

Break Out Session Report: Synergy with Aligned Groups

NAE
GRAND
CHALLENGES
SCHOLARS PROGRAM



NATIONAL ACADEMY
OF ENGINEERING



How do we enhance awareness of the GCSP and strengthen its relationship with industry? What specific needs in industry does the GCSP address?

- Leverage existing industry connections: communicate the relevance of GCSP to them (GCs to their business, GCSP to their talent needs, including diversifying their workforce) – Groups 4, 3, 1
 - Advisory Boards
 - Internships
 - Course project sponsors, etc.
- Use your career centers so they can tell employers – Groups 2 and 3
 - They can explain what GCSP means to recruiters
- Video produced by the NAE targeted at industry audience (using industry marketing arms to help create) – Group 2
 - Consistent message that is targeted at different organizations
- Collect student stories (videos, digital storytelling) -
 - Give students the tools to easily communicate their experience and articulate the benefits of GCSP

How do we enhance awareness of the GCSP and strengthen its relationship with industry? What specific needs in industry does the GCSP address?

- Use major industry trade shows
 - Seek a speaking opportunity
 - Seek a student presenter opportunity
 - Customize story of how GCs connect to their particular industry
- Engage Chambers of Commerce and other organizations with industry leaders as members (Governors, etc.)
- Engage existing champions and champion organizations
 - Michael Porter, Ori Brafman
 - Leading global consulting companies

What are the closest aligned organizations to the GCSP and what steps should be taken to partner with them for mutual benefit?

- Service learning groups (EWB, EPICS, EWH)
- Student chapters of professional engineering societies
 - Use student leaders of other campus organizations to bring organizations together
 - Get traction through student societies
- Creating an ASEE division for GCSP
- CDIO consortium
- Vertically Integrated Projects (VIP)
- KEEN

What role could non-engineering organizations play in connecting the GCSP community globally?

- Connect to National Labs
 - NREL started internships for GCSP students
- Connect to community colleges
- Connect to federal, state organizations that have student opportunities
- Connect with cultural affinity groups, non-engineering student organizations
- SmartCities, Cities at State initiatives
- World Economic Forum
- Local non-profit groups

Parking Lot Issues

- List any additional concerns/issues/items that were set aside during discussion that should be raised: