

Celebrate Awesome:
6 quick, easy, and awesome
things you can do
In just 6 weeks
to get ready for
Engineers Week 2013

Today's Presenters



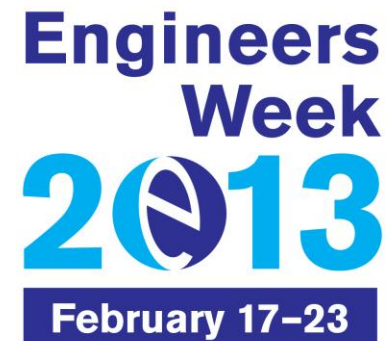
Leslie Collins, Executive Director,
National Engineers Week
Foundation



Meagan Campion, Senior Manager,
STEM Initiatives, Lockheed Martin



Nina Norris, Director of Public
Affairs, NCEES



2013 Engineers Week Theme & Artwork

Celebrate Awesome!



Download graphics:
eweeek.org/NewsStory.aspx?ContentID=287

**Engineers
Week
2013**
February 17-23

Why Celebrate Engineers Week?

Engineers Week is a call to action for engineers, technologists, and technicians to:

- Volunteer year round to inspire youth and inform the general public about engineering's positive impact on their daily lives.
- Celebrate our achievements and each other.
- Collaborate with partners to develop and deliver programs and resources.



Effective Ways to Talk about Engineering

Don't say

- Engineers solve problems using science and math.

Do say

- Engineers are changing the world all of the time
- They dream up creative and practical solutions
- Engineers work with other smart, inspiring people
- They invent, design, and create things that matter.



Effective Ways to Talk about Engineering

Change what you say

- Use design or create instead of build.
- Describe the people you work with.
- Tell people how your work or industry makes a difference.
- Use language like:
 - Collaborate
 - Imagination
 - Innovation
 - Contribution
 - Financially secure



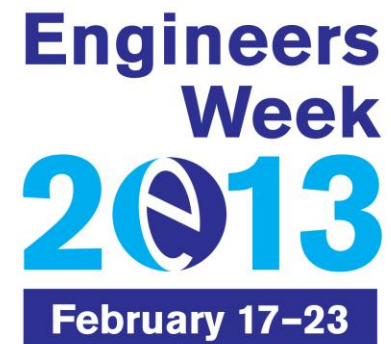
#1 Get Involved at your Workplace or Professional Association

Find out if your place of business or affiliated engineering professional association is involved with Engineers Week.

Then see how you can get involved! Check with departments that routinely organize volunteers:

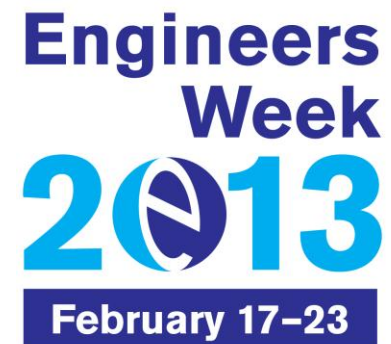
- Community Relations and Education Outreach
- Engineering
- Human Resources
- Employee Volunteerism Councils

NOTE: If your company is interested, put your representative in touch with National Engineers Week Foundation by emailing info@eweek.org.



Get Started

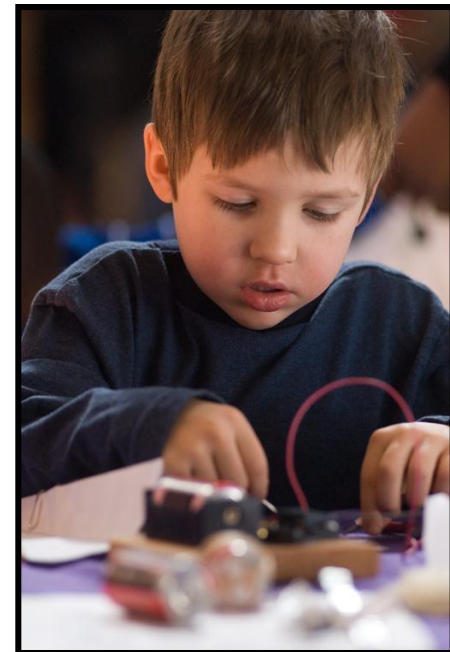
- Spread the word about Engineers Week
 - Order your Engineers Week kit and posters online at www.eweek.org
 - Post an announcement or article in newsletter, blog or email blast
 - Advertise on lobby/hallway monitors
 - Include it in your email signature for internal emails
 - Host a brown bag lunch for colleagues
- Partner with your communications team to post a message from leadership about engineering's vital role in innovating and providing solutions to global challenges
- Adapt existing engineering education programs and resources with Engineers Week messaging



#2 Hands-On Engineering Activities for Students

Take your message from corporate to classroom.....

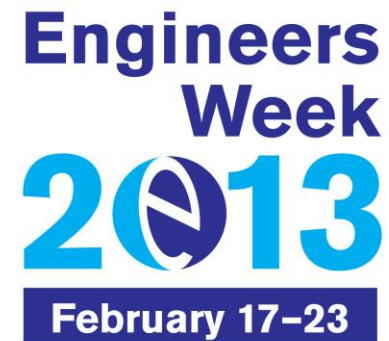
- Contact an area educator to set up a class time or afterschool visit
- Prepare an activity and try it before the visit
 - English language activities:
eweek.org/EngineersWeek/DiscoverE.aspx
 - Chinese, French, German, Portuguese, Russian, Spanish, Arabic translations:
www.eweek.org/EngineersWeek/International.aspx
- Wear an Engineers Week shirt or company logo
- Leave them with a way to contact you or your company
- Have a positive, can-do attitude



#3 Prepare Yourself to be an Effective Volunteer

Additional resources to ensure success.....

- Take *Changing the Conversation* training for effective ways to talk about engineering
 - www.youtube.com/user/nationaleweek
- Get more tips about setting up a class visit
 - www.eweek.org/GetInvolved/Volunteer.aspx?ContentID=92&Version=2
- Learn how to lead activities using the engineering design process
 - pbskids.org/designsquad/parentseducators/workshop/welcome.html
- Find great activities and more at eweek.org



#4 Celebrate Girl Day on February 21, 2013

- Order Girl Day Kit at eweek.org
- Partner with girl serving groups
 - Girl Scouts and Girl Guides
 - National Girls Collaborative Project
- Idea starters
 - Workshops at afterschool clubs or schools
 - Invite girls to your office
 - Invite girls to have lunch with female engineers

INTRODUCE A **GIRL** TO
ENGINEERING DAY

**Engineers
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#4 Celebrate Girl Day on February 21, 2013

- Show volunteers motivating Introduce a Girl to Engineering Day video
 - www.youtube.com/user/nationaleweek
- Participate in our first ever STEMChat on twitter on Wednesday, February 20, 2013 at 9:00pm (EST), #eweekgd
 - [Sign up at: http://themakermom.us5.list-manage2.com/subscribe?u=a53e4eaa1f60c00743f95828&id=173b75f9a3](http://themakermom.us5.list-manage2.com/subscribe?u=a53e4eaa1f60c00743f95828&id=173b75f9a3)
- Get more ideas and share your plans on the Girl Day Roster
 - www.eweek.org/EngineersWeek/IntroduceAGirl.aspx



INTRODUCE A **GiRL** TO
ENGINEERING DAY

#5 Nominate an Educator for DiscoverE Award

- Middle and high school teachers around the world
- Inspiring students to pursue engineering
- Nominated by an engineer or engineering student
- 3 Winners and 8 runners up
- Applications at eweek.org
- Applications due 3/8/13
- Winner Prizes
 - \$2,000
 - 3M digital projector
 - recognition event in DC



#6 Spread the Word



Like us on Facebook

www.facebook.com/EngineersWeek



Follow us on Twitter

[@nationaleweek](https://twitter.com/nationaleweek)

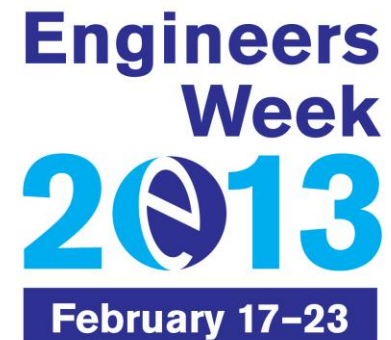
Tweet about your plans and use the hashtag

[#eweek2013](https://twitter.com/hashtag/eweek2013)



Post your events

www.mydiscover-e.org



Questions?

Email - info@eweek.org

