

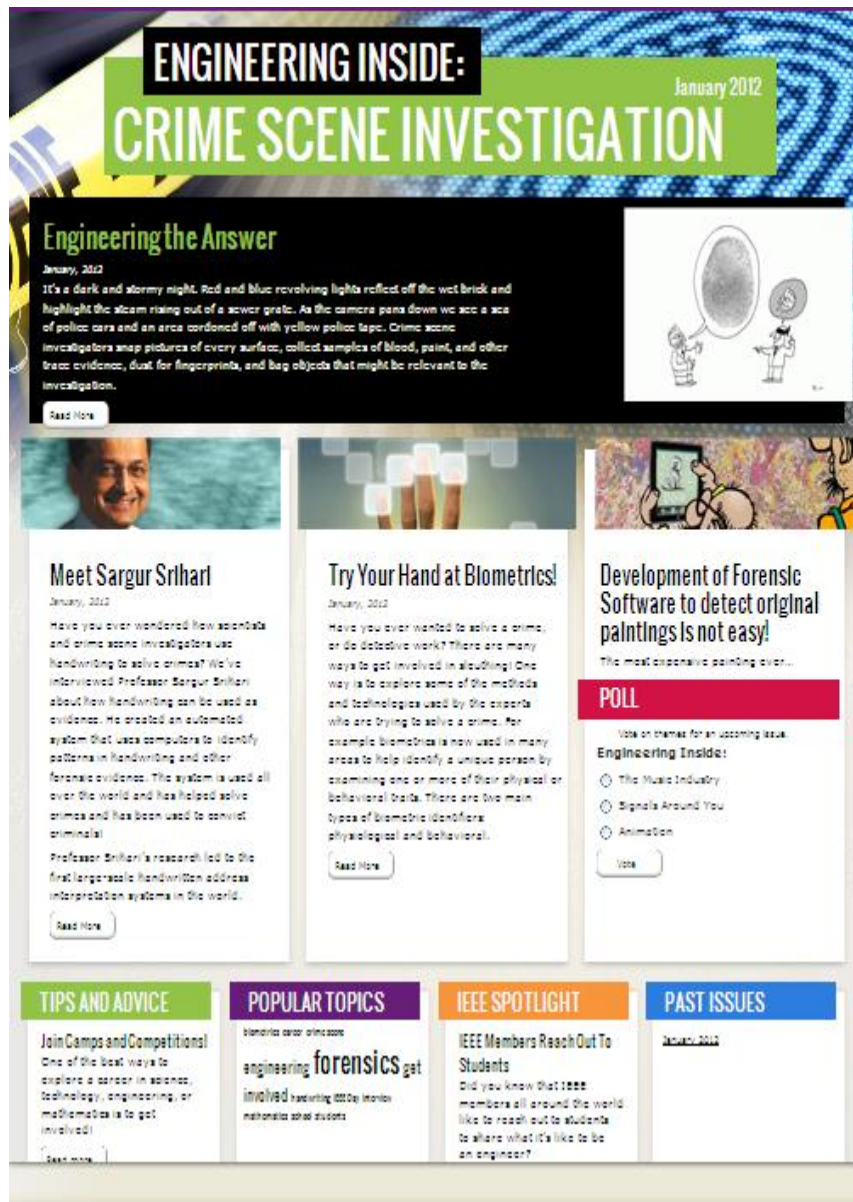
EAB's Response to the 2011 Sections Congress Recommendations

Region 8 Meeting

**Liz Burd, Chair PECC
March 2012**

IEEE SC2011 - Recommendation #5

- To encourage interest in pre-university students in engineering careers, IEEE to publish a subscription periodical (paper or electronic) targeted to high school students that highlight engineering activities of students. The periodical should also have articles promoting the benefit of an engineering career and what the students can do in college to get involved with IEEE.



IEEE Spark

- PECC New Initiative – a monthly publication for students ages 14-18

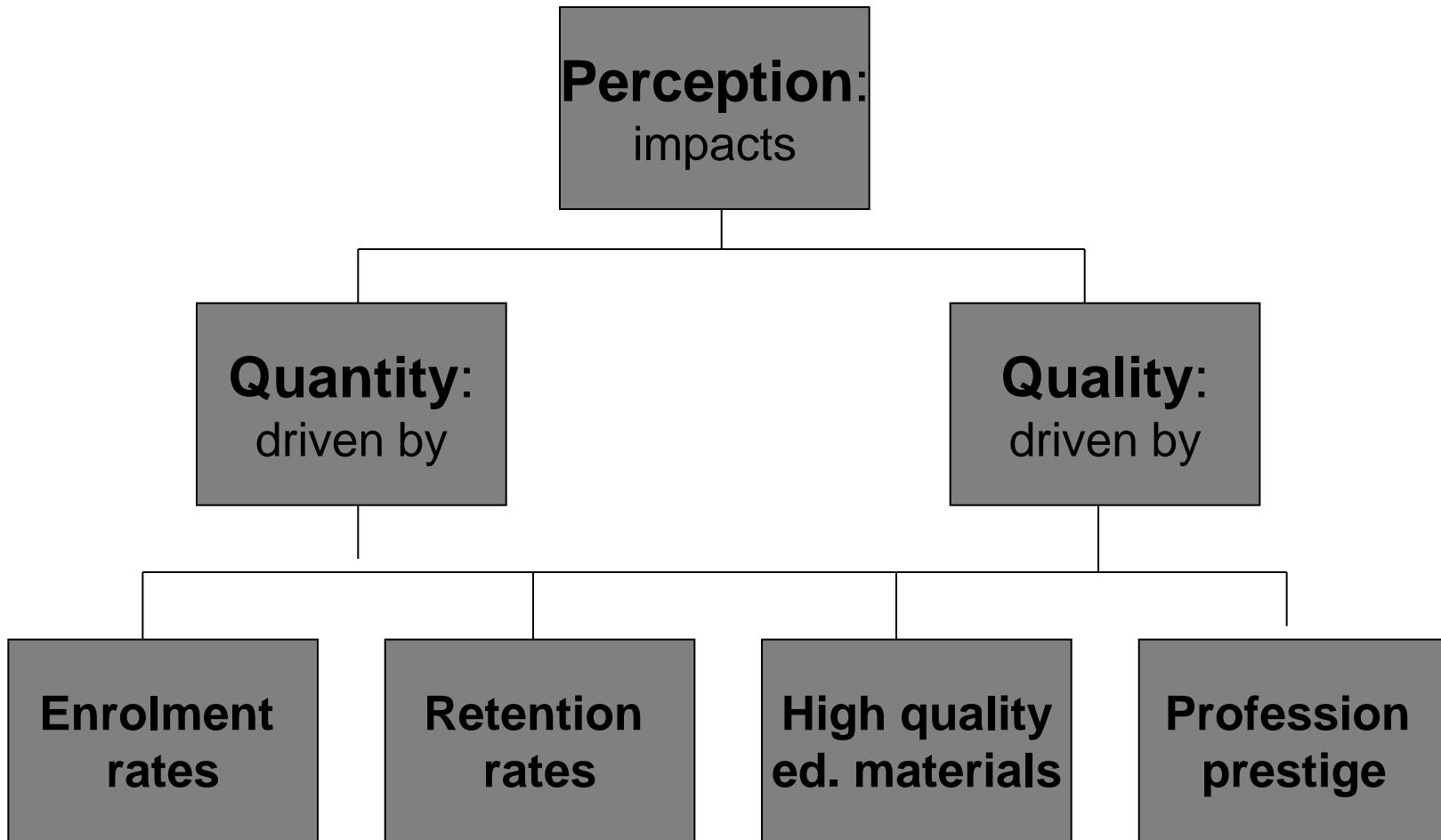
IEEE SC2011 - Recommendation #1

- Develop a comprehensive long-term strategy to increase the number of next generation youth pursuing science and engineering careers.
- To address the perceived / real reduction in the number of students entering engineering and science at the post-secondary level and the expectation that the issues will become worse as the number of retiring scientists and engineers increases in coming years.

Steps taken so far...

- The PECC met to consider how to take forward these recommendations
- The PECC considered:
 - What influences student choice
 - Who are the main stakeholders are
 - How to address our goals
- What future steps are needed to address the recommendations

What influences student choice..



Strategy: Change perception

- Design new & capitalise on existing programs to enhance public perception of the ETC discipline
 - Quantity: to maintain and eventually increase the number of students who meet the HE entry requirements for ETC programs
 - *Initiatives*: early childhood program, tools for parents and educators, young engineers club
 - Quality: to enhance students aptitude for ETC and problem solving
 - *Initiatives*: evolution of the profession, tools for parents and educators, positive spin on the profession

Next steps

- Develop business plans for the initiative
 - Appropriately design and resource program
 - Manage risks
- Define leadership strategies
- Work with the Sections
 - To support implementation
 - Run programs appropriate to their local needs
 - Collect and report evaluation measures