

The National Society of Black Engineers
Presents
National Pre-College Initiative (PCI) Outreach Week
during
National Engineers Week
February 17-23, 2002

During this week, NSBE is asking all of its chapters to actively participate in our standardized "National PCI Week" outreach campaign. **Our goal is to reach 2000 pre-college schools, and with your help, we can do it!**

National Engineers Week will be celebrated from **February 17-23, 2002**. This year's celebration is being lead by the **American Society of Civil Engineers and DuPont**. **It is implemented through a collaborative partnership of engineering societies, of which NSBE is a proud participant and sponsor.** The mission of National Engineers Week is to increase public awareness and appreciation of the engineering profession. The National Society of Black Engineers' goal during this week is to expose pre-college students to engineering, math and science careers and gain national exposure for the organization.

National Engineers Week was founded in 1951, by the National Society of Professional Engineers. It's always celebrated at the time of George Washington's birthday, who was a military engineer. The secretariat for National Engineers Week is the National Society of Professional Engineers.

We need your help to achieve our goals. Here's how to start:

Organizing Your National Engineers Week Program

- The key to a successful Engineers Week program is early planning.
- ***Remember that your outreach activities should include elementary as well as older pre-college students...in order to achieve the NSBE mission we have to influence students at an early age!***
- ***If your chapter already works with a high school chapter, train them to do these activities with elementary and junior high school students!***
- Determine whether or not there is an existing Engineers Week program on campus (check with the Dean of Engineering).
- Schedule a start-up meeting and invite professional representatives from local engineering societies, student engineering society chapters, administrators of local pre-college programs, other education organizations and area employers. There may be an Engineers Week Council in your area.
- Appoint a committee and a chair for each activity.
- Develop a planning calendar, including all critical dates, such as follow-up meetings, etc.
- Develop and implement your plan.
- National Engineers Week may fall during some regional conferences and mid-term exams; therefore, it is O.K. to host activities a week before or a week after National Engineers Week.
- Remember that NSBE was the lead society for the 1997 Engineers Week celebration, so other organizations may look to NSBE for advice. Expect calls from other engineering societies who may want to work with your chapter to promote National Engineers Week. Please remember that your interaction with them is a direct reflection on NSBE!
- Evaluate your results. You will receive an evaluation form from NSBE Headquarters in March.

- Try to organize a subcommittee for each significant task. Some possibilities: fund raising, proclamations, publicity, speaker's bureau, special events, awards, Discover "E," Engineering Goes Public, and the Future Cities Competition. Tips for promoting your activities to your local media are found in the Engineers Week media guide, which can be ordered using the form in the planning kit. The planning kit includes a catalogue, which offers a variety of promotional products to enhance your Engineers Week activities (**NSBE Headquarters does not have any of the products advertised in the catalogue- they can only be obtained by ordering from the catalogue**). To order a free planning kit, call (412) 741-1393 or www.eweek.org and choose the Product Catalog option.

THE FOLLOWING ARE NATIONAL PCI WEEK ACTIVITIES IN WHICH NSBE CHAPTERS ARE PARTICIPATING

(the dates are suggested, but you may change them to best fit the schedules of your chapter members):

DISCOVER "E"

Monday-Wednesday, February 18, 19 or 20th

NSBE students team up with NSBE alumni for "Discover "E" visits to local K-12 classrooms. (It is not necessary for student and alumni chapters to team up to participate in this activity-but it is preferred) Together they can demonstrate practical applications of math, science and engineering and give pre-college students both an academic and professional perspective of engineering. NSBE chapters should encourage the schools they visit to become NSBE Jr. Chapters (junior and senior high schools only). **NSBE Jr. chapter chartering forms are available on the web site.** The most successful Discover "E" presentations include hands-on activities for students. You will find several suggested activities in the Discover "E" section of the planning kit.

To assist in your planning, you may request (from www.eweek.org) a "**ZOOM into Engineering**" activity guide, which provides tips for presenting to younger students, as well as several simple, yet mind boggling experiments that are sure to engage pre-college students.

WHAT YOUR CHAPTER NEEDS TO DO:

1. Organize a Discover "E" committee to plan your program.
2. Assemble a team of NSBE alumni and student members to visit classrooms.
3. Compile a list of at least 3 schools to visit (or as many as you can).
4. Before contacting schools, be sure you will be able to commit enough volunteers to meet demand. A teacher may want an engineering student/engineering team to visit with every earth sciences class, for example, requiring a full day of time for just one teacher.
5. Learn about the school(s) you plan to approach. Are students there likely to be struggling or on the math and science fast track?
6. Plan your classroom presentation.
7. Here is one possible presentation format:
 - Teacher introduces presenters
 - Engineer delivers brief opening remarks about his/her background, employment, discipline, overview of what engineers do, etc.
 - Engineer shows videotape and/or conducts hands-on activity (tapes can be ordered from the catalogue in the E-Week planning kit)
 - Engineer fields questions and answers, leaves mementos of visit.
8. Tailor the format to fit your personality and experience and the school's needs.

Note: the younger the age groups, the more activity required to keep them interested.

9. Talk about NSBE and our Pre-College Initiative (PCI) program and the various PCI activities (Try Math-a-lon, essay contest, etc.) Encourage the junior and senior high schools to form a NSBE Jr. chapter and promote the PCI mini conference at the National Convention.
10. **Give testimonials as to how being a member of NSBE has helped your academic or professional career.**
11. At the end of your presentation, you will give each teacher an evaluation form to complete, and you will return it to NSBE Headquarters. Please keep track of the schools you visit. In March you will be requested to submit a chapter evaluation to Headquarters so that we can keep a database of all of the schools that were visited by NSBE chapters. The Programs Coordinator at NSBE Headquarters will follow up with these schools to become a NSBE Jr. Chapter.
12. Don't stop here! Continue to serve as mentors to the students. Maybe your chapter can establish a tutoring program with the school.

INTRODUCE A GIRL TO ENGINEERING DAY

Thursday, February 21

Women are severely underrepresented in the engineering profession. Research shows that girls and young women lose interest in subjects and the fields of study leading to engineering careers long before they enter college.

For National Engineers Week 2002, the engineering community is being asked to launch "**Introduce a Girl to Engineering Day.**" For this our second year, the goal is to have some 100 organizations, up from 90 last year, mobilize as many women in engineering as possible - a target of 10,000 - who, along with their male colleagues, will reach one million girls. "Introduce a Girl to Engineering Day" culminates on February 21, during National Engineers Week. (We realize that to accommodate tight schedules we need to be flexible and expect participation to occur throughout the school year.)

For ideas, you can check out the "Introduce a Girl to Engineering Day" 2001 archives (www.eweek.org). If you plan to participate in "Introduce a Girl to Engineering Day" 2002, sign on to our [National Pledge Roster](#) and let others know about your efforts. To sign on to the roster just send an email with a web site or email address, brief description of your program, and, if possible, the number of your volunteers (specifying numbers of men and women) and numbers of girls to be reached. [Send your email](#) to www.eweek.org and we'll put you on the roster!

"CAMPUS/PLANT VISITS"

Friday, February 22

Invite pre-college students to experience your world! Whether it's a college campus or an engineering plant or office, they are sure to gain first hand experience about what it takes to be an engineer. Invite your school faculty, supervisors and peers to participate in a question and answer session with your members and/or co-workers.

"ENGINEERING GOES PUBLIC"

Saturday, February 23

The National Engineers Week Committee encourages you to take engineering to the public at the great American gathering place: the local shopping mall.

“Engineering Goes Public” at a number of malls throughout the U.S. during the Week. From San Luis Obispo in California to Albany, New York, engineers are sponsoring special exhibits at their communities’ most visited places. Exhibits include product demonstrations, lectures, contests, and hands-on activities for families. Costs are shared by sponsors while some Engineers Week councils even make a profit by assessing an exhibitor fee.

An “Engineering Goes Public” kit is available using the order form in the planning kit. But, in the meantime, here’s a general plan. Strategic planning begins early, at least three months in advance.

WHAT YOUR CHAPTER NEEDS TO DO:

1. Determine whether a local mall is willing to cooperate. Stress what’s in it for them...increased visitor traffic! Contact mall management and discuss available dates. A Saturday at the beginning or end of Engineers Week is preferable.
2. Follow up immediately with a letter outlining tentative plans and requesting a meeting to clarify mall policies and procedures and to confirm the date.
3. Organize an “Engineering Goes Public” committee.
4. Determine the program and exhibits. Assign responsibilities to committee members. The best programs engage visitors with hands-on activities (see planning kit). Pass out information on NSBE, careers in engineering, the National Convention and National Engineers Week.
5. Meet with mall management to determine costs, rules, and dates.
6. Develop a budget, as well as publicity and fundraising plans. Promote exhibits through local schools. Work through local engineering societies’ contacts. What’s in it for sponsors...public exposure! What’s in it for visitors... fun while learning!
7. Order give-aways, posters, and other promotional items from National Engineers Week by calling (412) 741-1393 or by e-mail at eweekorders@abdintl.com.
8. Continue committee meetings and keep notes on your progress to pass along to the next chapter president for Engineers Week 1999.
9. After the event, write thank-you letters, evaluate the effort and establish the initial meeting date for the next program.

NATIONAL ENGINEERS WEEK FUTURE CITIES COMPETITION™

(See www.eweek.org for regional dates)

Engineers are needed to volunteer with seventh and eighth grade students to help design and build computer-generated cities of the 21st century. Winners of local contests compete in Washington, D.C., during National Engineers Week. Extensive media coverage educates millions about the role of engineering in creating the world around them. The 2001 National Engineers Week Future City Competition™ will be held in cities nationwide.

Opportunities are available to sponsor (mentor) a team or to help with the competition regional finals. Regional finals are held in January and are often located on college campuses. If you would like to volunteer, visit www.eweek.org for the name and number of the Future City Competition coordinator in your area. Judges, speakers, timers and helping hands are always needed.

OTHER ACTIVITIES YOUR CHAPTER CAN DO:

1. Combine Black History Month Activities.

2. Contact area members of other technical and professional societies and local engineering employers and volunteers to plan Engineers Week activities. Participate in speakers bureaus, write editorials for Engineers Week newspaper supplements or act as panelists in local public affairs broadcasts;
3. Participate in local Engineers Week exhibits at shopping centers, libraries, science centers and high schools by creating special exhibits representing your college or university;
4. Work with local newspapers to spotlight local projects and research on campus. College public relations offices are also a good resource!
5. Open labs (especially computer) and exhibits to the public and pre-college students. See if your school will allow you to host a computer training session as part of our T.O.R.C.H. program (see www.nsbe.org for more details).
6. Sponsor competitions among engineering students;
7. Present and publicize awards to local engineering professors or NSBE members for outstanding personal and professional achievement;
8. Invite members of Congress, state and government officials and business leaders to meet and speak with students, teachers and the media
9. Partner with other engineering organizations on your campus!
10. If you would like more ideas, visit the National Engineers Week homepage at <http://www.eweek.org>

To order free National Engineers Week planning kits, call (412) 741-1393 (NSBE Headquarters does not have a supply of planning kits), or contact the Engineers Week Headquarters:

National Engineers Week Headquarters

National Society of Professional Engineers
1420 King Street
Alexandria, VA 22314
(703) 684-2800
www.eweek.org

NSBE National Headquarters

1454 Duke Street
Alexandria, VA 22314
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Remember, there are no limits to what you can do! Do one or all activities! The important thing is to participate!