

## Plan Now to Attend



**Panel Discussion at the  
2014 ASEE Annual Conference  
Monday, June 16, 2014, 12:30 p.m.**

### **Real-World Advice to Industry For Growing Partnerships with K-16 STEM Education**

The panel will provide the session participants with advice and answer your questions on establishing and growing your partnerships with STEM Education. Topics will include:

- Efficient strategies/approaches for establishing a new partnership with a school for K12 outreach, or a college for co-ops/ internships
- Benefits to your company for investing in a partnership
- Strategies for growing the partnership and lessons learned.
- Approaches to assessment; how does a company know it is successful in engaging students and mentoring them to pursue STEM careers? How does the assessment influence decision-making for future outreach efforts?

The ASEE CIPD Panel will include:

- **Dr. Cindy P. Veenstra** (Panel Leader), Principal with Veenstra and Associates, past director of CIPD, and 2013 ASQ's Advancing the STEM Agenda Conference chair. Cindy can be reached at [cindy@veenstraconsulting.com](mailto:cindy@veenstraconsulting.com)
- **Ms. Jill Brooks**, Six Sigma Lead at Raytheon and STEM liaison for Raytheon's LASER (Leadership And Science Ensures Results) project, a significant K-12 outreach project to middle school and high school science classes in Texas.
- **Mr. Reginald McGregor**, Manager of Engineering Employee Development R & T Strategy at Rolls-Royce Corporation, supervises significant K-12 outreach efforts and engineering co-ops at Rolls-Royce in Indianapolis. He is a director for the College-Industry Partnerships Division.
- **Dr. Thomas E. Pinelli**, University Affairs Officer, NASA Langley Research Center (recently retired), managed the NASA Langley's partnership with the Virginia STEAM Academy on "experiential learning and teaching opportunities" for students and teachers, including summer intern/research opportunities, and engineering and engineering technology information workshops for middle and high school guidance counselors and career advisors.