



WORKFORCE DEVELOPMENT PLAYBOOK: **National Engineers Week: How to Build a Memorable E-Week in February**

National Engineers Week, recognized each year in February, celebrates and promotes the field of engineering by raising awareness and inspiring the next generation of engineers.

Internal Engagement (Employees)

1. **Kickoff Celebration** – Host a breakfast, lunch, or happy hour to launch E-Week and recognize engineers.
2. **Spotlight Campaign** – Share daily profiles of engineers on the intranet or company social media (“Meet our Engineers” posts).
3. **Recognition Awards** – Give out fun awards (e.g., “Innovation Champion,” “Most Reliable Fixer,” “Creative Problem Solver”).
4. **Panel or Fireside Chat** – Invite senior engineers to share career stories and lessons learned.
5. **Professional Development Sessions** – Offer mini-workshops on trending tech, leadership, or project management.
6. **Engineering Trivia Challenge** – Host a quiz or competition with prizes, mixing history, company projects, and fun facts.
7. **Innovation Showcase** – Create a space where teams present their coolest projects or prototypes.
8. **Thank You Wall** – Encourage staff from all departments to post sticky notes or digital shout-outs to engineers.

Community & Outreach

1. **STEM Volunteer Day** – Partner with local schools for classroom visits, science fair judging, or robotics mentoring.
2. **Host a Student Tour** – Invite students to tour your facilities, meet engineers, and explore careers.
3. **Scholarship or Donation** – Announce a contribution to a STEM scholarship fund or nonprofit.
4. **Hands-on STEM Event** – Sponsor or host a STEM workshop for kids (e.g., bridge-



building, coding, 3D printing).

5. **Guest Speakers for Schools** – Send engineers to classrooms to talk about career paths and problem-solving.

Brand & Visibility

1. **Social Media Campaign** – Highlight engineers, post fun facts, and use official hashtags (#EWeek2026, #ACECeWeek20XX).
2. **Engineering Facts Series** – Share daily “Did you know?” engineering facts tied to your industry.
3. **Video Tribute** – Create a short video celebrating your engineering team and projects.
4. **Press Release or Blog Post** – Share how your company contributes to engineering innovation and community STEM.
5. **Swag Giveaway** – Distribute branded E-Week gear (mugs, t-shirts, desk toys).
6. **Office Décor** – Put up banners, posters, or digital signage celebrating engineers.

Fun & Culture-Building

1. **Engineering Challenge** – Run a fun competition (e.g., build a tower from office supplies, Rube Goldberg machines).
 2. **Hackathon or Design Sprint** – Encourage innovation through a short, intense problem-solving event.
 3. **STEM Movie Night** – Screen an engineering-related film (“Hidden Figures,” “Dream Big,” etc.).
 4. **Engineering-Themed Food** – Serve treats shaped like gears, bridges, or circuit boards.
 5. **Photo Booth** – Set up props like hard hats, rulers, and lab coats for team photos.
 6. **Time Capsule** – Have engineers write predictions for the future of technology and open them during a future E-Week.
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