

FINAL REPORT

Engineers Week 2008



Engineers Make a World of Difference

February 17 – 23

Welcome to the 2008 Engineers Week Virtual Final Report

A message from the Executive Director

Increasingly we explore our real world through virtual ones. We work, play and learn via the Internet.

For Engineers Week 2008, IBM engineers created the virtual planet Helios and the 3-D interactive online engineering game *PowerUp* to reach kids where they socialize, learn and play. A new Web site encourages college-bound high school girls to consider engineering as a career option by using new tested messages that will be meaningful to them, Another reaches out to middle school students through online videos where they will see kids just like themselves discover engineering. Women in engineering around the world connected via the telephone and Internet for a 24-hour marathon. All of these tools will be enhanced through the coming months and useful for a very long time.

But virtual exploration cannot replace hands-on experience and in-person connections. The National Engineers Week Foundation relies on thousands of volunteers who help students and teachers design future urban centers via computer but also build models in the *National Engineers Week Future City Competition*. Volunteers are critical for working with students who will be exposed to engineering through the television show *Design Squad* and then want to take the next step to experience engineering and to meet engineers.

The face of engineering is changing, as you'll see with the *New Faces of Engineering* nominees. More needs to be done to engage the full spectrum of talent. The *National Engineers Week Foundation Diversity Council* has been established in the true spirit of cooperation that will help advance the profession.

There are many challenges facing our world that require immediate engineering solutions. At the same time, the profession is being challenged to prepare the next generation of talent by helping to remove the social, education and economic barriers that deter young students from engineering and technology education and careers. The strength of the National Engineers Week Foundation and its partners is the ability to create and support communities of collaboration as well as programs for stakeholders around these issues.

Thank you for making all of this a reality.



Leslie Collins
Executive Director
National Engineers Week Foundation

Engineers Week 2008 was chaired by IBM and the Chinese Institute of Engineers - USA



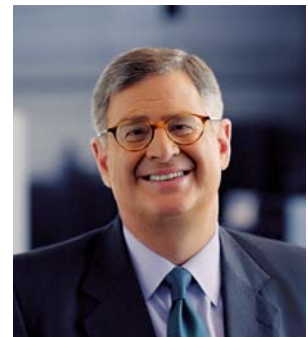
One of the many benefits of being an engineer is the opportunity to enhance lives and make a difference. By sharing our personal experiences and what we like most about being an engineer with students and fellow engineering professionals, we can help the next generation discover the rewards of our profession.

Patrick Y. Chang
Chairman
Chinese Institute of Engineers-USA
Chair, Engineers Week 2008

CIE-USA leaders judged the national Engineers Week Future City Competition National Finals, reached out to listeners in Boston, Minneapolis, Hartford and eight other cities during a satellite radio tour on Tuesday of Engineers Week, helped to host broad-based partners' meetings in San Jose and Dallas, and sponsored another successful Asian American Engineer of the Year Awards program.

The next generation of potential engineers must see themselves in that future. And that is why the theme of EWeek 2008, "diversity in engineering," is so vitally important. We need to recruit engineers from a broad cross-section of society, and this means reaching out to populations that are underrepresented in the engineering professions.

Samuel J. Palmisano
Chairman of the Board
President and Chief Executive Officer
IBM
Honorary Chair, Engineers Week 2008



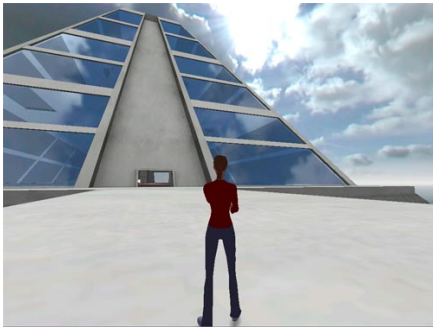
The 2008 Engineers Week campaign provided an opportunity for 6,000 IBM volunteers around the globe to interact with pre-college students in their schools, at IBM sites, and at community events. IBM created the virtual engineering game *PowerUp* for students ages 12-16. With the focus on diversity, IBM helped establish the new Diversity Council, with 13 Founding Partners.

Putting the “E” in STEM

There’s a popular education acronym these days. It’s STEM, representing Science, Technology, Engineering and Mathematics. There are numerous outreach programs to build student awareness and interest in science, technology and mathematics. The National Engineers Week Foundation and its partners put the E in STEM.

PowerUp! the Game

Schools and businesses are turning to interactive worlds and simulations because the skills and lessons are similar to those in



the real world. IBM developed the first online interactive 3D engineering game for kids. In *PowerUp*,

players save the planet Helios from ecological ruin by developing their engineering skills. “As the co-sponsor of EWeek 2008, IBM wanted to develop a legacy project that applies virtual world gaming technology to engage students in solving real-world problems,” says Paula Baker, vice president, IBM global community initiatives.

Players can explore alone or in small teams. Along the way they interact with engineer characters. These engineers are role models with backstories developed by members of the new National Engineers Week Foundation Diversity Council.

Players test their engineering skills in energy-themed worlds – water, wind and solar. Each has a major challenge to be solved with four objectives and clear measures of success. Along with the game are classroom lesson plans associated with the energy

transformation topics and an interactive module where kids can learn about 3D technologies to build virtual worlds.

IBM created the site in collaboration with the New York Hall of Science, The Tech Museum, Bakken Museum, and The National Renewable Energy Laboratory. Almost 200 12-16-year olds served as advisors.



Already the site has been noticed. *PowerUp* was the “official game” of Earth Day 2008 and a PowerUp booth was featured at Green Apple Festival events on the National Mall in Washington, DC, and in seven other cities on Sunday, April 20.

“PowerUp lets me save the world the way I want to.”

“I never thought there would be a game where I learn while playing with my friends.”

– 15 year-old, Crosby High School, CT

Discover Engineering Online

The National Engineers Week Foundation's strongest educational focus is in middle school. For 2008 the Foundation launched a redesigned www.discoverengineering.org.

The new format combines exciting graphics, videos, basic information about engineering and links. Advance research among students and their influencers determined content. Three videos focus on the environment and green engineering through visits with Engineers for a Sustainable World, the Solar Decathlon and a behind-the-scenes look at making video games. Students surveyed felt it would be important to see themselves in the videos



so each one includes three middle school students who discover engineering just as audiences do. Each video scenario includes a hands-on activity. For instance, the Solar

Decathlon video features students learning about solar cooking. A companion activity shows how to make a pizza box solar oven. Videos are available via the Web or on DVD, packaged with the activity guide. To promote the

site postcards were mailed to science and technology teachers belonging to the National Middle School Association. This project was made possible by a generous grant from the Stephen. D. Bechtel, Jr. Foundation.

Future City Competition



The National Engineers Week Future City Competition program for seventh- and eighth-graders completed its 16th year with a record-setting 1,111 schools registered in 40 regions nationwide. More than 30,000 middle school students participated, with a nearly equal girl-boy ratio. The Future City Competition annually engages approximately 7,500 volunteers who donate an estimated 225,000 hours as engineer mentors to students, judges at regional competitions and at the National Finals, and regional coordinators and committee members.

Washington, D.C. television personality Holly Morris served as emcee of the 2008 Future City National Finals on February 20 which were broadcast live on the Fox 5 Morning News. Sharing the emcee duties were Thea Sahr of WGBH Boston and Design Squad, and Chris McManes of IEEE-USA. The semester-long Future City Competition garnered local and national media attention in

print, broadcast, and web venues, reaching a potential audience of over 32 million.

The 2008 Future City National Champions are from Heritage Middle School in Westerville, Ohio. Second place honors went to Farnsworth Middle School in Guilderland, New York, and third place was captured by Our Lady Help of Christians School in Abington, Pennsylvania. Bentley Systems, Inc. is the National Finals Sponsor, with additional funding from Shell Oil Company and Ford Motor Company.



A second group of former Future City participants who are now in engineering and science-related careers was inaugurated into the Future City Hall of Fame during the National Finals. Inductees include Dylan Goings, chief information officer for an eCommerce company; J.J. Hermes, science

reporter for the *Chronicle of Higher Education*; Frank Leone, a Drexel University Ph.D. candidate in mechanical engineering, Krista Ricupero, a University of Maine masters candidate in civil and environmental engineering; and Sheena Wiesner, a patent prosecution lawyer in mechanical and electromechanical devices.

“Part of our responsibility as industry leaders lies in developing the talented and diverse workforce who will be designing the world’s infrastructure in the future,” says Bentley Systems CEO Greg Bentley. “We’ve joined with many others who support the National Engineers Week Future City Competition because of its unique ability for inspiring students to consider career choices that might otherwise have overlooked engineering. The combination of engineer mentors, hands-on learning, and teamwork engages students and opens the door to endless possibilities for them and the engineering profession.”

Design Squad



Design Squad, the PBS reality competition series—with an accompanying outreach campaign and Web site — is produced by WGBH-TV, Boston’s PBS station, and is designed to inspire a new generation of engineers. Over 13 weeks, eight teenagers learn to think smart, build fast, and contend with a wild array of design challenges—all for real-life clients. Targeted to 9- to 12-year-olds, and fun for people of all ages, this fast-paced TV series is the fuel behind a national, multimedia initiative designed to attract kids to engineering and inventing. The National Engineers Week Foundation is the informal education outreach partner for *Design Squad*.

Since the series premiered in conjunction with Engineers Week 2007, it has attracted 570,000 weekly viewers, conducted 52 trainings for 1,781 engineers and educators, and engaged 71,952 kids and families with hands-on design challenges through 115 events and workshops across the country. 3,104 parents, educators, and engineers have signed up for the e-newsletter, 47 engineering and education organizations have become formal partners, and 2,700 after-school programs have used *Design Squad’s* educational materials.

Recently *Design Squad* has been honored with a George Foster Peabody award and four Daytime Emmy Award nominations. In announcing the prestigious award, the Peabody Board noted that “competition is the key to this superb program modeled on versions of reality television...female and male contestants work in teams to design,

test, and redesign specific projects and they do so with all the rowdy exuberance we would expect.”

However, *Design Squad’s* most significant accomplishment to date is its impact on kids. The summative evaluation conducted by Goodman Research Group, Inc. (GRG) demonstrates that after watching only four episodes, students’ attitudes towards engineering *and* their understanding of the design process improved significantly. Nearly two-thirds were interested in participating in an engineering after-school program, compared to just below one third prior to viewing. This is noteworthy considering that “75% of Nobel Prize winners in the sciences report that their passion for science was first sparked in an out-of-school environment.”(Source: *Science by Stealth* by Lucy N. Friedman and Jane Quinn, *Education Week*, February 22, 2006.)

Design Squad also strives to provide kids with more engineering experiences in afterschool settings by reaching out to informal educators—many of whom do not have a science or engineering background. The summative evaluation also showed that, after using the *Design Squad* Educator’s Guide, informal educators’ comfort levels in talking to their students about engineering increased significantly. Moreover, the findings showed a significant increase in students’ understanding of



Design Squad season-two cast and host

the design process as well as a stronger understanding of engineering and science concepts.

Television's *Jeopardy Teen Tournament* featured a Design Squad category on a show during Engineers Week 2008.

A new season of *Design Squad* premiered in April 2008 with thirteen new episodes, a new Web site, new online resources for kids and volunteers, and a chance for kids at home to get in on the action: The *Design Squad Trash to Treasure Competition* invites kids to take everyday discarded or recycled materials and re-engineer them into functional products. The grand prize winner will receive a \$10,000 cash prize from the Intel Foundation and a trip to the development lab at Continuum, an award-winning international design and innovation consultancy, to build a prototype of his or her *Trash to Treasure* design.



Design Squad host Nate Ball prepares to ascend to the ceiling of the National Building Museum during Discover Engineering Family Day

Major funding for *Design Squad* is provided by the Corporation for Public Broadcasting and the Intel Foundation. Additional funding is provided by the National Council of Examiners for Engineering and Surveying, United Engineering Foundation (ASCE, ASME, AICHE, IEEE, AIME), Noyce Foundation, Northrop Grumman, the IEEE and the Intel Corporation.

Cyberchase



When it comes to mathematics, how do you answer the perennial student question, when will I ever use this stuff? Answer: join the Cyberchase. The National Engineers Week Foundation is the informal education outreach partner with this popular television show produced by WNET-NY, tying engineering to a well-known kids' brand.

Cyberchase is an action-packed adventure that connects math to the real world with a weekly audience of 4.5 million viewers; forty percent of this audience is African-American or Hispanic. For 2007-2008, the Foundation partnered with WNET outreach staff and provided activity guides for volunteers connecting math to building and to sports. Each guide contains a DVD with show

segments and reproducible materials to expand its usefulness beyond the initial recipient. For the first time, a *Cyberchase* comic book was distributed. The National Engineers Week Foundation hosted a teleconference training session with WNET for volunteers to learn how to use the materials most effectively.



Cyberchase was part of a variety of events, from Introduce a Girl to Engineering Day at the University of Texas - Austin to public engineering events in Washington, D.C., New York City, and Richland, Washington.



Discover Engineering Family Day at the National Building Museum

In Washington, D.C. more than 7,000 guests joined engineers for the annual Discover Engineering Family Day on February 16. The day's main attraction was *Design Squad* and show host engineer Nate Ball. He wowed audiences by zipping like a superhero up four stories with his invention the ATLAS Powered Rope Ascender. This year's event attracted a record 26 exhibitors - all volunteers - with hands-on activities for every level of technical curiosity.



IBM introduced *PowerUp*, Digit from Cyberchase was on hand for photo-ops, FIRST Lego League sponsored robots in action, and a Lego Construction Zone

absorbed the youngest engineers.

This event serves as a model for similar family programs throughout the U.S. and is the largest. The *Washington Post* gave Family Day a top spot in its "Weekend Guide" section. Major support for 2008 was provided by the National Engineers Week Foundation, IEEE-USA, National Building Museum, Project

Management Institute, and the Semiconductor Industry Association.

Collaboration with the Engineering Community

Engineers Week Coalition Diversity Council



Zarina Lam Stanford, CIE-USA and Steering Committee Chair, and Ronald Glover, IBM Vice President Global Workforce, speak at the launch of the Engineers Week Coalition Diversity Council at the Smithsonian National Museum of African Art in Washington, D.C.



The first National Engineers Week Foundation Diversity Council convened on October 17 in Washington, D.C. with 13 founding partners. Just as the Engineers Week model relies on collaboration, the Council will serve as a catalyst for communications and cooperation among a spectrum of diversity organizations and all Engineers Week partners. IBM is supporting the Council and has funded a Council seat on the National Engineers Week Foundation's Steering Committee. Stressing the urgency of the workforce challenge, Ronald Glover, IBM's Vice President for Global Workforce Diversity, notes, "*The time has passed where we can assume that we can transfer this responsibility somewhere else. Our country is at a critical, strategic inflection point where forces of innovation, history and demographics offer us an opportunity to ensure that we remain the innovation engine of the world. The case for the 'business of diversity' has transformed from social responsibility to survival imperative.*"

All of the Council's founding partners, along with many engineering companies and societies, have ongoing outreach policies and programs aimed at increased diversity but the Diversity Council is the profession's first attempt to reach consensus to work together and unite those various efforts under a single umbrella to provide for a comprehensive

national agenda. For the first time, the partners are listed in one virtual space. The Council has prepared a white paper called "American's Economy Needs More Diversity in Its Engineering Workforce." The paper includes recommendations to help overcome barriers in education. The Council is being assisted by Rockwell Collins, IBM and SAE International to develop dissemination plans. A second paper on college and workplace diversity is being drafted.

Speaking at the Council's inaugural luncheon, John Brooks Slaughter, President and CEO of the National Action Council of Minorities in Engineering (NACME), also a founding partner, said "*We're a diverse nation that's*



becoming increasingly diverse," Slaughter told the audience of about 75 leaders, "*but we are not a nation of equal opportunity. Beyond talking about the*

importance of achieving and celebrating diversity, we need to be fighting for, convening for, focusing on, and achieving equality of opportunity for all of our citizens. Equity has to be the goal, in addition to diversity."

Engineers Week Coalition Diversity Council Founding Partners

- Chinese Institute of Engineers-USA, 2008 Council Chair
- American Association for the Advancement of Science
- American Association of People with Disabilities
- American Indian Science and Engineering Society
- MentorNet
- National Action Council for Minorities in Engineering
- National Association of Multicultural Engineering Program Advocates
- National Society of Black Engineers
- National Organization of Gay and Lesbian Scientists and Technical Professionals
- Society of Hispanic Professional Engineers
- Society of Women Engineers
- The GEM Fellowship
- Women in Engineering ProActive Network

New Faces of Engineering

Today's young engineers are making a world of difference for all of us. The New Faces of Engineering program highlights the unique accomplishments of engineers under 30

working engineers from among their membership

THE NEW FACES OF ENGINEERING ...Turn Ideas into Reality

They dream big, love what they do, and do it very, very well. Today's young engineers are making a world of difference for all of us.

Learn how these and other New Faces of Engineering have turned their ideas into reality. See www.enweek.org.



ENGINEERS WEEK 2008
February 17-23
National Engineers Week Foundation
1400 King Street
Alexandria, Virginia 22304

years old. In 2008 this annual recognition program showcased 14 nominees in a full-page ad in USA TODAY on February 18, reaching more than two million readers. Engineers Week sponsoring societies nominated young



For example, civil engineer Colwyn Mark Sayers' works deep in murky waters feeling his way around the base of bridge piers looking for cracks, missing concrete, and other deteriorations that lie far below the water's surface. It's the kind of expertise that can mean the difference between safe infrastructure and potential disaster.

Making a difference on a global scale is industrial engineer Jessica Heier, who studies responses to humanitarian crises. In 2007, for example, she collaborated on a project to improve the vaccine supply chain processes at the Pan American Health Organization.



- 2008 Sponsors**
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| <p>ENGINEERS WEEK COMMITTEE:
 Chinese Institute of Engineers-USA
 American Council of Engineering Companies
 American Institute of Chemical Engineers
 American Society of Civil Engineers
 American Society of Heating, Refrigerating & Air Conditioning Engineers
 ASME
 Engineers Week Coalition Diversity Council
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Awards



The Chinese Institute of Engineers – USA, recognized 15 outstanding Asian American engineers

nominated by corporate America at the annual Asian American Engineer of the Year Convention in Dallas, Texas, on March 1. In addition, Dr. Paul C.W. Chu, President of Hong Kong University of Science and Technology, and Mr. Sanjiv Sidhu, Founder and Chairman of the Board of i2 Technologies, Inc. were awarded Lifetime Achievement awards.

The engineering profession's highest honors were awarded by the National Academy of Engineering at a gala dinner event in Washington, D.C. on February 19th. Rudolf Kalman received the prestigious Charles Stark Draper Prize -- a \$500,000 annual award that honors engineers whose accomplishments have significantly benefited society – for the development of the Kalman filter, a mathematical technique with



applications including target tracking by radar, global positioning systems, hydrological modeling, atmospheric observations, time-series analyses in econometrics, and automated drug delivery. Lawrence E. Carlson and Jacquelyn F. Sullivan from the University of Colorado at Boulder shared the Bernard M. Gordon Prize -- a \$500,000 award issued each year that recognizes innovation in engineering and technology education.

Recognition

President George W. Bush delivered his annual greeting for Engineers Week, saying *"I appreciate America's engineers for working to develop the technology that makes our lives better. Your efforts are helping to build a more hopeful future for people everywhere."*

The U.S. House of Representatives approved House Resolution 917, expressing support for the upcoming Engineers Week and offered by Science and Technology Committee Vice-Chairman Daniel Lipinski (D-IL), an engineer. *"Today we need the innovative capabilities of engineers to confront the new challenges before us, such as developing American energy independence, finding solutions to confront global climate change, and making our nation more secure."*

Engineering Women Portfolio Development

Extraordinary Women Engineers Project

“How many times have you been asked the question, as I have, why aren’t more young women choosing engineering? Thanks to the research done for Engineer Your Life, we have answers and a plan.” Nicholas Donofrio, Executive Vice President of Innovation and Technology, IBM.

February 2008 saw the official launch of the *Engineer Your Life™* (EYL) campaign, a national initiative that seeks to encourage and inspire college-bound high school girls to



integrate engineering into their future studies and careers. EYL is the evolution of the Extraordinary Women Engineers Project that began

with an influential 2005 research report showing that current messages used to persuade girls to consider engineering are not effective. The National Engineers Week Foundation serves as the EYL secretariat to a coalition of organizations including WGBH, AAES, ASCE, NAE, NACAC, IEEE, NSPE, JETS, and ASME.

The project launch was celebrated at a National Engineers Week event on February 20 hosted at the National Academy of Engineering. Speakers included Dr. Charles Vest, President, National Academy of Engineering; Nick Donofrio, Executive Vice President of Innovation and Technology, IBM; and Chineta Davis, Vice President/General Manager of Operations, Northrop Grumman Electronic Systems Sector. Sixty participants representing industry, academia and engineering societies were introduced to the EYL messages and outreach materials.

Davis spoke from personal experience and commented, “From this research, we realized immediately that the old ‘engineering is hard work’

mantra had to be replaced with new messages. It was time to reposition engineering as an exciting and rewarding career choice for young women that aligns with many of their own career goals – interesting, enjoyable, flexible jobs in good working environments, with excellent income potential, and that make a tremendous difference in the lives of people all over the world. After all, how can we ask anyone to go through the process of becoming an engineer without a clear picture of what is on the other side?”

Building on the foundation of the 2005 report, the coalition developed and tested new messages about engineering in 2007. The three most compelling—creativity has its rewards, explore the possibilities, and make a world of difference—are now at the center of the *Engineer Your Life™* campaign.

Engineer Your Life™
Dream big. Love what you do.

Anchoring this campaign is www.EngineerYourLife.org, a Web site devoted to providing information and resources to high school girls and the adults in their lives (parents, counselors, and educators) who want to learn more about what life and work are like for engineers and how to pursue engineering further. The site was first introduced in a workshop at the annual conference for the National Association for College Admission Counseling (NACAC). The site also includes information for engineers who want to learn how to better communicate about their profession with young students and with the adults who influence them.

The project is supported by a robust and ongoing outreach campaign that includes distribution of materials (brochures, postcards, and posters) through project partners and trainings for engineers and school counselors. Engineers who attend trainings will learn how to more effectively share their enthusiasm for the field, while school counselors will learn what engineering is and get resources they can use to counsel students and inform parents. In addition, EYL is hosting informational tables staffed by professional engineers and college students at NACAC fairs across the country. These

fairs allow high school students to visit with representatives from a variety of colleges and universities and to gather resources to prepare for undergraduate studies. During the year, NACAC fairs serve about 800,000 students and parents. Engineers hosted EYL tables at two dozen college fairs this spring.

Major funding for *Engineer Your Life™* is provided by The National Science Foundation and Northrop Grumman Foundation with additional funding provided by the United Engineering Foundation (ASCE, ASME, AIChE, IEEE, AIME).

Introduce a Girl to Engineering Day

Since its inception in 2001, the major cornerstone of *Introduce a Girl to Engineering Day* has been its personal introduction of engineering to girls, mostly by women engineers. The National Engineers Week Foundation prepares and distributes thousands of special posters and print materials to support volunteers who reach one million K-12 girls. The Foundation also supports an online activity roster for participants to share event news.

Girl Day continues to generate media attention for the issue of under-representation of women in engineering and has been institutionalized by organizations like Women in Engineering ProActive Network (WEPAN).

This year WEPAN's Girl Day Award goes to the University of Maryland's Women in Engineering Girl Scout Engineering Saturday. GSES reaches out to an audience that may not self-identify with STEM. Additionally, the participating undergraduates who develop and implement GSES activities improve their leadership and communication skills while serving as role models. Since GSES began in February 2003, it has doubled in size.



The Foundation became a dissemination partner with Techbridge for *Get Involved. Make a Difference. A Guide for Classroom Visits and Field Trips for K-12 Students*. Techbridge, part of the Chabot Space & Science Center, boasts seven successful years in increasing girls skills, understanding and confidence in engineering and technology.

Local reports of Girl Day 2008 (February 21) can be found online. A few examples? The Latina Outreach Working Group (part of the Intel Latino Network) in Arizona hosted "Hermanas: Design Your Future" conference reaching over 300 girls grades 6-12. ExxonMobil introduced girls to engineering at thirteen company locations.

Rockwell Collins, in partnership with area schools, hosted 80 8th-grade girls in a half-day of activities at its Cedar Rapids headquarters location. Each student was paired with a female engineer. Maui's annual "Introduce a Girl to Engineering Day" provided middle school girls with a half-day of job-shadowing. Maui's event is made possible - in part - through the Maui Economic Development Board's Women in Technology Project.

Global Marathon

The 2008 virtual *Global Marathon For, By and About Women in Engineering* followed a new model. The National Engineers Week Foundation created and counseled marathon teams in six world regions and facilitated the entire project. Each region developed its programming and audiences - businesses,



universities and high schools - reflecting engineering diversity and global collaboration. Following the sun and business day, the marathon began at noon EDT on March 26 and traveled in four-hour blocks to Latin America, China, India, Africa, and Europe, returning to the United States for the closing ceremonies.



Global Marathon debuts in China – 3 sites in 4 hours! Here, Ray Tan moderates panel discussion at IBM China Business Innovation Center.

At right, an enthusiastic crowd of high school girls visits the Verizon Business Center in Basking Ridge, New Jersey.



Judith Spitz, Senior Vice President and Chief Information Officer of Verizon Business and marathon chair, led North America. Other regional leaders were DuPont (Latin America); Chinese Institute of Engineers – USA and IBM (China), IBM (Africa), Motorola (India), and BP in the United Kingdom/Europe. Spitz kicked off the event with a live global Webcast and studio audience of 100 girls in middle school through college and a variety of role models. More than 300,000 viewers were part of the

Webcast. Organizations like the Girls Math & Science Partnership broadcast the webcast live at the Carnegie Science Center (Pittsburgh, PA).

Already, participants from Latin America have agreed to take part again, saying this is a forum that has been lacking there. Visitors can listen to Podcasts, see PowerPoints and, for the first time, read commentaries, at the marathon archives. The marathon will create a network to reach out to future and current generations of women no matter where they live in a way that inspires, informs, and instills pride.

SPECIAL REPORT

The National Engineers Week Foundation and its partners are looking to the future. Strategic planning has identified a contemporary vision and mission.

The vision of the Engineers Week coalition is to be a global leader in cultivating and celebrating the engineering profession.

The mission of the Engineers Week coalition is to sustain and grow a dynamic engineering profession by:

- Leveraging the common outreach interests of our corporate, professional society and government partners.
- Seeding and nurturing a future work force of innovative engineers through education outreach initiatives.
- Expanding the pool of skilled, creative engineering talent by reaching out to diverse individuals.
- Engaging the public to see, touch and embrace engineering through year-round innovative programming and celebration.

Looking Ahead

Engineers Week 2009
February 15 - 21

Co-Chairs



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Chairman of the Board
Intel Corporation
Honorary Chair
Engineers Week 2009



Kathryn A. Gray, P.E.
National Society of Professional Engineers
Chair
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**ENGINEERS
WEEK® 2008**
February 17-23

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