



defy convention.

The Business Council

2007 Annual Meeting

Friday, September 21, 2007

Clarkson
UNIVERSITY
defy convention



(Mom and Dad)

I WANT TO BE AN INNOVATOR

(What Should I Major in at College?)

Undergraduate Degrees of CEO's of S&P 500 Companies:

- Engineering – 23%
- Economics – 13%
- Business Administration – 12%

- PRISM, September, 2007

Reference:

*Because Dreams Need Doing:
New Messages for Enhancing Public
Understanding of Engineering.
February 2007.*

*A report funded by the NSF for the
National Academy of Engineering.*

Beginning at the end – the proposed
new Positioning Statement for
Engineering.

Reframing Engineering:

No profession unleashes the spirit of innovation like engineering. From research to real-world applications, engineers constantly discover how to improve our lives by creating bold new solutions that connect science to life in unexpected, forward-thinking ways. Few professions turn so many ideas into so many realities. Few have such a direct and positive effect on people's everyday lives. We are counting on engineers and their imaginations to help us meet the needs of the 21st century.

Old Messages:

- Need to be good in Math and Science.
- Hard work.
- Solve problems; design, build and construct things.
- Not viewed as nerdy or boring by the general public (engineers' self-image) but no one can name a spokesperson.

The engineering community currently spends more than \$400 million annually to promote greater public understanding of engineering but surveys show that in comparison to scientists there is:

- a generally poor understanding of the role engineers play in improving the quality of life.
- a negative view of engineers' engagement with societal and community concerns.

The communications as a whole are:

- ad hoc
- uncoordinated
- skewed older (K-12 rather than K-3)
- local for the most part
(except National Engineers Week)
- diverse tactically

**The communications have
unwanted messages, for
example:**

- **math/science is fun or easy**

A significant gap still exists between how engineers would like to be perceived and how engineers are actually perceived, for example:

- Poorly understood by most students
- Seen as a profession that sits behind a desk or computer with little interpersonal contact.
- Viewed as less creative by girls than by boys

Report Conclusion:

Engineering must be reframed from a world of challenging math and science to a world of difference.

- Discovery
- Design
- Imagination
- **Innovation**
- Contribution

Broader Vision

Creation of Wealth
for the
Betterment of Humanity

