Equal Opportunity in Engineering Program

Overview
The Cockrell School of Engineering established the Equal Opportunity in Engineering (EOE) Program in 1970 to promote the recruitment and academic development of African American, Hispanic, and Native American students interested in pursuing careers in engineering. Since that time, EOE has expanded its goals and now seeks to increase the diversity of its student body by supporting students who come from historically underrepresented population groups in Texas or students who have backgrounds or experiences that will contribute to the overall diversity of the Cockrell School of Engineering. EOE is supported by the Cockrell School of Engineering, corporate partners, and grants from the federal and state governments. The EOE mission is to:

- Promote excellence in the areas of academics, leadership, professionalism, and community support.
- Develop pre-college and college students on their academic journey.
- Build a support network for advancement through opportunities that encourage engineering students to interact with their peers, faculty, alumni, and corporate representatives.

EOE invites students to become part of an exciting community that focuses on academic success and personal growth. EOE initiatives such as the Fall Kick-Off, First Year Interest Groups, and Engineering Peer Leaders help students establish a strong academic foundation and promote the formation of a peer support network. In addition, EOE provides students with access to tutoring, undergraduate research opportunities, and professional development workshops. In partnership with Pi Sigma Pi Minority Academic Engineering Society, the National Society of Black Engineers, and the Society of Hispanic Professional Engineers, the EOE Program builds a network that makes it easy to meet other engineering students, form study groups, and most importantly, develop friendships that last well after graduation.

The mission of EOE is congruent with the University's mission of providing educational services to students throughout Texas and the University's core purpose of transforming lives for the benefit of society. As a result of EOE programs, the minority student enrollment in the Cockrell School of Engineering has increased substantially over the past 40 years, from 94 in 1971, to 1080 in Fall 2011. EOE's vision is to create a student body at UT Austin's Cockrell School of Engineering that reflects the diversity of the college age population within the state of Texas.

2012-2013 Enrollment & EOE Highlights

- 17.0% first year minority engineering student enrollment, Fall 2012 (n=211)
- 19.3% undergraduate minority engineering student enrollment, Fall 2012 (n=1099)
- 18.1% of 2011-2012 undergraduate engineering degrees awarded to minorities (n=194)
- UT Austin ranks 3rd in the nation in producing undergraduate engineering degrees for minority groups (Source: Diverse Issues in Higher Education)
- EOE Recruitment Initiatives touched more than 2,600 students and provided more than 160 students with the opportunity to visit UT Austin and learn about engineering.
- EOE Academic Initiatives served more than 675 college students to help establish a strong academic foundation and promote the formation of a peer support network.
- EOE Professional Development & Leadership Initiatives served more than 700 college students to provide them with maximum exposure to engineering professionals working in industry.
- EOE initiatives were led by four fulltime staff members, 60-65 Engineering Peer Leaders, and more than 80 student volunteers.
- More than 130 professionals volunteered to participate in EOE initiatives. They dedicated time, shared knowledge and provided guidance to pre-college and college students who have interests in engineering.
## EOE Program- Summary of Focus Areas

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Description</th>
<th>Vision (Stretch Goals)</th>
<th>Initiatives &amp; Activities</th>
</tr>
</thead>
</table>
| Recruitment         | EOE Recruitment initiatives encourage underrepresented students to attend UT Austin and pursue engineering careers through the combined efforts of industry representatives, professors, engineering students, teachers, counselors, and parents: all essential contributors to a student's support network. EOE seeks to increase the diversity of high-school students entering the "engineering pipeline" with hands-on activities and workshops that convey the importance of strong academic preparation. Our recruitment programs are designed to motivate and inform prospective students about the academic and career opportunities in engineering. | - Increase student knowledge about engineering so they can make informed decisions when selecting a major area of study on university admission applications  
- Increase the number of African American, Hispanic, and Native American students who apply to and enroll in the Cockrell School of Engineering at UT Austin  
- Actively recruit African American, Hispanic, and Native American students who are academically prepared to compete and be successful in the Cockrell School of Engineering at UT Austin. | - My Introduction to Engineering (MITE)  
- Longhorn Engineering: The Power to Shape Your World  
- EOE Guide Right  
- HS & Campus Visits  
- Regional STEM Programs & Activities  
- UT Austin Cockrell School of Engineering recruiting trips  
- Recruiting Scholarships  
- RP Data Tracking & Communication Tool |
| Academic            | EOE Academic Enrichment Initiatives help students establish a strong academic foundation and promote the formation of a peer support network. EOE provides all engineering students with educational support services that promote academic excellence. Students have the opportunity to take advantage of EOE services that begin during summer orientation before freshman year and continue through graduation, the final destination. EOE promotes the concept of academic leadership within the engineering student community. Academic leadership is not just having a high GPA, but also includes a student’s ability to encourage, lead, and support other students in the community to pursue overall excellence. | - Guiding principle is based on Alexander Astin's article, *Involvement: The Cornerstone of Excellence*. “Excellence in education is directly related to student involvement as measured by five indicators:  
1. Time and energy devoted to studying  
2. Time spent on campus  
3. Participation in student organizations  
4. Interaction with faculty  
5. Interaction with other students”  
- Surpass CSE student UT GPA & Technical GPA averages for EOE participants  
- Surpass CSE student average retention rates & graduation rates | - EOE: Summer Orientation: Success in Engineering Starts Here  
- Fall Kick-Off  
- EOE: First Year Interest Groups  
- Engineering Peer Leaders  
- Tutoring Program  
- TREX Undergraduate Research Program  
- Academic Merit & Diversity Scholarships  
- Rush Appointments  
  - Fall: 2nd Yr Students (2.0<Tech GPA<2.8)  
  - Spring: 1st Yr Students (0.0<Tech GPA<2.8)  
- Fall Group Meeting – FTIC & Transfer Students |
| Leadership & Professional Dev. | EOE Leadership and Professional Development Initiatives provide students with maximum exposure to engineering professionals working in industry. These professionals coach students on sharpening their job searching skills and other career development topics. EOE Leadership initiatives train and encourage students to take on leadership roles in the Cockrell School of Engineering. In addition, EOE collaborates with student engineering organizations to provide valuable leadership and professional development opportunities to the student community. | - Guiding principle is based on Ray Landis's article, *Retention by Design*. “Promote a high level of collaborative learning among the student community to achieve positive outcomes such as improved academic performance, improved retention, enhanced student satisfaction with the learning experience, improved oral communication skills, and higher student self-esteem.” | - Academic Leaders Hall of Fame  
- Industry Super Bowl  
- Leadership Empowerment Weekend  
- Excellence Awards Banquet  
- Career Development & Leadership Seminar  
- Mentor Net  
- EXPO 101 & 201  
- Considering Grad School Workshop Series  
- Student Organizations  
  - Pi Sigma Pi Minority Engineering Society  
  - National Society of Black Engineers  
  - Society of Hispanic Professional Engineers |
<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
<th>Recruitment</th>
<th>Pre-matric. Enrichment Program</th>
<th>Retention</th>
</tr>
</thead>
</table>
| My Introduction to Engineering (MITE) | • Program expense: $80,000 (historically funded by multiple sources)  
• One-week summer camp that exposes 100 students (rising juniors and seniors) to engineering  
• Students participate in team design projects, use a CAD program and interact with UT faculty, students, & industry representatives  
• UT engineering students serve as mentors & introduce participants to our learning community  
• Workshops & discussions on: What is Engineering, Career Exploration, Resume & Essay Writing for the Apply Texas Application, & more | X | X |  |
| Longhorn Engineering: The Power to Shape Your World | • Program expense: $30,000 (historically funded by multiple sources)  
• One day campus visit for juniors and seniors who have declared an interest in math, science, or engineering  
• Designed to encourage students to consider a major in engineering at UT  
• Workshops & discussions on: What is Engineering, Career Exploration, Resume & Essay Writing for the Apply Texas Application, & more | X | X |  |
| EOE GuideRight | • Program expense: $4,000 (historically funded by multiple sources)  
• One day campus visit for students who have been admitted to UT  
• Designed to inform prospective students and their parents about resources & the benefits of attending UT’s Cockrell School of Engineering | X | X |  |
| HS & Campus Visits | • In classroom or on UT campus - age appropriate workshops & discussions on: What is Engineering, Career Exploration, Resume & Essay Writing for the Apply Texas Application, & more | X |  |  |
| Regional STEM Programs & Activities | • Local community based programs and activities for middle/high school students and parents  
• Discuss the value of a college education, scholarships, financial aid, and the application process  
• Students engage in engineering and science hands-on activities |  |  |  |
| Explore Engineering | • Cockrell School of Engineering recruiting trips to visit with “high flyers” in Dallas, Houston, San Antonio, and Austin | X | X |  |
| Recruiting Scholarships | • Program expense: varies (historically funded by multiple sources)  
• Based on academic merit for students who have participated in EOE Pre-College Initiatives  
• Quantity & award amount finalized by the Engineering Scholarship Program Director based on current recruiting market | X |  | X |
| RP Data & Communication Tool | • University-wide recruitment database used to communicate with prospective students, track student participation in EOE initiatives & matriculation to UT & the Cockrell School of Engineering | X |  |  |

Strategic Plan for Increasing Diversity in UT Austin’s Cockrell School of Engineering has been prepared and submitted by:
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<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
<th>Retention</th>
<th>Community Building</th>
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</table>
| EOE: Success in Engineering Starts Here | **Program expense: $6,000 (historically funded by multiple sources)**  
- Opportunity for new students to meet with EOE Staff and current engineering students in small groups to have engineering/orientation questions answered  
- New students learn about a variety of EOE services, including First Year Interest Groups (FIGS), tutoring, and professional development workshops | X |  |
| Fall Kick-Off | **Program expense: $6,000 (historically funded by multiple sources)**  
- Special evening which brings student leaders, faculty, & staff together to kick-off the new year & share info regarding academic resources & programs  
- Encourages attendees to make use of the academic services available through student organizations and EOE | X |  |
| EOE First Year Interest Groups | **Program expense: $30,000 (historically funded by multiple sources)**  
- 14 week retention focused cohort program for 100 FTIC engineering students in the Fall & Spring  
- Students share at least three basic sequence courses  
- Weekly seminars facilitated by FIG Facilitator & Mentors are required | X | X |
| Engineering Peer Leaders | **Program expense: $30,000 (historically funded by multiple sources)**  
- 10-12 upper division engineering students trained to make referrals & answer questions related to college life & study skills  
- Engineering Peer Leaders encourage, lead, and support students in their pursuit of academic excellence | X | X |
| Tutoring Program | **Program expense: $60,000 (historically funded by multiple sources)**  
- Provides one-on-one tutoring to undergraduate CSE students in the Cockrell School of Engineering for basic sequence & upper-division engineering courses  
- Students are eligible for two free hours of tutoring per week throughout the semester | X |  |
| Texas Research Experience Program | **Program expense: $50,000 total (historically funded by multiple sources)**  
- Provides a significant research experience for undergraduates who excel academically  
- Participants work 10-14 hours per week in a lab under the guidance of an engineering professor  
- Encourages students to attend graduate school and pursue research and development careers in industry  
- Weekly seminars facilitated by TREX Coordinator and faculty are required | X |  |
| Academic Merit & Diversity Scholarships | **Program expense: varies (historically funded by multiple sources)**  
- Awarded to students who excel academically and participate in EOE Current Student Initiatives  
- Scholarships designated for students who excel academically and are active members of Pi Sigma Pi Minority Academic Engineering Society (Pi), National Society of Black Engineers (NSBE), Society of Hispanic Professional Engineers (SHPE)  
- Quantity & award amount finalized by the Engineering Scholarship Program Director | X |  |
| 1-on-1 Rush Appointments |  
- Fall – EOE staff conduct 1-on-1 appointments with 2nd Year Students (2.00 < Tech GPA < 2.80)  
- Spring – EOE staff conduct 1-on-1 appointments with FTIC Students (0.00 < Tech GPA < 2.80) | X |  |
| Fall Group Meeting |  
- Fall – EOE staff conduct small group meetings with FTIC & Transfer Students who are not enrolled in FIGs | X | X |

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<th>Initiative</th>
<th>Description</th>
<th>Leadership</th>
<th>Professional Development</th>
<th>Retention</th>
<th>Community Building</th>
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<tr>
<td>Academic Leaders Hall of Fame</td>
<td>- Program expense: $5,000 (historically funded by one source)</td>
<td>X</td>
<td>X</td>
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<td>- Designed to promote academic leadership concepts within the engineering student community</td>
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<td>- Honors outstanding students who serve as role models in promoting academic excellence, leadership,</td>
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<td></td>
<td>and community building</td>
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<td>Industry Super Bowl</td>
<td>- Program expense: $16,000 (historically funded by multiple sources – for Silver Partners &amp; above)</td>
<td>X</td>
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<td></td>
<td>- Interactive professional development program that engages students and select industry representatives</td>
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<td></td>
<td>in a series of competitions</td>
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<td>- Company representatives have the opportunity to “coach” students on sharpening their job</td>
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<td>searching skills and other career development topics</td>
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<tr>
<td>Leadership Empowerment Weekend</td>
<td>- Program expense: $9,000 (historically funded by one source - ExxonMobil)</td>
<td>X</td>
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<td>- Opportunity for incoming Pi Sigma Pi, NSBE, &amp; SHPE officers to enhance leadership skills</td>
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<td>- Sessions facilitate interaction between upper division student leaders and incoming officers</td>
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<td>- Includes lectures, workshops and planning sessions for developing successful student leaders</td>
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<td>and active diversity student organizations at UT Austin</td>
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<td>Excellence Awards Banquet</td>
<td>- Program expense: $14,000 (historically funded by multiple sources)</td>
<td>X</td>
<td>X</td>
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<td></td>
<td>- Special event designed to recognize and celebrate academic &amp; community service achievements</td>
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<td>by the students active with EOE</td>
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<td>Career Development &amp; Leadership Seminar</td>
<td>- Program expense: $14,000 (historically funded by multiple sources)</td>
<td>X</td>
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<td>- 14 week skill development program for upper division engineering students in Spring</td>
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<td>- Weekly seminars facilitated by EOE Facilitator &amp; Industry/Faculty Mentors are required</td>
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<td>EOE Hospitality</td>
<td>- Program expense: $25,000 (historically funded by multiple sources)</td>
<td>X</td>
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<td>- Networking opportunity to investigate career paths, jobs, companies &amp; leadership roles.</td>
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<td>- Guides PI, NSBE, SHPE &amp; SWE students to find opportunity in an informal environment.</td>
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<td>EXPO 101 &amp; 201</td>
<td>- Program expense: $7,000 per session (historically funded by multiple sources)</td>
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<td>- Create a 30 second commercial &amp; learn how to work a career fair</td>
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<td>- Opportunity to practice networking &amp; making positive first impressions w/ recruiters</td>
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<td>Considering Grad School: A Workshop Mini Series</td>
<td>- Program expense: $4,000 (historically funded by multiple sources)</td>
<td>X</td>
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<td></td>
<td>- Workshops for students who are considering and/or applying to graduate school</td>
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<td></td>
<td>- Topics include: Is Grad School Right for Me?, Writing Personal Statements, GRE Prep, &amp;</td>
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<td></td>
<td>Paying for Grad School</td>
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<tr>
<td>Student Organizations</td>
<td>- Provide extensive community building &amp; support for students in the School of Engineering</td>
<td>X</td>
<td>X</td>
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<td>- EOE collaborates with Pi Sigma Pi Minority Academic Engineering Society (Pi), National</td>
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<td>Society of Black Engineers (NSBE), &amp; Society of Hispanic Professional Engineers (SHPE)</td>
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Web site: www.engr.utexas.edu/eoe/
### Focus Areas | Initiatives
--- | ---
**Recruitment**  | My Introduction to Engineering Summer (MITE) Camp  
*Timeframe: June 8-13 & 15-20, 2014*  
Longhorn Engineering: The Power to Shape Your World  
*Timeframe: August 10, 2013 (tentative) + September 28, 2013 (tentative) + August 9, 2014 (tentative)*  
EOE GuideRight  
*Timeframe: March 1, 2014*  
Admitted Longhorn Round-Up  
*Timeframe: March – April*
**Academic**  | Summer Orientation – “EOE: Success in UT Engineering Starts Here”  
*Timeframe: June - July*  
Fall Kick-Off  
*Timeframe: August 29, 2013*  
EOE First Year Interest Groups (FIG)  
*Timeframe: September - May (meets weekly on Thursday)*  
Engineering Peer Leaders  
*Timeframe: September - May*  
EOE Tutoring Program  
*Timeframe: September - May*  
Texas Research Experience (TREX) Program  
*Timeframe: September – May*  
Diversity Scholarships  
*Timeframe: September - May*
**Leadership & Professional Development**  | Academic Leaders Hall of Fame  
*Timeframe: September - May (two induction ceremonies per year)*  
Industry Super Bowl (ISB)  
*Timeframe: January 24-25, 2014*  
Leadership Empowerment Weekend  
*Timeframe: April 11-12, 2014*  
Excellence Awards Banquet  
*Timeframe: April 24, 2014*  
Career Development & Leadership Seminar  
*Timeframe: January - May (meets weekly on Thursday)*  
Considering Graduate School: An EOE Workshop Mini-Series  
*Timeframe: October 9, 16, 23, & 30, 2013*  
EXPO 101 (The Basics) + EXPO 201 (Maintaining Contact)  
*Timeframe: September 9, 2013*  
EOE Hospitality  
*Timeframe: September 17, 2013*  
Student Organizations: Pi Sigma Pi - NSBE - SHPE  
*Timeframe: September – May*
<table>
<thead>
<tr>
<th>Focus Areas</th>
<th>Initiatives</th>
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<tbody>
<tr>
<td>Operations</td>
<td>EOE Partners for Academic Excellence – Fall &amp; Spring Meeting</td>
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<tr>
<td></td>
<td><em>Timeframe: September 18, 2013 + January 31, 2014</em></td>
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<tr>
<td>Internal</td>
<td>Leadership Empowerment Weekend – Part II</td>
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<tr>
<td>Operations</td>
<td><em>Timeframe: August 27, 2013</em></td>
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<td>CSE Student Leaders Conference + EOE Student Staff Fall Training</td>
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<td><em>Timeframe: August 26, 2013</em></td>
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<td>EOE Student Staff Spring Training</td>
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<td><em>Timeframe: January 17, 2014</em></td>
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</tbody>
</table>
2013-2014 EOE Partners for Academic Excellence
Guidelines for Funding Levels and Recognition Opportunities

EOE Platinum Partner: $25,000 or more
- Support up to six events or activities
- Eligible for sole sponsorship of select EOE programs
- Eligible to advertise job opportunities and info sessions in the EOE Herald newsletter or social media
- Eligible to host a career development workshop
- Recognition as an EOE Friend on EOE Bulletin Board for 2013-2014 academic year
- Name on 2014-2015 EOE brochure distributed to over 1,000 undergraduate/graduate engineering students from historically underrepresented population groups, UT faculty and staff, and industry representatives
- Logo and hyperlink to web site on the 2013-2014 EOE Partners for Academic Excellence web page
- Recognition as an EOE Friend at the Excellence Awards Banquet 2014
- EOE Partner sign for display at corporate booth during Engineering EXPO 2014

EOE Gold Partner: $15,000 - $24,999
- Support up to five events or activities
- Eligible to host a career development workshop
- Recognition as an EOE Friend on EOE Bulletin Board for 2013-2014 academic year
- Name on 2014-2015 EOE brochure distributed to over 1,000 undergraduate/graduate engineering students from historically underrepresented population groups, UT faculty and staff, and industry representatives
- Logo and hyperlink to web site on the 2013-2014 EOE Partners for Academic Excellence web page
- Recognition as an EOE Friend at the Excellence Awards Banquet 2014
- EOE Partner sign for display at corporate booth during Engineering EXPO 2014

EOE Silver Partner: $10,000 - $14,999
- Support up to three events or activities
- Eligible to host a career development workshop
- Recognition as an EOE Friend on EOE Bulletin Board for 2013-2014 academic year
- Name on 2014-2015 EOE brochure distributed to over 1,000 undergraduate/graduate engineering students from historically underrepresented population groups, UT faculty and staff, and industry representatives
- Logo and hyperlink to web site on the 2013-2014 EOE Partners for Academic Excellence web page
- Recognition as an EOE Friend at the Excellence Awards Banquet 2014
- EOE Partner sign for display at corporate booth during Engineering EXPO 2014
EOE Bronze Partner: $5,000 - $9,999
- Support up to two events or activities
- Recognition as an EOE Friend on EOE Bulletin Board for 2013-2014 academic year
- Name on 2014-2015 EOE brochure distributed to over 1,000 undergraduate/graduate engineering students from historically underrepresented population groups, UT faculty and staff, and industry representatives
- Logo and hyperlink to web site on the 2013-2014 EOE Partners for Academic Excellence web page
- Recognition as an EOE Friend at the Excellence Awards Banquet 2014
- EOE Partner sign for display at corporate booth during Engineering EXPO 2014

EOE Friend: $1,000 - $4,999
- Support one event/activity and seminar
- Recognition as an EOE Friend on EOE Bulletin Board for 2013-2014 academic year
- Name on 2014-2015 EOE brochure distributed to over 1,000 undergraduate/graduate engineering students from historically underrepresented population groups, UT faculty and staff, and industry representatives
- Logo and hyperlink to web site on the 2013-2014 EOE Partners for Academic Excellence web page
- Recognition as an EOE Friend at the Excellence Awards Banquet 2014
- EOE Partner sign for display at corporate booth during Engineering EXPO 2014