A new name - A new vision for the 21st Century!
Dear CEED Members,

Welcome to this exciting year as we add an E to our name and expand our mission. I am honored to serve as the Chair during this particular time, and I thank you for the opportunity. For many decades, CED has been the leader in all things co-op. That is our foundation and will continue to be our mission. However, our field is changing – expanding to include other forms of experiential education, and so are we. We are pleased to welcome members in internship programs and other types of experiential engineering education. Help us get the word out to those you know would be an asset to CEED, but who have not considered membership because they are not in co-op programs.

Your board of directors is exploring every opportunity to get the message out to our peers that CEED has a place for them, and if you have any ideas about how to help, please share them. By the way, thank you for giving me such a fantastic group of people to serve with on this board.

Start planning now to join us for the CIEC in Palm Springs, and bring a colleague. We learn and grow with each other through this wonderful organization. Let’s embark on this new journey together, and see what happens!

Dianne Markley, Chair
Past Chair’s Message - Susan Matney

It was a great year to be Chair of CED as we were represented well through the hard work of our CIEC 2009 Co-General Conference Chairs. Louise Carrese of RIT and Harold Simmons of Georgia Tech did an outstanding job. Lynn Hansen was responsible for the excellent sessions for CEED in Orlando. Thanks to all who assisted at the conference.

Thanks also to all of our members for their interest in our purpose to “develop a better understanding of the principles of Cooperative and Experiential Education, to encourage and promote improvement in programs of Cooperative and Experiential Education, and to foster closer relationships between colleges and employers. “

The Nominating Committee invites you to volunteer to serve the Cooperative and Experiential Education Division through committee membership and board participation.

As chair of the ASEE Clement J. Freud Award committee, I am delighted to share the following announcement from ASEE.

The American Society for Engineering Education (ASEE) is pleased to announce that Brenda J. Lemaster of the University of Cincinnati has been chosen to receive the 2009 ASEE Clement J. Freud Award in recognition of distinguished accomplishments. The award will be presented at the Annual Awards Banquet on Wednesday evening, June 17th in Austin, Texas.

I hope to see you there!
Susan Matney
Past Chair
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ASEE EXECUTIVE BOARD ROSTER 2008 - 2009

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Executive Directors:

Academic Rep - Experiential Education
Paul Plotkowski  Grand Valley University  2012

Academic Rep - Cooperative Education
Susan Norris  University of Alabama 2012

Industrial Rep - Cooperative Education
Michele Hackney  Southern Company 2012
2009 Conference for Industry and Education Collaboration, Orlando, Florida
Report and Thank You

The 34th Conference for Industry and Education Collaboration in Lake Buena Vista, Florida, is history. CED (now CEED) was responsible for organizing this year’s meeting, and the planning actually began in 2007 when our division was the understudy for the 2008 conference in New Orleans. CEED will have the role of organizing this conference again for 2013 in, as yet, an undetermined Sunbelt city. So, it is not too early for our leadership to begin making some tentative succession plans for those who will have the responsibility for that future CIEC.

As co-general conference chairs for CIEC 2009, we shall be happy to pass along our notes and suggestions for the future. Each time our division has this responsibility there is an occasion for new opportunity and new challenge. We two, as conference chairs, learned much from our immediate predecessor through observation and by on-the-job learning – much like cooperative education.

As yet we do not know the financial outcome of CIEC 2009, but early reports indicate that we will probably be in the black ink and perhaps even make a little money that can reimburse us for this year’s efforts and expenditures.

We want to take this opportunity to thank everyone in CEED who supported CIEC 2009 through their personal attendance, presentations at workshops or sessions, and financial contributions on behalf of your school or employer. A special thank you goes to Lynn Hansen, the CEED program chair, for her hard work in putting together a fine group of professional presentations and for coordinating the CEED meeting times and venues at the Royal Plaza Hotel.

Of course, we also could not have been successful without the commitment and work of our conference registrar, Mike Mathews; the official CIEC photographer and A/V specialist, Craig Gunn; and our Sponsorship Chair, Patty Bazrod. Many thanks go to them as well.

Lastly, we want to express our sincere appreciation to Susan Matney and the entire CEED board for their support and encouragement the past year. CIEC 2009 was truly a team effort. We also thank you for the Chair's Award; the generous gift cards to Barnes and Noble will be put to good use.

Now, let’s get behind Gayle Elliott and help her prepare the program for CIEC 2010. Our best wishes to all!

Louise Carrese and Harold Simmons
Co-General Conference Chairs for CIEC 2009
News from the MEMBERS

Grand Valley State University
Paul Plotkowski hosted the annual meeting of the North Central Section - American Society for Engineering Education at Grand Valley State University, April 3&4. Over 125 individuals from all over the region sampled the great food of the West side of Michigan and participated in many fantastic sessions. Co-op had a presence. Many copies of Newsbriefs ended up in the hands of attendees.

Be sure to check out the next issues of Prism for CEED advertising and suggest that others read it.

McGill University Photo Contest Re-launched

McGill's Engineering Student Centre has just launched its second annual Engineering Student Experience Photo Contest. Student are invited to send in photos depicting their internships / coop or student exchange experiences. The Engineering Internship Program allows students studying chemical, civil, computer, electrical, mechanical, and software engineering to participate in 4, 8, 12 or 16 month long work terms to acquire relevant experience in industry. We also have two co-op programs - mining engineering and materials engineering. Last year's winning photos can be seen here: [http://mecc.mcgill.ca/students/PhotoContest2008.php](http://mecc.mcgill.ca/students/PhotoContest2008.php)

1st Prize: Robert Sevalrud, Civil Engineering, PCL Construction Management, Calgary, Alberta

I worked on a construction site consisting of a forty storey building and a thirty storey building in Calgary as a junior field engineer. In general, I assisted the field engineers on my site, but I also took on some tasks of my own. This photo shows a reflection of the East tower in the windows of a building adjacent to my site. I took this photo from outside the site, just across the street."
New program at McGill (http://www.mcgill.ca/engineering/degrees/general/):

The new General Engineering major is offered in addition to the following existing majors: Chemical, Civil, Electrical, Materials, Mechanical, Mining, and Software Engineering. The new major allows students entering on the basis of a high school diploma to pursue a common first (Year0) year curriculum without having to choose a particular major program at the time of application.

This program spans one academic year only (Year0), following which students will enter into an engineering major program.

The new General Engineering program is:

* Designed for students who are undecided as to their choice of major
* Aimed at helping students explore engineering programs that would be most suited to their interest and talents.

The program offers students a chance to learn about the engineering major programs offered at McGill through:

* A 1-credit course titled "Introduction to the Engineering Profession"
* A seminar series to explore the academic and professional opportunities in each program
* Career development workshops
* Undergraduate research opportunities information sessions

About McGill University's Faculty of Engineering:
McGill Engineering has been ranked 18th among the world's top Engineering Schools by the QS World University Rankings of the Times Higher Education Supplement (2008). (http://www.mcgill.ca/engineering/)

Darlene Hnatchuk
Industry Liaison Manager
Engineering Career Centre (FDA 22)
Faculty of Engineering, McGill University
Tel: 514-398-1441
darlene.hnatchuk@mcgill.ca
http://mecc.mcgill.ca/

The following survey is designed to gather feedback regarding software systems development for the effective administration of cooperative education and internship programs. We would appreciate your assistance in completing this brief 10-15 minute survey.


I plan to go to McGill!!!
Greetings from Southeast Asia. I am currently spending six weeks in April and May on sabbatical in Singapore. I am visiting the Duke-NUS Graduate School of Medicine and the National University of Singapore (NUS). The purpose of the sabbatical is to learn about medical education and to share information about what we do at the University of Texas at Austin with health professions advising and career services & experiential education (especially as it pertains to the field of health care).

I am spending time at the Duke-NUS Graduate Medical School as well as visiting the Yong Loo Lin School of Medicine (part of the National University of Singapore). Duke-NUS is a recently established medical school in Singapore and follows the American education model where students get an undergraduate degree and then go to medical school. In contrast, Yong Loo Lin is a well-established medical school that follows the British model and students attend medical school directly from high school. I am also attending talks, lectures and seminars on medical topics as well as observing the medical students in a clinical setting.

At the National University of Singapore, I am meeting with a variety of advisors, faculty, department heads and deans and sharing information about advising pre-health students as NUS considers putting some similar services in place at the undergraduate level.

The sabbatical is a valuable learning and information-sharing experience and complements my role as Director of Natural Sciences Career Services and Health Professions Advising at UT. Furthermore, to make it even more enjoyable and educational, my wife and son are with me and we are having lots of fun exploring the Singapore area, experiencing the culture and getting to meet many wonderful people.

In addition, the outbreak of the H1N1 flu virus has added another dimension to my experience. It has been interesting to observe how proactive the Singapore Ministry of Health has been in addressing the issue. It appears that they are well-prepared as a result of experiencing the SARS crisis in 2003.

Best wishes from Singapore.

Ray
See you next year at...

CIEC 2010
Palm Springs, CA
February 3-5
Preparing the Workforce for the Global Marketplace

2010 General Conference Chair

Paul Villeneuve, P.E.
University of Maine
Phone: 207-581-2271
paul@eece.maine.edu
And from CIEC 2009 - The Nominees for and Winner of Student of the Year 2008

<table>
<thead>
<tr>
<th>Nominees</th>
<th>Institution</th>
<th>Company</th>
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<tbody>
<tr>
<td>Keith Cassidy</td>
<td>Stevens Institute of Technology</td>
<td>Movado Group</td>
</tr>
<tr>
<td>Darrell Goodwin</td>
<td>IUPUI</td>
<td>Rolls Royce</td>
</tr>
<tr>
<td>Caroline Greenwood</td>
<td>Cornell University</td>
<td>Space Systems Loral</td>
</tr>
<tr>
<td>Alyssa Iverson</td>
<td>Grand Valley State University</td>
<td>GE Aviation</td>
</tr>
<tr>
<td>Logan Kennedy</td>
<td>NC State University</td>
<td>NASA/ Marshall Space Flight Center</td>
</tr>
<tr>
<td>Sean Mayo</td>
<td>Northeastern University</td>
<td>Apple Computer</td>
</tr>
<tr>
<td>Brice McPherson</td>
<td>Purdue</td>
<td>Rolls Royce</td>
</tr>
<tr>
<td>Kaleigh Muller</td>
<td>University of Pittsburgh</td>
<td>UPS Customer Solutions</td>
</tr>
<tr>
<td>Tyler Porter</td>
<td>University of Kentucky</td>
<td>Jacobs ESCP</td>
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<tr>
<td>Michael Spain</td>
<td>University of Tennessee</td>
<td>Exxon Mobil</td>
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<tr>
<td>Nick Such</td>
<td>University of Kentucky</td>
<td>Toyota Motor Manufacturing</td>
</tr>
<tr>
<td>Neil Tiwari</td>
<td>Northeastern University</td>
<td>Baxter Healthcare</td>
</tr>
<tr>
<td>Jaren Wietzel</td>
<td>University of Cincinnati</td>
<td>Texas Instruments</td>
</tr>
</tbody>
</table>
List one reason that you have to go to Austin for ASEE in 2009:

The Clement J. Freund Award is presented biennially at the summer meeting of the American Society for Engineering Education to an individual for outstanding contributions to the aims and ideals of cooperative education.

Please join us at the Annual Awards Banquet to honor

A true exemplar of Cooperative Education

Brenda LeMaster
Proposed Criteria
Report of the ASEE-CED Ad Hoc Committee on Standards for Professional Leaders
January 1980

A candidate for designation as a professional leader should meet the following requirements:

1. Be a member in a good standing of ASEE-CED for a minimum of two years prior to making application.

2. Be playing an active roll in cooperative education, either as a school coordinator or as a corporate or agency manager of a co-op program, with a minimum of three consecutive years in this capacity.

3. Be an active participant in CED sponsored and similar activities, including chairing co-op oriented committees and conferences, election to officer positions, and publishing materials on cooperative education.

4. Be able to cite formal training or specific experiences in support of leadership qualities and as evidence of analytical skills. Some examples in this area would be any of the following: a baccalaureate degree from an accredited engineering school, registration as a professional engineer, post graduate degree in a field other than engineering, attendance at workshops on evaluating cooperative education programs, participation as a reader of Title VIII Grant proposals, participation in previous program evaluations.

Be a formal applicant for this designation. This would be accomplished by completing and submitting a form approved by ASEE-CED for this purpose.

William H. Hitch, E. Sam Sovilla, Steven A. Yates
NOW ACCEPTING APPLICATIONS FOR THE 2009 STUDENT OF THE YEAR AWARD

Please begin considering who you would like to nominate for the 2008 Student of the Year Award. Reminders will be sent each month. The deadline to submit your nomination is November 1, 2009. For detailed information about the award and the nomination process, please see the attached flyer or visit the web site at http://www.profpractice.gatech.edu/ced/instruction.htm

Don't miss this opportunity to recognize outstanding students!

NOW ACCEPTING APPLICATIONS FOR THE 2009 ALVAH K. BORMAN AWARD

Please begin considering who you would like to nominate for the Alvah K. Borman Award. The deadline to submit your nomination is November 1, 2009. For detailed information about the award and the nomination process, please see visit the web site at http://www.profpractice.gatech.edu/ced/awards.htm

Don't miss this opportunity to recognize outstanding Co-op Professionals!

NOW ACCEPTING APPLICATIONS FOR THE 2009 LOU TAKACS AWARD

Please begin considering who you would like to nominate for the Lou Takacs Award. The deadline to submit your nomination is November 1, 2009. For detailed information about the award and the nomination process, please see visit the web site at http://www.profpractice.gatech.edu/ced/awards.htm

Don't miss this opportunity to recognize outstanding Industrial Sponsors!

Please make every effort to nominate individuals for the above awards.
CIEC 2010

ASEE -
Conference For Industry and Education Collaboration
Palm Springs, CA
February 3-5, 2010
Make your plans NOW!!!!
http://www.asee.org/conferences/ciec2010/

Questions from the Membership??????

The following survey is designed to gather feedback regarding software systems development for the effective administration of cooperative education and internship programs. We would appreciate your assistance in completing this brief 10-15 minute survey.

Don’t Forget!!

ASEE in Austin, Texas  June 14-17, 2008
CIEC in Palm Springs, California  February 3-5, 2010
Every organization requires new members to continue the good work that is being done and to progress on to higher levels of accomplishment. We welcome the following new members to the Cooperative and Experiential Education Division of the American Society for Engineering Education.

Welcome -

Professor Kerry Stauffer, Bluefield State College
Melina Barona, Northwestern University
Erin Barron, Stevens Institute of Technology
Angie Chrestman, Mississippi State University
Terry Comerford, Colorado State University
Dona Gaynor, Florida Institute of Technology
John Haines, Colorado State University
Kara Leonard, Rochester Institute of Technology
Michelle Magee, Rochester Institute of Technology
Dr. Lee-Ann Morton, Missouri University of Science & Technology
Thy Nguyen, Northwestern University
Nicole Perret, Pennsylvania State University, Fayette Campus
Kathy Phelps, DS & T/OTR/FO
Professor Nadezda Pizika, Abu Dhabi Men’s College
Professor Stephen Proietti, Northern Essex Community College
Professor Kathleen E. Proietti, Northern Essex Community College
Kelly Soyka, DS & T/OTR/FO
Dr. Louis Trent/ University of Cincinnati
Christian Uhl, Stevens Institute of Technology
Ana Wieman, University of Washington
The newest *Engineering GO FOR IT!* is out and ready for you to use to interest your young students in engineering and then in Co-op and Experiential Learning.
Check out the new text by editors Cheryl Cates and Kettit Cedercreutz.
Leveraging Cooperative Education to Guide Curricular Innovation

The Development of a Corporate Feedback System for Continuous Improvement

Have you ever thought of implementing employment oriented assessment on your campus?

What would it take to make it happen?

This book walks you through the process in light of real world examples and case studies. It covers the process all the way from pilot to the gates of institutionalization.

Cheryl Cates, MBA, ABD
Kettil Cedercrantz, PhD

"I am delighted to have the opportunity to comment on this most impressive research project and the very comprehensive publication—Leveraging Cooperative Education to Guide Curricular Innovation. I have witnessed the development of this innovative corporate feedback system and have been so impressed with the creative and very purposeful work of Cheryl Cates and Kettil Cedercrantz. I believe this feedback model will be useful to the many co-op professionals who are committed to improving the educational impact of cooperative education."

—Dr. Paul J. Stonely
CEO, World Association for Cooperative Education (WACE)
President, National Commission for Cooperative Education (NCCE)

"The development of a corporate feedback system as described in this FIPSE study goes to the very heart of Cooperative Education, which is to partner industry and academics for the improvement of education. Two thumbs up! UC has hit a home run with this one."

—Tom Akins
Executive Director, Division of Professional Practice, Georgia Institute of Technology
Past President, Accreditation Council for Cooperative Education

"The University of Cincinnati has emerged as the world leader as it delves into the impact of cooperative education on curricula development and/or enhancement. As a professional with 37 active years of experience in cooperative education, UC's research is the most significant of which I am aware. The empirical data collected, analyzed, and applied by UC has profound implications to document the value and further link academia and structured cooperative education work experiences. The international academic community will highly value the methodology and findings of the University of Cincinnati's work."

—Dr. Luther Egging
Director of Career Services, Mississippi State University (retired)
Fellow, American Society for Engineering Education
All Hands In for

Experiential Learning

The Cooperative and Experiential Education Division of American Society for Engineering Education (CEED-ASEE) invites you to apply. Why join?

⇒ Develop relationships with Co-op and Experiential Education employers and schools
⇒ Meet professionals with similar interests and passion for experiential education
⇒ Receive the CED Directory and Newsbriefs
⇒ Network with colleagues in the field
⇒ Receive assistance establishing or enhancing your Co-op or experiential education program
⇒ Participate in related conferences:

  2009 ASEE Annual Conference in Austin, TX (June 14-17, 2009)
  2010 Conference for Industry & Education Collaboration (CIEC) in Palm Springs, CA (February 4-6, 2010)

To become a member go to www.asee.org/membership

Check the above out and pass on copies to ALL your Co-op and Experiential Education friends.
Appendix

Information from CIEC

The 34th Conference for Industry and Education Collaboration

Plenary Sessions

Wednesday, February 4
9:30 AM
Plenary Session I:
“Creating a Diverse Engineering Work Force”
The term “workforce diversity” refers to policies and practices designed to include people within a workforce who are, in some way, different from those in the prevailing constituency. Recruiting, retaining and promoting diverse employees are critical to the long-term viability of every organization in our evolving marketplace. Changing demographics in a global economy have necessitated that products and services reflect the makeup of a diverse customer base. “The key to deriving the potential value of diversity is in attaining competence in intercultural communication.” It is clear that the greatest benefits of workforce diversity will be experienced, not by organizations that have learned to employ people in spite of their differences, but by organizations that have learned to employ people because of them. This panel will contribute to the dialog by discussing strategies for attracting and retaining a diverse workforce. They will draw upon their own academic and corporate experiences and engage the audience in developing initiatives for further collaboration.

Dr. Eduardo Bascaran, Dr. Milton Bennett, Mr. Carl Mack, Dr. Sarah Rajala

Thursday, February 5
9:30 AM
Plenary Session II:
“The Engaged University: Impact on Engineering and Engineering Technology”
The term “Engagement” has evolved from a series of eight reports from 1997 to 2006, from the Kellogg Commission on the Future of State and Land-Grant universities. These reports were prepared by thirty current and retired university presidents and have created a movement in the US to promote and better understand engagement in general and more recently, the scholarship of engagement. Engagement is the process of building mutually beneficial partnerships internal and external to the university. These partnerships can generate opportunities for the university and stakeholders. For engineering and engineering technology education, our largest external stakeholder group is business and industry. CIEC has evolved to be the Conference where ASEE seeks to bring educators together with reps from industry to discuss and celebrate collaborations and partnerships. The four panelists are knowledgeable about university engagement and outreach and the impact on engineering and engineering technology education. This session can be the beginning of a comprehensive dialog on the importance of engagement. The speakers will provide four perspectives: an overview and framework for engagement; a corporate view through investment in advisory boards, research, internships, co-ops, hiring graduates and the K-12 pipeline; a university president’s view of engagement and the policy perspective of both state and federal government.

Ms. Letitia Hammon, Dr. Jerald Jakubowski, Dr. William Kelly, Dr. Victor Lechtenberg,
**Engineering Magic: Partnerships for the 21st Century**

**Dr. Sarah A. Rajala** is professor and dean of engineering at Mississippi State University and holds the Earnest W. and Mary Ann Deavenport, Jr. Endowed Chair. She received her B.S. degree from Michigan Technological University, and the M.S. and Ph.D. degrees from Rice University. From 1979–2006 she was a member of the faculty at North Carolina State University and served as director of the Industry/University Cooperative Research Center for Advanced Computing and Communication, associate dean for academic affairs, and associate dean for research and graduate programs. In 2006, she became the department head of electrical and computer engineering at Mississippi State University and held the James Worth Bagley Endowed Chair. During her career she conducted research on the analysis and process of images and image sequences and on engineering educational assessment. During her career she has directed 17 master’s theses and 16 Ph.D. dissertations. She has authored and co-authored over 100 refereed papers in these areas and has had contributions published in thirteen books.

Dr. Rajala has received numerous awards for her research and professional contributions, including the Presidential Award for Excellence in Science, Mathematics and Engineering Mentoring in 2000 and Fellow of the Institute of Electrical and Electronic Engineers and the American Society for Engineering Education. She has been recognized by Michigan Technological University as the Outstanding Young Alumnus, elected to the Council of Alumnae and Academy of Outstanding Electrical Engineers in, and was recognized as the Outstanding Alumnus in August 2008.

**Ms. Letha Hammon** has been Manager – Records Management, DuPont Information Technology, since March 2008. She joined DuPont in 1982 as a first line manager on shifts at the Old Hickory Plant near Nashville, Tennessee. Letha has spent roughly two-thirds of her career in operations assignments including manufacturing management and human resources. The balance of her career has included roles in end-use marketing, direct sales, as a market segment leader, and most recently as Manager of the Field Engineering Program for DuPont. Letha’s early career was spent in Flooring Systems, and has since included assignments in Dacron® polyester, Advanced Fibers Systems, and most recently Engineering. She has been able to experience a variety of DuPont locations including Old Hickory, TN; Wilmington, DE; Chattanooga, TN; Wilmington, NC; Charleston, SC; and Richmond, VA.

Letha has been a proud, active member and leader in ASEE since 2002. Currently, she is Chair of the Corporate Member Council, Vice-President Institutional Councils—ASEE Board, National Outstanding Teaching Award Committee Member, and on the Professional Advisory Council for the ASEE Student Constituent...
Committee. Additional roles have included CIP Director, CMC Vice-Chair and ASEE Awards Contact Committee Member.

Letha was born in Chattanooga, TN, and spent her pre-college years living with her family in a variety of locations in the eastern U.S. Letha and her husband Bland share a home in Wilmington, DE, and enjoy travel and spending time with family and friends.

**Dr. Gerald Jakubowski** is currently the President of Rose-Hulman Institute of Technology in Terre Haute, Indiana. He received his BSME, MSME, and PhD degrees from the University of Toledo in Toledo, Ohio.

Before returning to the Midwest, Dr. Jakubowski served as Vice President and Provost of Arizona State University. Prior to his move to Arizona, he served for fourteen years as the Dean of the College of Science and Engineering and Professor of Mechanical Engineering at Loyola Marymount University in Los Angeles. In addition to his west coast appointments, Dr. Jakubowski held the positions of Interim Dean of Engineering and Associate Dean of Research and Graduate Studies in the Herff College of Engineering at Memphis State University (now University of Memphis) and was Assistant Dean of Engineering at the University of Toledo where he was responsible for the overall administration of the undergraduate engineering program. He also served as faculty member at the University of South Alabama.

Dr. Jakubowski is Past National President of the American Society for Engineering Education (ASEE) and Past Chair of the Engineering Accreditation Commission for ABET, the organization that accredits engineering programs in the United States. In addition to ASEE and ABET, he is active in the Society of Automotive Engineers (SAE), and the American Society of Mechanical Engineers (ASME). He served on the SAE Board of Directors, the SAE Foundation Board of Trustees, the ASME Council on Education, the Engineering Accreditation Commission (EAC) of ABET and the Executive Committee of the EAC. In 2002, Dr. Jakubowski received the University of Toledo College of Engineering's Distinguished Alumnus Award.

Jerry and his wife, Lynn, currently reside in Terre Haute, Indiana.

**Dr. William E. Kelly** is Manager of Public Affairs for the American Society for Engineering Education since 2007 and in that role he is responsible for developing and promoting the public policies of ASEE, primarily through the ASEE Engineering Deans and the Engineering Technology Councils. Dr. Kelly's office staffs the Executive Board and committees of the Engineering Deans Council and is responsible for publicizing the activities and accomplishments of the Society to the public through press releases and related activities. In essence, Dr. Kelly's role is to enhance public awareness of engineering education as well as to promote and help define policy positions important to engineering education.
**Engineering Magic: Partnerships for the 21st Century**

**Dr. Eduardo Bascaran** is Vice-President of Human Resources and Lean Six Sigma for the Xerox Innovation group. He is responsible for strategic human resources for all four Xerox research and technology centers around the world, focusing on strategic hiring and talent development to support Xerox strategies for printing, publishing and services. He also is responsible for implementation of Lean Six Sigma programs across the four centers, focusing on Design for Lean Six Sigma as a way to increase the robustness and predictability of technical delivery, both for hardware and software. In 2005 Dr. Bascaran was certified as a Black Belt in Design for Lean Six Sigma. Prior to this, he served as Manager for Engineering Learning where he was responsible for increasing the availability and effectiveness of learning opportunities for the overall Xerox technical population.

Before joining Xerox in 2002, Dr. Bascaran worked at UTC Carrier where he led several multinational teams on the development of residential air conditioning products and was responsible for Engineering at the Monterrey, Mexico factory. He later became the corporate owner of the Carrier’s Product Development Process. Previously Dr. Bascaran was a faculty member and Department Chair at ITESM, Monterrey, Mexico where he taught and conducted research on design methodologies and tools. Since 2002 he has been a visiting Faculty member for the online program at DePaul University, Chicago.

Dr. Bascaran received his bachelor’s degree from ITESM Monterrey, Mexico and Masters and PhD degrees from the University of Houston.

**Dr. Milton J. Bennett** is the son of an electrical engineer and was a recipient of one of 100 Westinghouse Science Talent Search scholarships awarded nationally in 1963. He studied physics at Stanford University but graduated with a degree in his other love – creative writing. He subsequently attained an MA in psycholinguistics (San Francisco State University) and a Ph.D. in intercultural communication theory (University of Minnesota, Minneapolis). For 15 years he was a tenured faculty member of Portland State University, where he created a graduate program in intercultural communication and occasionally taught the course, “Communicating Complex Ideas” for the systems science Ph.D. program there.

For over 30 years Dr. Bennett has consulted with companies and universities on ways to increase intercultural competence, including extensive work with Boeing Company, Motorola Corporation, Portland General Electric, Bonneville Power Administration, Agip Oil (Eni Corporation, Italy), and the faculty, freshman students, and graduate TAs of Cal Tech. He is a founding director of the Intercultural Communication Institute <www.intercultural.org>, the premier professional development organization in the field, and he currently directs a smaller research institute devoted to supporting innovative intercultural theory and application <www.idrinstitute.org>. 
Mr. Carl Bernard Mack (cmack@nsbe.org) was born in Jackson, Mississippi, and is a graduate of Mississippi State University, where he received a Bachelor of Science degree in mechanical engineering. In 2006, the university named him a Distinguished Engineering Fellow.

After moving to the Seattle, Washington, area in 1987, Mack worked as an engineer with METRO—King County for 18 years and coordinated the county’s award-winning Minority Engineering Internship Program. From 2003 through 2004, he also served as president of the Seattle King County Branch of the National Association for the Advancement of Colored People (NAACP). During his tenure, the branch grew from 600 to 2,000 members and won the 2004 Class 1-A Thalheimer Award as the top branch in the country. Because of his significant contributions in the arena of civil rights, Carl was listed as one of the 25 Most Influential people in the greater Seattle area.

On March 1, 2005, Mack began a new chapter of his life as the fourth executive director of the National Society of Black Engineers (NSBE), one of the nation’s largest student-governed organizations. In each of his first three years at NSBE, the organization has set records for membership, reaching 31,118 members in 2008, up from its previous high of 12,842 before Mack’s arrival. His extraordinary leadership has led to an increase in visibility for the organization and to his recognition in the May 2008 edition of Ebony magazine as one of the Top 150 Black Leaders in America.

Mack also has led the expansion of NSBE’s Pre-College Initiative Program to the elementary school level by founding the Summer Engineering Experience for Kids (SEEK) Academy. SEEK is designed to expose African-American youth to science, technology, engineering and math early, and it has seen tremendous growth, from 250 children to nearly 700 in its first two years.
Dr. Kelly received his PhD in civil engineering from the University of Notre Dame and is a licensed professional engineer in the State of Rhode Island.

From 1996 to 2001 Dr. Kelly was Dean of Engineering and Professor of Civil Engineering at The Catholic University of America in Washington, D.C. where he continued teaching until 2007. From 1982 until 2001, Dr. Kelly served as Professor and Chairman of Civil Engineering at the University of Nebraska – Lincoln. From 1993 to 2003 he was a member of the Engineering Accreditation Council of the Accreditation Board for Engineering and Technology, and he also served on the ABET advisory board in drafting the report, “Engineering Change: A Study of the Impact of EC 2000 from 2002–2006.”

Dr. Kelly also has been very active in ANSI, the American National Standards Institute. His roles in ANSI include service on their board of directors and the Committee for Conformity Assessment, 2001–2004 and then chairing committees on Education, 2002–2006; and Personnel Certification Accreditation, 2002–2006. He has written widely on sustainable development in engineering and setting standards in civil engineering education, and in 1999 organized the session on Sustainable Development for the Engineering Deans Institute.

**Dr. Victor (Vic) L. Lechtenberg** is Vice Provost for Engagement at Purdue University. He served as interim provost at Purdue from August 2007 to May 2008. Lechtenberg joined the Purdue faculty in 1971 and became a professor of agronomy in 1979. He served as associate director for the Office of Agricultural Research Programs from 1982–1989, and as the executive associate dean of agriculture from 1989 to 1993. Lechtenberg was appointed interim dean of Agriculture in 1993 and dean of agriculture, in 1994. He has been leading Purdue’s engagement programs as vice provost since 2004.

Dr. Lechtenberg is a member of several academic, professional, and scholarly societies and has written nearly 150 technical papers, approximately 50 abstracts, and 6 book chapters. He served as chair of the U.S. Department of Agriculture’s national Agricultural Research, Extension, Education and Economics Advisory Board from 1996 through 2002.

Lechtenberg is a native of Butte, Nebraska, where he grew up on a general livestock farm. He received his bachelor’s degree from the University of Nebraska in 1967 and earned a doctorate in agronomy from Purdue in 1971.