



Engineering Deans Institute

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Changing the Conversation: An Industrial Perspective

James J. Foster, PhD, Archer Daniels Midland Company

foster@adm.com

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AN INTERESTING ASSIGNMENT



ENGINEERS DEAL WITH OBJECTIVE PROBLEMS

THIS IS A SUBJECTIVE PROBLEM



DIFFICULTIES

- Target audience ill-defined
- Have to appeal on an emotional level
- Why ADM should be involved?

Action Plan – Target Audience

- High School Students
 - Believe college students already committed to major
 - Additionally, colleges better able to communicate with own students
 - Wide geographic reach of ADM's operations



Action Plan – Target Audience

- Inclusion into ADM's established High School Outreach Program
 - Outreach Program concentrates on Juniors and Seniors
 - Outreach has historically not focused on particular study area
 - Developing plan with Human Resources

Action Plan – Emotional Level

- Show the wonderment of engineering
- Engineers are passionate about their work – need to talk with students
- Diversity of backgrounds and talents needed
- Additional Resources from NAE's website
 - Greatest Engineering Achievements of the 20th Century
 - Grand Challenges for Engineering

Action Plan – ADM Involvement

- CTC will help US's competitiveness but direct benefits to ADM not apparent
- ADM will indirectly benefit because it increases the available number of engineers
- Fortunately the CTC effort can be dovetailed into the existing High School Outreach program



