

# EFFECTIVE ENGINEERING MESSAGES

## Strategies that Engage Students and Adults in Engineering

Engineering has an image problem. Most Americans, youth and adults alike, do not understand what engineers do and how engineering contributes to our society. And unfortunately engineers are part of the problem. All too often when engineers talk about their work, they rely on the old standby: Engineers solve problems using math and science. While technically correct, this does not paint a very interesting picture or showcase the amazing



**Engineers help shape the future!** This engineering student helps a community in Ecuador build a water delivery system to carry clean, disease free water to schools and homes.

things engineers work on every day that benefit people's lives. But we can fix this. By changing the conversation about engineering we can give students and adults a better understanding of how engineers are making the world a better place. From individual engineers, to educators, to corporations, to

engineering societies, there are simple steps we can take today.

### INDIVIDUALS

#### 1. Change what you say.

When you talk to friends, family and colleagues, highlight what you do and why it is important. Here's a general definition:

*Engineers are improving the world all the time. They develop creative, practical solutions and work with teams of smart, inspiring people to design and build technologies that make a difference.*

2. **Change your bio.** Emphasize how your job is making a difference, creative or collaborative. Give specific examples.

3. **Use tested and effective engineering messages or**

**taglines** on your email signature. (see box for examples)

4. **Do stimulating hands-on activities with kids.** Choose explicit engineering activities



**Engineers are creative problem-solvers!** These engineering students worked together to design, build, and race this concrete canoe.

that address a societal need, solve a safety issue, or lessen an environment impact. Go to the Cool Content & Activities section of [www.DiscoverE.org](http://www.DiscoverE.org). *Harmless Holder, Better Water, Shaky Ground, Clean It Up, Sun*

### Effective Engineering Messages and Taglines

- Engineers make a world of difference®.
- Engineers are creative problem-solvers.
- Engineers help shape the future.
- Engineering is essential to our health, happiness and safety.
- Turning ideas into reality®.
- Because dreams need doing.

*Central*, and *Helping Hand* are just a few examples.

#### 5. Learn more!

- Visit Changing the Conversation's website at [www.engineeringmessages.org](http://www.engineeringmessages.org).
- Like us at [www.facebook.com/DiscoverE.org](http://www.facebook.com/DiscoverE.org).
- Attend a training. Sign up for DiscoverE's newsletter at [info@discovere.org](mailto:info@discovere.org) and watch for upcoming training dates.

### ORGANIZATIONS

1. **Change what you say** about engineering by using and adapting the tested and effective engineering messages and taglines in your advertising, community outreach, and recruiting efforts.
2. **Change the images** you use to promote engineering. Emphasize people, not things, to showcase the field. Check out the photo library in the Resources & Downloads section of [www.DiscoverE.org](http://www.DiscoverE.org).
3. **Change how you talk** about engineering with students.
  - Add the engineering messages and context to outreach activities and classroom activities.



**Engineers make a world of difference!** Engineers can volunteer in projects around the globe. Here, young engineers work with a community in Belize.

- Choose explicit hands-on engineering activities for kids that address a societal need, solve a safety issue, or lessen an environment impact.
4. **Train others**
    - Change how your colleagues and volunteers present engineering.
    - Download and customize powerpoint presentations in the Volunteers & Educators section of [www.DiscoverE.org](http://www.DiscoverE.org).

#### What is DiscoverE?

The mission of DiscoverE is to sustain and grow a dynamic engineering profession through outreach, education, celebration and volunteerism. DiscoverE supports a network of thousands of volunteers in its partner coalition of more than 100 professional societies, major corporations and government agencies. Together we meet a vital need: introducing students, parents, and educators to engineering, engaging them in hands-on engineering experiences and making science and math relevant.

Visit [www.DiscoverE.org](http://www.DiscoverE.org) for hands-on activities, trainings, copyright free photos, ads and other resources you can use to engage students in engineering.

