



NATIONAL ACADEMY OF ENGINEERING

OF THE NATIONAL ACADEMIES

C. D. Mote, Jr.
President

May 11, 2015

Dear Colleague:

Public understanding of engineering and educating students about the opportunities and personal satisfactions of an engineering career are a main focus of the National Academy of Engineering. For example, the NAE is enhancing the public perception of engineering as a driving force that improves the quality of life and society through the NAE Grand Challenges for Engineering (www.engineeringchallenges.org), the popular EngineerGirl program and essay contest (www.engineergirl.org), the Engineering-for-You (E4U) video contest (www.nae.edu/e4u2), and numerous other endeavors. While we have had an exciting start to the year, there is still more to be done and your financial support will enable us to continue to make a difference. Your gift is necessary for the NAE to continue these efforts and maintain its leadership in promoting the profession and its service to the nation.

Earlier this year in celebration of National Engineers Week, the NAE, with support from the United Engineering Foundation and in collaboration with the University of Southern California's Viterbi School of Engineering, The MacGyver Foundation and Lee Zlotoff (creator of the popular 80's TV series *MacGyver*), announced the launch of a worldwide crowdsourcing competition called, *The Next MacGyver*. This project, which was featured in the *New York Times* and on the *Today Show* and *Good Morning America*, seeks to expose millions of people to the value of engineering through a scripted television series showcasing a female engineer in the leading role. The goal of the competition is to harness the talents of Hollywood to create a historic TV series that will inspire young people, especially women, to pursue exciting careers in engineering. We believe the series will stimulate interest in engineering in much the same way as recent programs have stimulated interest in the forensic sciences. Visit www.thenextmacgyver.com for more information, and stay tuned to your TV to see the compelling story of a woman engineer that people rarely, if ever, see on TV.

NAE's 14 Grand Challenges have captured young people's imaginations and have been a catalyst for engaging universities, high schools, and youth in engineering. During the White House Science Fair at the end of March, I had the pleasure of presenting a letter of commitment to President Obama announcing that more than 120 U.S. engineering schools plan to educate a new generation of engineers expressly equipped to tackle the Grand Challenges; the most pressing issues facing global society in the 21st century. Together these schools will graduate more than 20,000 formally recognized "Grand Challenge Engineers" over the next decade. This new commitment will expand on the already existing Grand Challenge Scholars Program.

As part of the 50th anniversary celebration in 2014, the NAE sponsored an Engineering-for-You (E4U) video contest. To build on the success of last year's contest, NAE launched the E4U2 contest with the sponsorship of ExxonMobil this year to highlight how engineering will create a more sustainable, healthy, secure, and joyous world by addressing the Grand Challenges for Engineering. The E4U2 contest was publicized internationally to students and the public. Over 300

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submissions were received by the closing date of March 2. The winning videos—including People's Choice Award, Best Overall, and other category winners—will be announced in October at our Annual Meeting.

Private funds were also critical to financing a major NAE project, *Making Value for America*. This project strives to create a modern framework that serves national needs in the changing U.S. manufacturing sector today. The report was released in March and noted that globalization, technological advances, and changing business practices have dramatically transformed employment and operations throughout the manufacturing sector. Furthermore, the report recommends that U.S. companies, government, and educators partner to strengthen workforce training, foster innovation, and increase productivity to ensure manufacturers are “making value” for customers. The goal of the report is to assist thought leaders and policymakers in creating policies and procedures that lead to high-quality, high-paying jobs for a prepared workforce and thereby enabling the U.S. to prosper in the 21st century.

Philanthropic resources are foundational to the NAE's efforts to carry out these activities, and the NAE's leadership within the engineering community depends on your support. I invite you to join me in making a gift to the NAE this year to enable us to continue and expand our reach.

Thank you for your involvement and dedication to our work together.

Yours sincerely,

A handwritten signature in black ink, appearing to read "C. D. Mote, Jr.", written in a cursive style.

C. D. Mote, Jr.

P.S. I hope you plan to attend the 2015 NAE Annual Meeting, October 4 & 5 in Washington, DC.