Please help us send the right message! How do you define engineering?

*Engineers use their imagination and analytical skills to invent, design, and build things that matter. They are team players with independent minds. By dreaming up creative and practical solutions, engineers are changing the world all the time.*

The National Academy of Engineering conducted a major study to address the messages we portray to pre-college students about engineering. The findings show that **young people want jobs that make a difference.** Additional recommendations include:

- Stop reinforcing the images of ‘nerdy and boring’
- Stop focusing on math and science as the needed inputs and instead focus on the outputs, career opportunities, and making a difference in the world
- Use the word ‘create’, not ‘build’; use the following five words instead: *discovery, design, imagination, innovation, contribution*
- Describe engineering as creative problem solvers, essential to health, happiness and safety
- Emphasize that engineers shape the future

**RESOURCES:**

**ENGINEER YOUR LIFE:** [WWW.ENGINEERYOURLIFE.ORG](http://WWW.ENGINEERYOURLIFE.ORG)

**ENGINEERING GO FOR IT:** [WWW.EGFI-K12.ORG](http://WWW.EGFI-K12.ORG)

Participants may ask you questions about your major. Here are a couple of other questions you may want to think about ahead of time.

- How does your major use creativity?
- How does your major make our world a better place?
- How do you think engineers help shape the future?
- If there was one thing you could design, what would it be?
- Do you find it easy to have work/life balance as an engineering student?
- What kind of engineering experiences do you want to have in the future?
- How much of your work is done by yourself? How much is in a team?
- What has been your favorite project (or class) to work on so far?
- Describe what your day might look like as a student.
- What is the best part of being an engineering student?
- What are your classes like?
- What do you think you want to do when you graduate?
- What is fun about being an engineering student? What is frustrating?
- What is your favorite thing about UT Austin? Your least favorite thing?
- What other schools did you look at when choosing a college? What made you decide on UT Austin?
- What are your hobbies?
- What is a cool thing you have heard about or know about that an engineer has done/created/invented?
- What five characteristics would you use to describe engineers or the engineering profession?