelming response to the shareable graphics we decided not to create separate infographics. As for the Techbridge partnership, after we found out they charged for the training we realized they won’t allow us to provide it free on our website.

**Significant Outcomes:**

- We asked volunteers to sign up as Girl Day Role Models via an online pledge form. Our goal was 500 sign-ups. We had 791, exceeding our goal by 58%.
  - 88% were from the US
  - 22% were international
- To engage the signed-up role models, we sent out a monthly email (Nov, Dec, Jan, & Feb) offering tips, advice, and resources they could use.
- We developed three new videos featuring the following engineers or engineering students:
  - Sarah Mihm (3,015 views on Facebook)
  - LaTisha Durham (37,801 views on Facebook)
  - Victoria Ibarra (5,000+ views on Facebook)
- This year five Congressional Representative participated in Girl Day. Three spoke at the House briefing, one participated in a Girl Day twitter chat and one tweeted about Girl Day. (Details about each of these events are below.)
- For the second year, DiscoverE teamed up with Representative Daniel Lipinski (D-IL 3rd District) to host a second Capitol Hill Briefing on Girl Day. Representative Paul Tonko (D-NY) and Representative Donna Edwards (D-MD) and staff from 28 Congressional and Senate offices, as well as Department of Commerce, NSF, and engineering societies were in attendance. The event featured speakers from AIAA, Boeing, Lockheed Martin, NSBE, UT-Austin, Bechtel and the US Navy.
- Promotion—Girl Day had significant press coverage surrounding The Capitol Hill Briefing:
  - US News & World Report (UVM: 17,292,886) covered the event and wrote this feature.
  - An NBC News crew also covered the Capitol Hill event and fed it to the network’s O&O’s, resulting in major market coverage later that day.
- Downloaded Ads, Poster, and Logos
  - We created three Girl Day ads. Option 1 was downloaded 241 times, Option 2 was downloaded 125 times and Option 3 was downloaded 140 times.
  - The 2016 Girl Day logo was downloaded 610 times.
  - The Girl Day poster was downloaded 396 times.
- Social Media:
Lockheed Martin and Girls Inc. hosted a #GirlDayChat on Girl Day. Led by Judy Vredenburgh, President & CEO of Girls Inc. and featuring Michele Evans, Lockheed Martin; US Rep E.B. Johnson; and Dana Lorberg, Mastercard, the twitter chat had 1300 tweets by 549 contributors during Engineers Week (including promotion and chat tweets).

Shareable Quote Graphics

- 14 society partners, Girl Day Corporate partners and Leadership Council members participated resulting in 19 graphics.
- DiscoverE customized the graphics with the partners’ logo, a quote and photo of a female engineer provided by the partner. These customized graphics resulted in a diverse and widespread representation of Girl Day on social media.

During Engineers Week 2016, the hashtag #GirlDay2016 was used in 3,820 tweets by 2,056 contributors (compared to 2,284 tweets by 1,189 contributors in 2015). That’s a 67% increase in tweets and 73% increase in contributors.

Sample Tweets from Girl Day:

**Boys & Girls Clubs** @BGCA_Clubs
We’re ready to teach young women about engineering.
@Raytheon, girls from BGC LA love #STEM! #girlday2016 #eweek2016 ow.ly/i/h2Rvi
Feb 25, 2016, 12:00 PM

**Isabel Neff** @lsaneff96
These ladies from West Liberty just built a hand for the #HelpingHands cause! #GirlDay2016 #RockwellCollins #eweek
Feb 25, 2016, 12:46 PM

**US Rep E.B. Johnson** @RepEBJ
I’m loving this Twitter #GirlDayChat abt getting more women in engineering.
Feb 25, 2016, 5:47 PM
3. Global Marathon For, By and About Women in Engineering & Technology

2016 Report

Dates:
March 8-10, 2016

Purpose:
Women in engineering and technology play a critical role in defining how we live and thrive on our shared planet. However, in most countries women are under-represented in E&T professions and, unfortunately, many female engineers leave the field to pursue non-engineering careers.

Over a decade ago DiscoverE and partners decided to address these issues on a grand scale—by coming together and forming a global community of women in engineering and technology. The Global Marathon is a free online platform that is a combination of a virtual webcasts and webinars, as well as local, in-person ‘ambassador’ events such as a brownbag discussion at work, coffee meet-ups, meetings at universities, etc. Aimed at women between 18 and 45 years of age, the Marathon is the only E&T profession-wide event linked to International Women’s Day.

Starting objectives:

The 2015-2016 goals were to:
• Engage our audience year round;
• Use existing content to draw people back to the Marathon environment;
• Increase registrations and attendance; and
• Explore with the Thought Leaders the idea of expanding their portfolio to include strategy development for Girl Day. Individually and collectively this group is an ongoing force in advocating for women and girls in STEM.
We achieved all of these goals except the last one – details included under Significant Outcomes. As for the goal we did not achieve, the TL discussed the idea of including strategy development for Girl Day but felt their portfolio was full and choose not to pursue it this year.

**Significant Outcomes:**

- **To engage our audience year round we hosted three social media campaigns:**
  - In June we partnered with SWE to host a twitter chat about being a female millennial in the E&T workforce. (320 tweets.) We also produced two html postcards and four shareable graphics.
  - In Sept we partnered with Engineers Ireland and hosted a twitter chat on overcoming shyness in the workplace (520 tweets). We also produced two html postcards and four shareable graphics.
  - In January we elected to not host a twitter chat and instead created three shareable graphics about being a team player.

- **Thought Leaders**
  - We hosted the first ever face-to-face meeting of the Thought Leaders in June. The all day meeting resulted in setting the overall and daily program themes.
  - This year we launched our first ever Millennial advisory group. This group was charged with helping us attract a younger audience and helping to create a program that would appeal to millennials.

- **This year’s chair, Diane Melly, of IBM, opened doors to organizations outside the engineering community, include Points of Light and the UN Foundation.**

- **Event Highlights**
  - We pre-taped an interview between Meighan Stone, Executive Director of the Malala Fund and Diane Melley, IBM. This proved to be the most attended session with over 405 participants.
  - This year’s Marathon featured 18 sessions with 50 presenters from 9 countries.
    - The event offered 10 hours of programming
    - 70% of participants spent 60+ minutes at the Marathon
  - We met our goal of increasing both our registrations and attendance numbers for 2016.
    - 2,373 people registered and 1,107 attended the Global Marathon (this is an all-time attendance record)
    - women from 55 countries participated in the event – a 34% increase over last year.
  - The Thought Leaders identified millennials as the target audience for this year’s Marathon. 41% of the audience was between the age of 18 to 34 and 44% was between the age of 35 and 54.

- **Promotion**
  - Diane Melley, IBM, wrote a bylined article that appeared in the Huffington Post
  - We tried a new promotional tactic this year by writing five blogs featuring five different Thought Leaders and why they were involved in the Marathon. While all performed well Marvi Matos’ blog (Boeing) received nearly 700 like/shares on the Global Marathon
Facebook page and a total of 1,500 beyond the page via shares.
  o We created four shareable graphics promoting registration. One featured GM globe artwork and three featuring “Did you know” stats provided by Kelly Services, Engineers Canada and Engineers Australia.

- **Social Media**
  - Compared to last year, we more than **doubled the number of tweets and contributors** to the #GlobalMarathon conversation on Twitter.
    - 1506 tweets by 442 contributors in 2016 vs. 741 tweets by 202 contributors in 2015
    - The main reasons for this large increase in tweets were strong partners like IBM and Bechtel who live tweeted throughout the event and influential organizations like Malala Fund, Points of Light and Engineering 4 Change who joined the conversation.
  - **Sample Tweets during the Global Marathon:**
4. Future City National Competition

2016 Report

Dates:
2015-2016 Program Cycle (March 1, 2015-February 29, 2016)

Purpose:
Future City is a project-based learning program where middle school students imagine, research, design, and build cities of the future. Students work with an educator and STEM mentor to create cities that incorporate the team’s solution to a citywide sustainability issues.

Future City is flexible and cross-curricular, giving students an opportunity to do the things that engineers do: identify problems; brainstorm ideas; design solutions; test, retest, and build; and share their results. This year’s sustainability challenge asked students to design a citywide solid waste management system that was safe, environmentally friendly, and energy efficient.
2016 Objectives:

- Last year’s objectives:
  o As the result of a generous grant from PMIEF, we created a new program structure that uses both Project Management and the Engineering Design Process as a guiding framework and then piloted the program in 11 schools nationwide and evaluated results.
  o Support formation of international regions in China and the UK
- What we achieved
  o Future City rolled out the new program framework, incorporating Project Management and the EDP, nationwide to much success.
  o We completed a summative evaluation of the new framework.
  o China successfully completed its first full Future City Competition cycle.
- What we didn’t achieve and why (if known)
  o The UK region didn’t come to fruition as hoped due to a change in staffing (maternity leave.)
- Add any new objectives that weren’t listed on last year’s plans.
  o We challenged the coordinators to register 1,500 educators for the 2015-2016 competition cycle, representing 11% growth. We did not achieve this target and regions cited venue capacities, technical issues with SimCity in many schools, and stonewalling from school districts as barriers to growth.

Significant Outcomes:

- New resources that were created
  o Revamped program handbook
  o Online training for educators re: new framework and program updates (1,120 views)
  o Waste Not, Want Not webinar in October (2,208 views)
  o “How to Start a Future City Region” overview document for potential coordinators
- Number of people engaged:
  o 1,165 educators in US.
  o 2,265 judges in US.
  o 175 judges for the Finals competition including 51 Model and Presentation judges in DC.
- Future City China organized its own Finals competition and sent two teams to compete in DC for the first time
  o China implemented the program in eight regions, engaging 90 schools and 559 students on 142 teams.
- New sponsor, Cisco at $25,000
- Engineers Canada attended Finals and is piloting a Canadian program in 2016-2017
- A new sub-region formed in Eastern Washington
- Future City was awarded the inaugural Innovative Education Award from Underwriters Laboratories and NAAEE, totaling $100,000.
- Nevada team attended 6th White House Science Fair in April 2016
Media coverage for the 2016 National Finals included Voice of America, Infrastructure USA, Muse Magazine, and the Washington Post.

In addition, nearly every regional Future City competition received press coverage.

Social Media:

- This was the second year we promoted a unique hashtag (#futurecity2016) for Future City.
- Total posts about Future City during National Finals: 267
  - 35 on Facebook
  - 232 on Twitter
- Total engagement of DiscoverE’s posts (retweet, shares, likes) during National Finals:
  - 36 actions on Twitter with @DiscoverEorg
  - 225 actions on Facebook with Future City Competition’s Page
- Total posts using #FutureCity2016: 216 posts
  - 191 on Twitter
  - 25 on Facebook
- Total social impressions during National Finals 2,868,071
- 16,562 downloads from futurecity.org/resources

Other:
5. Global Day of the Engineer

2016 Report
Date:
Wednesday, February 24, 2016

Purpose:

This year, we celebrated the first ever Global Day of the Engineer. With the theme “Engineers Make a World of Difference” engineers everywhere unite in celebration and volunteerism. Global Day is THE movement to ensure people everywhere know that engineers make the world a better place and to inspire future generations of innovators.

Various countries celebrate their own Engineer Days or Weeks, but Global Day brings together all engineers everywhere to underscore the profession’s universal impact. Global Day is based on the successful collaboration model and widely adopted programs of DiscoverE in the United States.

To participate, individuals and organizations can pledge online to:
- Celebrate engineering.
- Engage students in simple, hands-on engineering experiences.
- Share a photo local engineering innovation.

**2016 Objectives:**

The 2015-2016 goals were to:
- Launch the first ever Global Day of the Engineer
- Run the campaign from October 2015 to February 2016.
- Encourage volunteers and organizations to take the Global Day pledge (1, 2 or all 3)
- Encourage organizations to become official Global Day partner
- Develop the following resources:
  - Global Day microsite on DiscoverE.org
  - 1 video launching Global Day (Boeing)
  - 3 hands-on activities (developed by content partner Design Squad Global)
  - Global Day ad
  - Artwork containing global hands and map of pledges worldwide
  - Webinars
- Develop “thunderclap” for social media, an online flash mob that helps people be heard by posting the same message at the same time.

**Significant Outcomes:**

- We asked volunteers/organizations to take Global Day pledge via an online pledge form. Our goal was 500 pledges. We had 1197 total pledges. Exceeding our goal by 140%. The pledges broke down as follows:
  - 440 to engage kids
  - 570 to celebrate
  - 187 to share innovation photo
  - 84% of individuals were from the US
  - 16% were international
  - Pledges from 45 countries. Top non-US countries were Canada, India, Australia, Ireland, UK
- To engage the pledge-takers, we sent out 4 emails (Dec, Jan, Feb, and Global Day) offering tips, advice, and resources they could use.
- We had a total of 23 official partners including: Joy Global, Engineers Australia, Engineers Ireland, Engineers Canada, Japan Society of Professional Engineers and Scientifilles (Republic of the Congo)
- As of 4/20/2016, Boeing’s video has had **1182 views** on YouTube
- As of 5/4/2016, 3 Design Squad activities were downloaded a total **5675 times** (including translated versions)
  - Seismic Shake-up: 2337 (701 non-English)
  - Emergency Shelter: 1714 (778 non-English)
  - Helping Hand: 1624 (705 non-English)
- The Global Day ad was downloaded 270 times as of 5/4/2016.
- We offered two webinars: an introductory one for partners and one led by Design Squad Global.
• Press: The first annual Global Day of the Engineer received press coverage, both as standalone stories and in broader stories looking at the overall EWeek programming menu. Some Global Day coverage highlights include:
  o American Nuclear Society’s ANS Nuclear Café: (http://ansnuclearcafe.org/2016/02/21/national-engineers-week-nuclear-energy-for-the-next-generation/)

• Social Media:
  o During Engineers Week 2016, the hashtag #GlobalEngineer was used in 2303 tweets by 1405 contributors (1665 tweets on 2/24). Compare to #GirlDay2016, another one day event with 3820 tweets by 2056 contributors (2139 tweets on 2/25).
  o On February 17, DiscoverE partnered with Design Squad Global and FHI360 for the #GlobalEngineer Twitter chat: "Inspiring the Next Generation of Global Engineers." Participants included PBS Kids, National Girls Collaborative Project, Engineers Ireland, and Bridge 2 Employment, a global initiative for high school students. The chat had 442 tweets by 103 contributors on 2/17 (318 tweets during noon hour). FHI360 created this storify, a snapshot of the engaging conversation that took place: http://crowd360.org/globalengineer/
  o We surpassed our goal of 100 Thunderclap supporters with 106 supporters and a social reach of 223,245.
  o Facebook: Our pledge map post on 2/24 was a top performer in 2016 at #6 with 216 reactions/comments/shares.

Sample Tweets:

![Sample Tweet](image_url)
Luis Pagan-Quinones: It's #GlobalEngineer Day! A big shout out to my colleagues making CleanEnergy all over the world.

Kristina O'Regan: @IBMer research @ibm_in_ireland celebrate @DiscoverEIQ Global Day of the Engineer #globalengineer Thanks @em_stephenson

2016 Report

Dates:
August 2015 to May 2016

Purpose:
The New Faces of Engineering recognition programs highlight the exciting and often unique work of young engineers and engineering students—and the resulting impact on society. Today’s engineers are working to solve issues on a global scale, and these young professional engineers and engineering students have shown outstanding abilities in projects that significantly impact public welfare or further professional development and growth, as well as dedication to volunteering and/or mentoring on a local, national, or global scale.

Starting objectives:
- Continue to streamline the New Faces Pro and College Edition timelines.
- Gather similar data on both Pro and CE applications.
- Turn over promotion of nominees to the societies
- Explore additional ways of effectively recognize and celebrate New Faces winners.

Significant Outcomes:
- We hosted a webinar “Volunteerism = Professional Development” on April 4th. Our panelists Dale Jans, VP of Jans Corporation; Danielle Couger, Senior Research Engineer at Lockheed Martin and Conrad Ball, Chief Engineer for Engineering Central Initiative at Boeing shared their experiences volunteering and how it helped their careers.
• The content from this webinar was turned into a blog and posted on LinkedIn.
• We recognized the College Edition winners by placing congratulatory ads in their school newspapers. Combined, all ads reached a total circulation of 209,300.
• We recognized the Pro winners with ads in AIAA and ENR News and reached a total circulation of 92,000. We also offered these turnkey ads to societies to post. No societies took advantage of this offer.
• Boeing produced plaques for all of the New Faces Pro winners.
• The 2015-2016 New Faces College Edition application pool was smaller than previous years (80 in 2016; 101 in 2015; and 191 in 2014). Demographics include:
  o Gender = 45 females and 35 males
  o The four largest race/ethnicity categories were:
    – White: 46
    – Hispanic: 14
    – African American: 8
    – Asian: 7
• The 2015-2016 Pro Edition application pool was much larger than previous years (186 in 2016; 138 in 2015, and 35 in 2014). Demographics include:
  o Gender = 111 females and 75 males
  o The four largest race/ethnicity categories were:
    – White: 116
    – Hispanic: 11
    – African American: 16
    – Indian: 12
• Social Media:
  o In April we spotlighted each winner on Facebook and Twitter over the course of two weeks. The student winners were posted on the College Edition FB page and the Pro winners were posted on DiscoverE’s page. We boosted each FB post for $20, spending a total of $500 on both programs.
  o The College Edition winner posts had a total reach of 61K with 289 clicks to profiles on website while the New Faces Pro posts had a total reach of 43K with 362 clicks to profiles.
  o For College Edition, the society winner with the most engagement was ASABE’s Sarah McIntyre with 1100 reactions on the post. IEEE-USA’s Brooke Neufeld was second and SHPE’s Yazeli Cruz Rivera was third.
  o For New Faces Pro, the top society winner was ASME’s Bryony DuPont with 407 reactions on the post. ASABE’s Anne Dare was second and ACEC’s Bridget Osborn was third.