

National Engineering Month 2018: Welcome event organizers!



Professional Engineers
Ontario



engineers without borders
ingénieurs sans frontières
Canada



ONTARIO
SOCIETY
OF PROFESSIONAL
ENGINEERS

Agenda



- Meet the team
- Introduction to National Engineering Month (NEM)
- Our goals
- How to run a successful NEM 2018 event
 - NEM Fund
 - Innovation Funding
 - Pre-designed NEM Events
- Important dates & deadlines
- Connect with us
- Q&A



Meet your NEM Ontario Co-ordination team



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What is National Engineering Month?



- Affectionately referred to as NEM
- Takes place every March
- Growing year-on-year
- Canada's largest celebration of engineering excellence
- Engineering themed events across every province
- Theme: *'There's a place for you'*
- We support, coordinate and promote NEM activity across Ontario

NEM 2017 in numbers



356 National Engineering Month events across Ontario were held, in dozens of communities:

- 58,000+ children, teens and adults through in-person events
- 643,700 through our combined online reach
- 680,000 through traditional print media
- 7,100,000 through AM radio advertisements over four weeks
- 3,100,000 through On-the-Go Screens (a new medium)

Our goals for NEM Ontario



- **Cultural prominence**: Make NEM a premier cultural event and significant awareness-raising campaign (a part of the calendar that *everybody* knows about)
- **Focus on the next generation**: Run an inspiring and powerful youth campaign (50% of our events target K-8)
- **Measurement**: Validate with audience feedback – are they receiving our messaging as intended?
- **Strategies and storytelling**: Focus *messaging* and talking to youth about engineering and technology as more than just math and science

Our approach to NEM



- With your involvement, NEM Ontario aims to be a strategic and intelligent engineering outreach campaign.
- Through consistent outreach messages and rigorous support to all volunteers, we can transform public perception of our profession, and inspire the next generation of engineering and engineering technology professionals.
- We utilize grassroots outreach along with professional networking/conference-type events.

Funding for NEM 2018 events



<http://nemontario.ca/propose-an-event/>

The NEM Fund

Have you hosted a successful **public event** with us before?

Looking for funding to host the same event again?

For approved events, NEM Ontario may provide funding that covers up to 50% of the event budget to a maximum of \$700 per organization.

APPLY

The Innovation Fund

The Innovation Fund is for organizers who wish to be creative and experimental!

If you or your organization would like to host a **public event** that has never been done by NEM Ontario before, this is the right options for you!

APPLY

Pre-Designed NEM Events

This option is for organizers who wish to build on and scale up one of these wildly successful NEM Innovation events:

- Button Maker
- Youth Connect (Engspire)
- Storytelling to Connect

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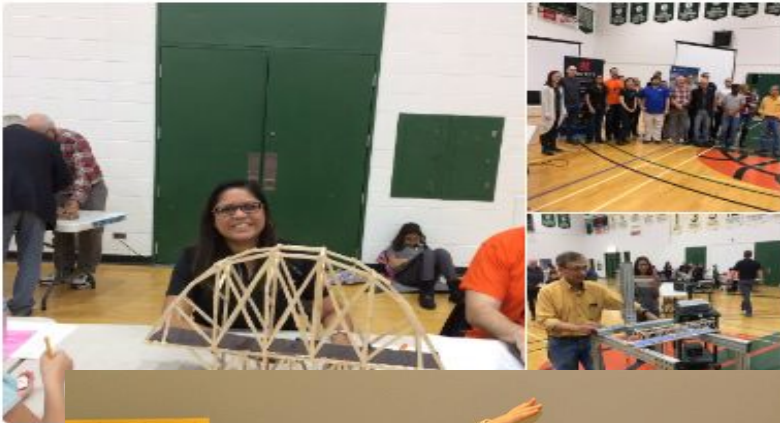
- For those who have hosted before
- Funding available: up to 50% of an event budget, to a maximum of \$700
- Events are typically public-facing, align with messaging guidelines
- Typical events include bridge-building, athletics, etc.
- Organizers must fill out ‘scorecard’ ie. evaluation form

Highlights from NEM 2017

NEM Ontario liked

Sunita Alves @sunitaalves - Apr 3

200+ kids brought their bridges for testing on Sat. "This is just my prototype for next year" one boy told me. #growthmindset #NEM2017



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APPLY

- For **new** events or outreach innovations
- Goals of Innovation Fund:
 - Global/societal focus
 - Collaboration between organizations
 - Engagement in a public space
 - Promote emerging/underrepresented disciplines
- No specific funding cap
- Organizers must fill out scorecard *plus* an Innovation survey
- More at <http://nemontario.ca/innovation>

Possible Innovation ideas



- Host a screening of an Engineering film
- Put on an impromptu Engineering Design Challenge
- Pick another day in March and design your event around that theme:
 - International Women's Day (March 8th)
 - Pi Day (March 14th)
 - International Day of Happiness (March 20th)
 - World Storytelling Day (March 20th)
 - World Poetry Day (March 21st)
 - World Water Day (March 22nd)
 - World Backup Day (March 31st)
- Repurpose general 'Outreach' ideas for eng/engtech

Highlights from NEM 2017



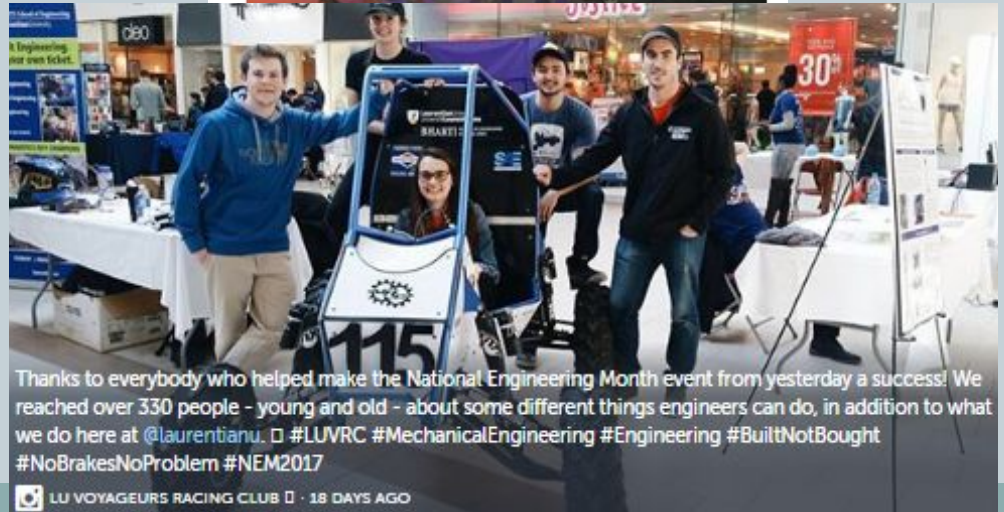
AAE Queen's U @AboriginalEng · Mar 31
Adventures in STEAM with Sci '32 at the @QEngConnections #NEM2017 Open Houses @QueensEngineer Science-Tech-ENGINEERING-Art-Math



Erin Rodgers
@mediumknight

Following

One week ago I got a chance to run a storytelling show for #nem2017 #nem with this incredible group of folks



Thanks to everybody who helped make the National Engineering Month event from yesterday a success! We reached over 330 people - young and old - about some different things engineers can do, in addition to what we do here at @laurentianu. □ #LUVRC #MechanicalEngineering #Engineering #BuiltNotBought #NoBrakesNoProblem #NEM2017

LU VOYAGEURS RACING CLUB · 18 DAYS AGO

Pre-Designed NEM Events



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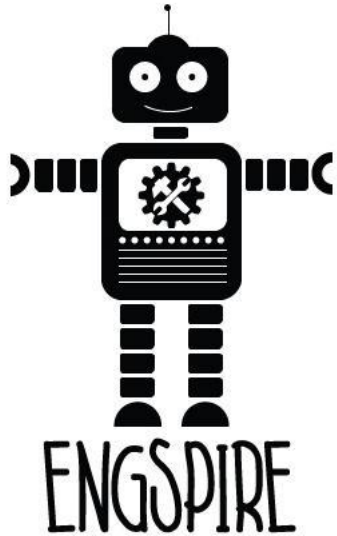
- For those who want to leverage previous innovations
- Must choose from one of the following options *only*:
 - *Button-maker (Public space engagement tool)*
 - *Youth Connect (Engspire)*
 - *Storytelling to Connect*
- Budget is set for you
- Organizers fill out a simplified scorecard

Option #1: Buttonmaker



- Original innovation: OACETT Grand Valley
- Re-usable asset
- Messaging built-in
- Hands-on, opportunity for conversation
- Kids LOVE them
- (from peoplepowerpress.org)

Option #2: Youth Connect (Engspire)



- Engspire is giving us access to 2 of their favourite workshops: Super Engineers and Crazy Contraptions
- What you get:
 - Training material (for volunteers/organizers)
 - Facilitator guides
 - Engineering Messaging
 - Kit materials (enough materials for 25 kids/kit for Super Engineers, and 30 kids/kit for Crazy Contraptions)
 - Engineer flash cards
- All you need is an audience! We suggest connecting with local Girl Guide or Scout groups, schools or after-school programs.

Option #3: Storytelling to Connect



- Great choice for variety of audiences
- 60-90 minute show
- Recording and sharing stories can extend reach
- What you get
 - 'Story event cheat code' - how to create a popular, memorable and fun storytelling event
 - Tellers get one-on-one coaching with professional story coaches
 - Organizers get access to exclusive webinar training with storytelling show producer Erin Rodgers

Applying for Funding



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Pre-Designed NEM Events

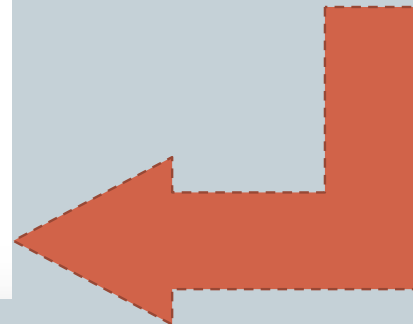
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<http://nemontario.ca/propose-an-event/>

Click here,
download the
form and submit
the application by
November 17th



Support we can offer



In addition to funding, we can offer support with:

- event promotion
- online training
- marketing materials, including posters, discounted NEM Ontario t-shirts and freebies for events

'NEMorabilia'



SLC Group 2 @slc_g2 · Mar 7

Kicking off March and National Engineering Month by opening our box of donations from @NEMOntario #nem2017



Cutest thing ever! #NEM2017 #engineer #lightbulb #sharpner #creative #bright
MACY KUANG · FRI, MAR 10 2017 23:02:13



Some of our 2017 organizers



- GoCODEGirl
 - French Education Services Committee
 - University of Waterloo EngSoc
 - Mohawk College
 - Guelph WISE
 - U of T High Skule
 - Engspire
 - IEEE Carleton
 - Chapters of professional engineering and technology organisations
- ... and many more outstanding groups and individuals!



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ALLY

Bruce Power | Centennial College | Clearpath Promotions | Humber College | Seneca College | Sheridan College | University of Western Ontario

Next steps



- Apply by **Nov 17th** to receive NEM funding and support
- Funding decisions made and communicated in December
- First round of funding distributed in January
- Webinars + merch shipped to you in February
- Events in March - #NEM2018 madness ensues!
- Deadline for scorecards is **April 6th** 2018
- Follow us online **@nemontario #NEM2018**



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Follow us @nemontario



Website: nemontario.ca (main source of info and updates)



Facebook: facebook.com/nemontario



Twitter: twitter.com/nemontario



Instagram: instagram.com/nemontario



LinkedIn: www.linkedin.com/groups/8248296/profile

We use **#NEM2018** to broadcast our activities

Other ways to get involved



- Interact with us on social media using #NEM2018
- Visit nemontario.ca to keep up to date with the latest NEM developments
- Share content you find interesting with your networks and online
- Send us ideas for blog content
- Volunteer to be profiled on our blog
- Share what engineering or engineering technology means to you with your networks; practice telling your story

Any questions?



Contact us:



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