

BUILDING A COALITION BETWEEN INDUSTRY, ACADEMIA AND GOVERNMENT

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This presentation is intended to help identify a process for building bridges between industry, policy makers and the University Women in Engineering programs.

To start the process, it is important to understand the goals of each of the three different entities. The point is to look for common areas or areas where the goals overlap among the entities. This is intended to help you focus your energies and efforts.

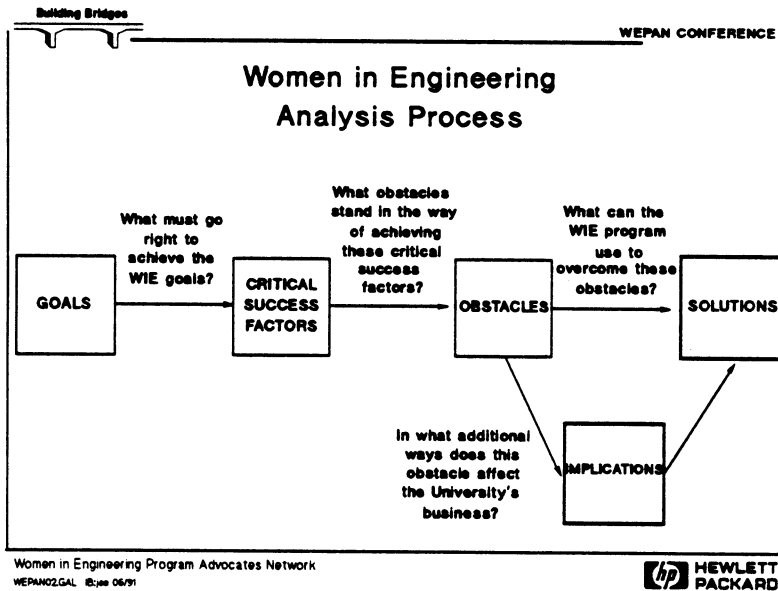
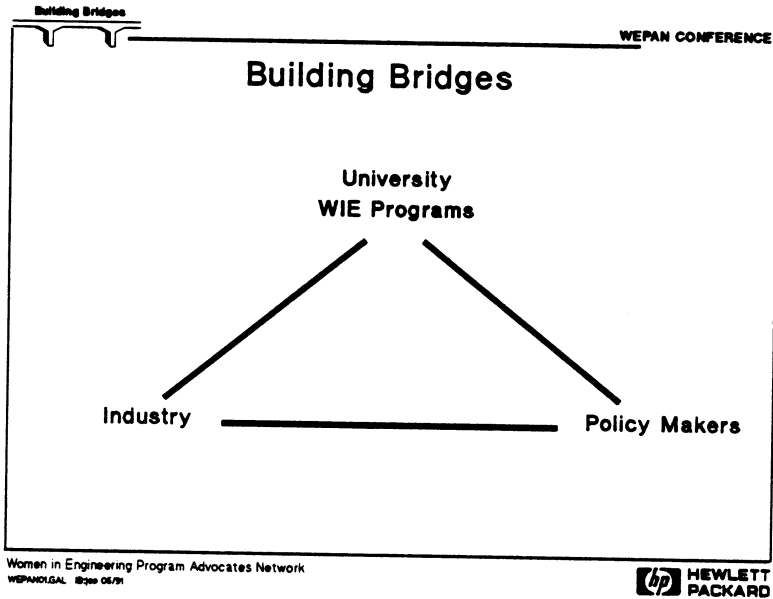
The process I lined out was to identify:

- the WIE goals,
- what the critical success factors are, or those few things that must go right to be successful,
- the obstacles that may stand in your way, and
- creating solutions

The matrices that follow identify the industries' emphasis and the policy makers' emphasis or any areas that both are concerned about. The dark boxes clearly show an area to focus on or a high correlation of concern.

I developed this strictly from my point of view after talking with many in our corporation, industry and policy makers. To apply this process, you would want to look at your own specific situation.

The final two slides relate specifically to Hewlett-Packard and the bridges we have built in Washington.





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WIE Goals vs. Critical Success Factors

GOALS \ CRITICAL SUCCESS FACTORS	Attract more Women into Engineering Studies	Graduate more Women with Engineering Degrees	Increase Number of Women Pursuing Grad Engr Degrees
Attract Quality Students			
Create Supportive WIE Programs			
Reduce the "isolation"			
Provide an Environment for Success			
Generate Adequate Funds			
Provide Facilities/Equipment			
Provide Career Opportunities			
Encourage Industrial Excellence			
Provide Support from University			
<i>Opportunities for Collaboration (Common Concern)</i> Industry Policy Makers Both			
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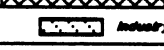




WIE Critical Success Factors vs. Obstacles

CRITICAL SUCCESS FACTORS \ OBSTACLES	Attract Quality Students	Provide an Environment for Success	Provide Career Opportunities
Lack of Adequate Pipeline			
Lack of Supporting Faculty			
Lack of Student Programs			
"isolation"			
Lack of Funds			
Lack of Support from the University			
Lack of Role Models			
Lack of Contacts			
<i>Opportunities for Collaboration (Common Concern)</i> Industry Policy Makers Both			
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Building Bridges

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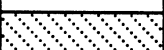





WIE Obstacles vs. Implications

OBSTACLES IMPLICATIONS	Lack of Adequate Pipeline	"Isolation"	Lack of Funds
Inability to Attract High Quality Students			
Not Meeting Market Needs			
Higher Drop-out Rate			
Deterioration of Academic Standards			
Inability to Attract Key Faculty			
Deterioration of Reputation			
Viewed as Non-Responsive to Community and Industry			
Missed Opportunity to be a Leader			
<i>Opportunities for Collaboration (Common Concerns)</i>  Industry  Policy Makers  Both			
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Building Bridges

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WIE Obstacles vs. Solutions

OBSTACLES SOLUTIONS	Lack of Adequate Pipeline	"Isolation"	Lack of Funds
Develop Close Links with K-12 Programs			
Develop Close Links with Community Colleges			
Develop Programs for Continuing Education			
Build Advocacy			
Create Awareness of Problems, Communicate Success Stories			
Create Supportive Student Programs			
Create Support within University			
Develop Role Models			
<i>Opportunities for Collaboration (Common Concerns)</i>  Industry  Policy Makers  Both			
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Women in Engineering Analysis Process Examples of Bridges Built in Washington

ObstacleSolution

- | | |
|---|---|
| <ul style="list-style-type: none"> • "Isolation" • Lack of Funding • Lack of Adequate Pipeline | <ul style="list-style-type: none"> • Mentoring Program • WIE 1st Annual Conference • Program Support - WIE, SWE, MESA • Equipment Grants • Lobbying for MESA and Higher Education Funding for Women and Minorities • Scholarships - direct to students • Cooperation of WIE & MESA • Lobbying for Support of MESA and Washington Middle Schools • American Electronics Association (AEA), Hewlett-Packard and student intern programs • HP participation in AEA, Chamber and Washington Roundtable Education Committees • Bob Ritchie (HP) on NSF Advisory Council • Dave Packard on the President's Science Advisory Council |
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