



WORKFORCE DEVELOPMENT PLAYBOOK: **Ideas for MOs and Companies to Expand** **Workforce Development Activities**

K-12, Higher Education, Talent Attraction Resources

K-12 Outreach

- ▶ Partner with K-12 schools to expand the awareness and interest of opportunities in the engineering industry.
- ▶ Increase awareness of civil engineering by increasing STEM outreach (classroom visits, college and career fairs and community events) during National Engineers Week and throughout the year.
- ▶ Connect with school administrators to address pipeline challenges and establish internship opportunities.
- ▶ Develop new materials that reflect the modern industry that appeal to kids and young adults.
- ▶ Establish regular communication with state educators through a quarterly newsletter.

Higher Education Partnerships

- ▶ Partner with higher education institutions that develop career opportunities for the services
- ▶ Fostering stronger relationships with collegiate and industry partners that support growth and retention of engineering talent.
- ▶ Increase enrollment in civil engineering programs and related fields and in-state retention of graduates.
- ▶ Increase the number of civil engineering graduates completing the “FE” exam.
- ▶ Support colleges and universities by engaging in capstone coursework and recruiting interns.
- ▶ Increase and diversify applications for ACEC [insert your state] Scholarship programs.



Talent Attraction Resources

- ▶ Develop indirect recruiting assistance through building a case for engineering opportunities in [insert your state].
 - ▶ Opportunities include civil, electrical, environmental, mechanical, and structural engineering in [insert your state].
 - ▶ Develop talent attraction resources.
 - ▶ Increase awareness of engineering within communities through new volunteer program.
 - ▶ Partner with state and industry leaders to raise awareness of industry challenges.
- Friday – Celebration & Legacy