

ACEC-NH School Outreach

Background

In 2019, members of the ACEC-NH PR Committee coordinated visits by member firms to local schools in February and March. We also collected information on outreach efforts that were already underway. This information was publicized individually by participating firms and collectively by ACEC-NH. See the attached for a summary. In addition to the numbers, we received feedback that the visits were fun for our staff, made a real impact with students, and were a welcomed visit by teachers.

Recommendation

The ACEC-NH Education and Outreach Committee recommends that we continue this school outreach work with a slightly modified approach. We believe this work is a win-win-win for member firms, their staff and ACEC-NH—and of course the schools. We believe that outreach to local schools is a great opportunity for member firms; we'd like to help ACEC-NH gather information and celebrate community engagement in support of the organization's mission to promote the business of engineering.

Giving back to local schools...

- Is a great opportunity for engineers and scientists at member firms to give back to their profession and gain experience preparing and presenting information about what they do.
- Is a great opportunity to boost visibility and cultural engagement for member firms. Young staff members and potential recruits are inspired by companies that have a broader company mission that includes outreach.
- Is so appreciated by teachers! They are grateful for the interest and enthusiasm of our professionals. Our engineers and scientists bring subjects to life and engage students in ways that teachers are not able to.
- Is a great way for ACEC-NH to promote the image of the engineer as a collective body, while engaging our current and future employees. Additionally, by coordinating outreach in February and March in particular, it is a great way for ACEC-NH to broaden the scope of its Engineers Week celebrations beyond the organization and its member firms.

Why?

A young engineer chose to work at Nobis over other firms, specifically because of its reputation for community outreach. It was a differentiator.

After Sanborn Head's visit to Bow High School in 2019, a student reported to her parents that she knew what she wanted to be – a civil engineer.

We can't thank you enough for coming to visit our students this past week! We are inspired when our community members engage with us, help us promote enthusiasm of STEM subjects, and encourage our students to dream big! – Heather Drolet, Christa McAuliffe School

I'd love to have you guys back at BHS! It's always valuable for students to see what real-life professionals do every day – Sean Carroll, Bow High School

The Approach

- In his January eNewsletter, Alex will encourage member firms to reach out to local schools (could be local to offices or where employees live and work) to explore opportunities to visit with students to show /tell them about the engineering profession. The PR Committee will help with publicity.
- Point people at interested member firms will be asked to get in touch with Sarah Dolcino who will record the information and provide a guidance document with ideas and things to do before and after the school visit. Sarah can also help with suggestions of schools who expressed an interest in working with an engineering firm. To keep things manageable, ACEC-NH will not actively try to match schools and interested firms or try to maintain a database of activities and contacts.
- Following the visit, member firms are encouraged to celebrate their involvement through internal and external publicity. And, the Education and Outreach Committee will compile statistics, photos, and anecdotes on all of the visits so that the school outreach can be celebrated collectively by ACEC-NH. The PR Committee will support the publicity via the website and social media.

ACEC- NH Education and Outreach Committee

Brett Kay, Claire Lund, Sarah Dolcino with Tim Andrews and Alex Koutroubas as consulting advisors