

# Changing the Conversation: From Research to Action

## National Academy of Engineering Workshop on Engineering Messaging

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# IEEE-USA Video Competition

- Theme: “Engineers Make a World of Difference”
- Launched: 2007-2008
- Budget: \$5,000 annually
- Length: 90-second video
- Target: 11 to 13-year-old audience

# IEEE-USA Video Competition: Promotion

- IEEE-USA websites
- EurekAlert!
- IEEE student e-mail (7K+)
- Ads
  - IEEE Spectrum
  - IEEE Potentials
- Other society & university publications
- Listings on video/college websites

# IEEE-USA Video Competition: Impacts/Outcomes

- Total scholarships to date: \$16k
- Winners announced: Engineers Week
  - 2010 EWeek Live! webcast for undergraduates
- Featured on Design Squad website
- 2007-08 IEEE.tv web report
- DVDs to IEEE student chapters
- Featured at IEEE-USA Annual Meetings

# IEEE-USA Video Competition: Challenges/Opportunities

- Limited number of entries
- All undergraduates with IEEE membership requirement
- Social media engagement
- School Year alignment
  - Deadline extension to January
- Focus on *engineers vs. technology professionals*

# IEEE-USA Video Competition: Challenges/Opportunities

- Student's use of high-tech gizmos vs. simpler messaging tools
- No copyrighted materials
- Use award for *qualified tuition*
- Non-US student engagement
- Update rules:
  - Viral component to judging
  - Profiles of successful engineers

# IEEE-USA Video Competition: 2010 Winner

- [University of Nevada at Las Vegas](#)