



NATIONAL ACADEMY OF ENGINEERING

The National Academies of Sciences, Engineering, and Medicine

C. D. Mote, Jr.
President

Chad O. Holliday, Jr.
Chair

September 21, 2015

Dear Colleague:

The National Academy of Engineering serves as a national advisor on important engineering issues such as US competitiveness in the global economy and the Grand Challenges facing our world. To succeed in this role, and in our mission of promoting a vibrant engineering profession, the NAE has prepared a strategic plan for action for the next five years focusing on six goals: membership representation, industry collaboration, public understanding, ensuring engineering talent, global engagement, and effective advising. For the NAE to provide recommendations on strategic and complex technological matters to the nation, and to achieve the objectives and specific actions of the plan, we need private support so that we can lead, not follow, and focus on issues that are important to the nation and the Academy. Please join us in making a gift to the NAE this year so that we can move forward.

Below are details on several goals of the plan:

Industry Collaboration: Engagement with industry is foundational for the NAE, which was founded to ensure the involvement of industry in counsel to the government on engineering and technology issues. Currently, however, that engagement is not sufficient and NAE's value to industry is not what it needs to be. The NAE will therefore work to define and communicate a clear, compelling value proposition for its relevance to industry, tailored to the needs, challenges, and interests of different sectors in both large and small firms. Furthermore, the NAE will engage current NAE members from industry to aid in building industry awareness of the Academy and the value of membership.

Membership Representation: To retain its position as a trusted advisor to the nation, the NAE must understand the problems and perspectives of all segments of society and its membership must be recognized as representative of the evolving demographics of the profession. To that end, the NAE is developing a proactive identification and nomination process to increase the percentage of industry members and identify qualified women and minority candidates. This is a priority matter. To serve its national responsibilities, the Academy will also expand the foreign member pool especially in the regions of the world not represented among current foreign members.

Public Understanding: Public support of engineering follows from an understanding of the benefits of engineering. Although the typical American is accepting of new technology, citizens often have little understanding of where technology comes from and what it depends on, most notably a continuing source of new engineering talent. Thus, part of the goal of enhanced public understanding is to help students, parents, K-12 teachers, and guidance counselors learn about the value and rewards of an engineering education and an engineering career. The NAE will work toward this goal by developing and using positive messages about engineering across a range of outlets—media, professional societies, universities, industry, and national labs.

September 21, 2015

Page 2

Ensuring Engineering Talent: A highly competitive engineering workforce is mandatory for the nation's security, health, prosperity, and future economic growth. Every young person should see engineering as critical to the future and want to know how to get involved. To support K-12 educators in their efforts to expose students to engineering concepts and practices, the NAE will study teacher/professional development needs and opportunities for K-12 engineering and offer teacher training workshops. For undergraduate engineering education, the NAE plans to support enrichment of the curriculum, educating faculty members about advances in teaching and learning, and promoting advances in engineering education.

Achievement of the ambitious goals set forth in the strategic plan will require resources, and so we have created the *President's Initiatives Fund* to seed or fund new initiatives, support exploratory studies, and supplement existing programs. This fund, together with other efforts, will give the NAE president the flexibility both to pursue opportunities that support the strategic goals and to respond to needs as they arise.

The power of the NAE lies our extraordinary members and donors, and your readiness to provide support both through your personal efforts and through your financial contributions. We invite you to join us in making a gift to the NAE this year to ensure our progress in achieving the Academy's mission.

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

Yours sincerely,



C. D. Mote, Jr.



Charles O. Holliday, Jr.