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Global Engineering Outreach (GE Outreach)

Mission

Global Engineering Outreach sees engineering differently - and seeks to fundamentally change public perception of what it means to be an engineer. Through innovative outreach and influential partnerships, this team works to redefine the engineering profession.

Why Global Engineering Outreach?

Engineering is too often referred to as 'the stealth profession' - misunderstood by the public and policy makers, but especially youth. Despite a significant increase in demand for both engineers and technologists, there has been a decline in relative number of graduates in these professions. Furthermore, this lack of understanding of engineering and technology in society increases the risks of a major disconnect between societal needs and engineering or technological solutions.

GE Outreach works not just to bridge this misunderstanding, but to spark a new way of thinking about the role and potential impact of engineering and technology for global society.

Global Engineering Outreach shares - and embodies - a message about engineering and technology that is four fold:

1. It presents solutions to a diverse set of 21st century challenges, and thus requires a diversity of thinkers. There is absolutely a place for you in engineering and technology!
2. This work shapes the world around us: yesterday, today and tomorrow.
3. The profession applies creativity and imagination to turn ideas into reality.
4. Engineering and technology is essential to the safety, health, happiness, comfort, and efficiency of our friends, family and distant neighbors. Locally and globally, people working for people: engineers and technologists make a world of difference.



"That would be a cool job 'cause you'd get to use your imagination."

-- **Grade 7 student, overheard at a National Engineering Month 2013 event**

The Approach

Instead of reinventing the wheel, GE Outreach forges partnerships with those already working in engineering outreach in Canada, sharing tools, resources, and strategies. By building on all existing volunteer outreach efforts throughout Ontario, Global Engineering Outreach reaches an enormous audience - while amplifying the effectiveness of each effort through strategies that are proven to work better than the status quo of bridge-building activities and granular explanations.



Success Stories

- 140+ events delivered in 2013 (to date!)
- Implemented monitoring and evaluation processes of specific event messaging.
- Revamped social media campaigning, radically increasing their reach.
- Continued meaningful engagement with sponsors, strengthening key partnerships.

Partners



Professional Engineers
Ontario



ONTARIO
SOCIETY
OF PROFESSIONAL
ENGINEERS

