Sharing experiences from entrepreneurially-minded professionals for engineering education

February 4, 2022 at 12:15 PM to 1:45 PM, EST

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James Madison University

What's Your Name?

Answer one or more of the following in your breakout room:

- How was your name chosen for you? What does your name mean?
- Do you have (or have you had) a nickname? What is it? How do you feel about it?
- Do you think your name causes people to treat you in a particular way? How?
- Would you change your name if you could? To what? Why?

What's Your Story?

Share

- What's a compelling story about someone that stuck with you recently (from TV, movie, news, book, etc.)?
- What was it about the story that made it so good to you?

Small Group Discussion

Discuss in small groups

- How have you used stories from industry in engineering education?
- Who have been the storytellers? What did your students think of them?

Mural Activity:
2X2 Sharing Stories from Industry

Mural 2x2s

- Scale // Financial Cost
- Development Time // Impact

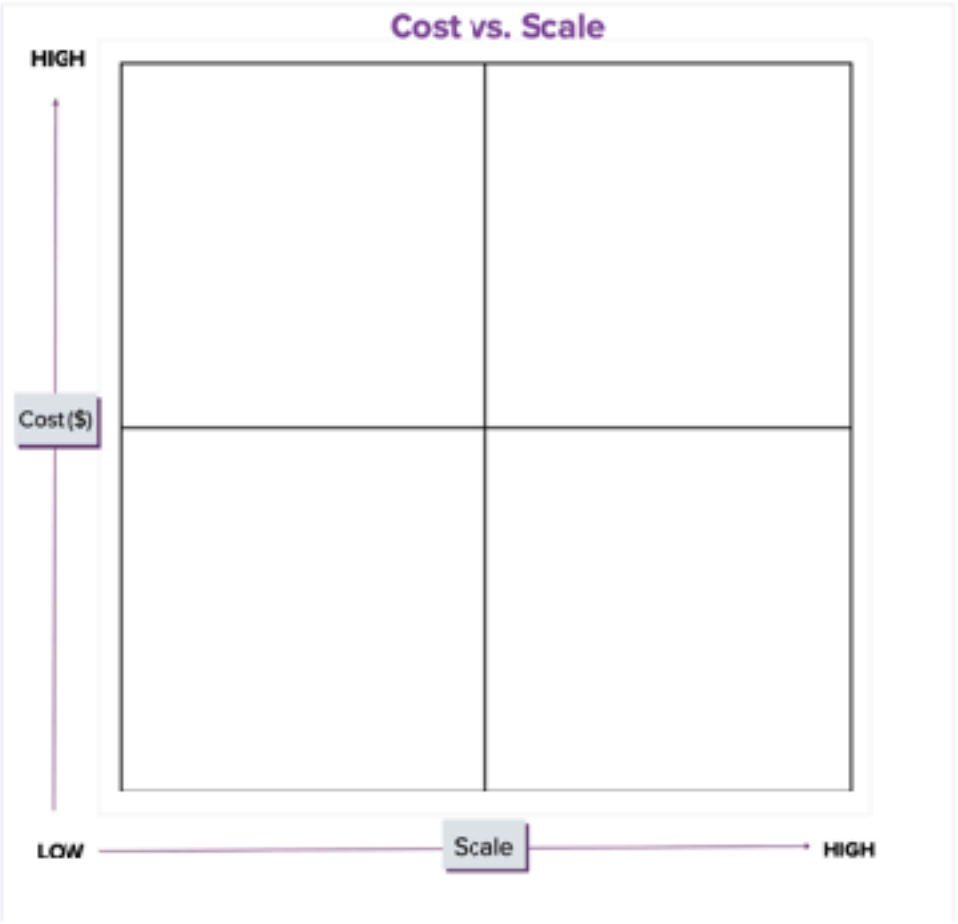
https://app.mural.co/invitation/mural/engr2210844/1642772892?sender=henriqjj2262&key=d04536fe-b054-4532-8792-8d323bb61bbc

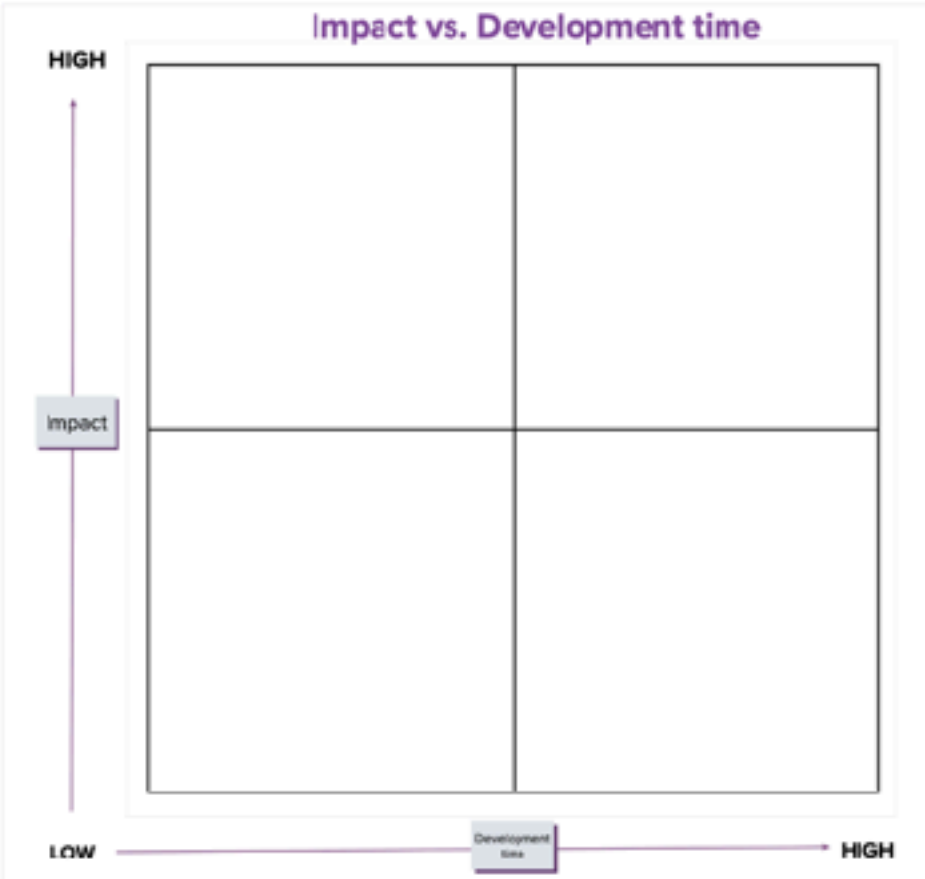
2022 KEEN NATIONAL CONFERENCE

2X2 Sharing stories from industry

- Identify an example of sharing stories from industry for engineering education
- Create two stickies with this example, and place them on the 2x2 graphs below

Modes of sharing stories

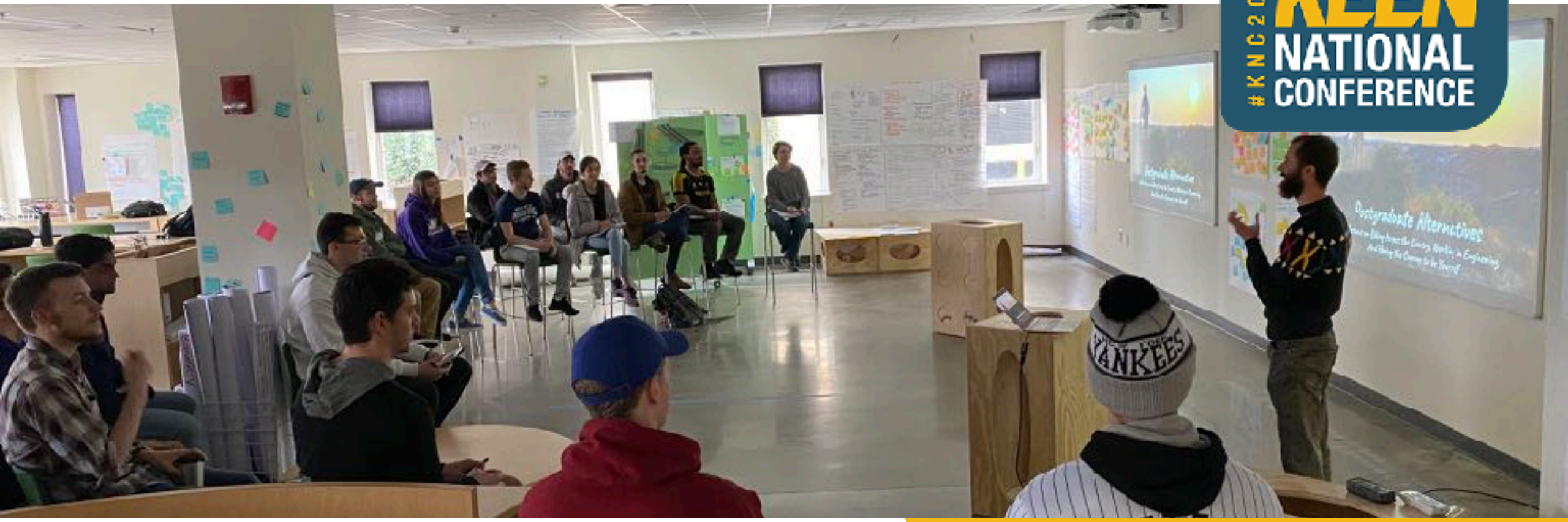




Our Genesis Story…

Alumni Talks on Industry

Our Genesis Story…



Alumni Stories

Our Genesis Story…

Engineer-in-Residence

2X2 Sharing stories from industry

Instructions

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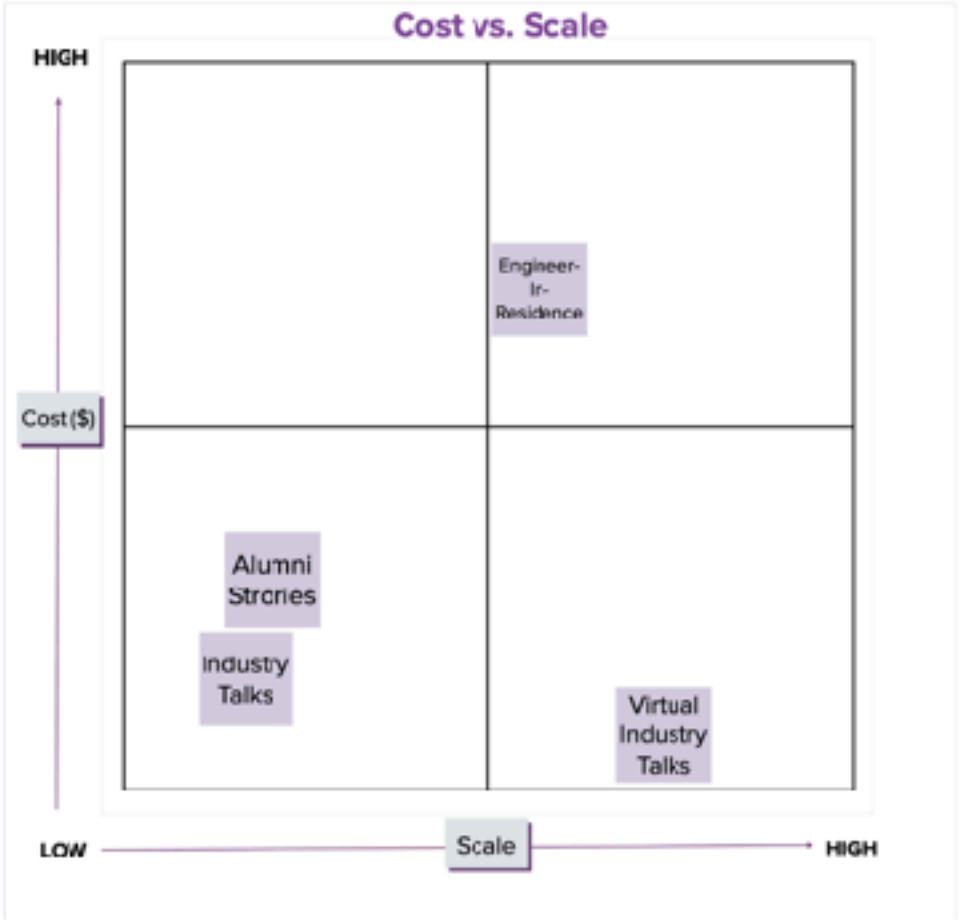

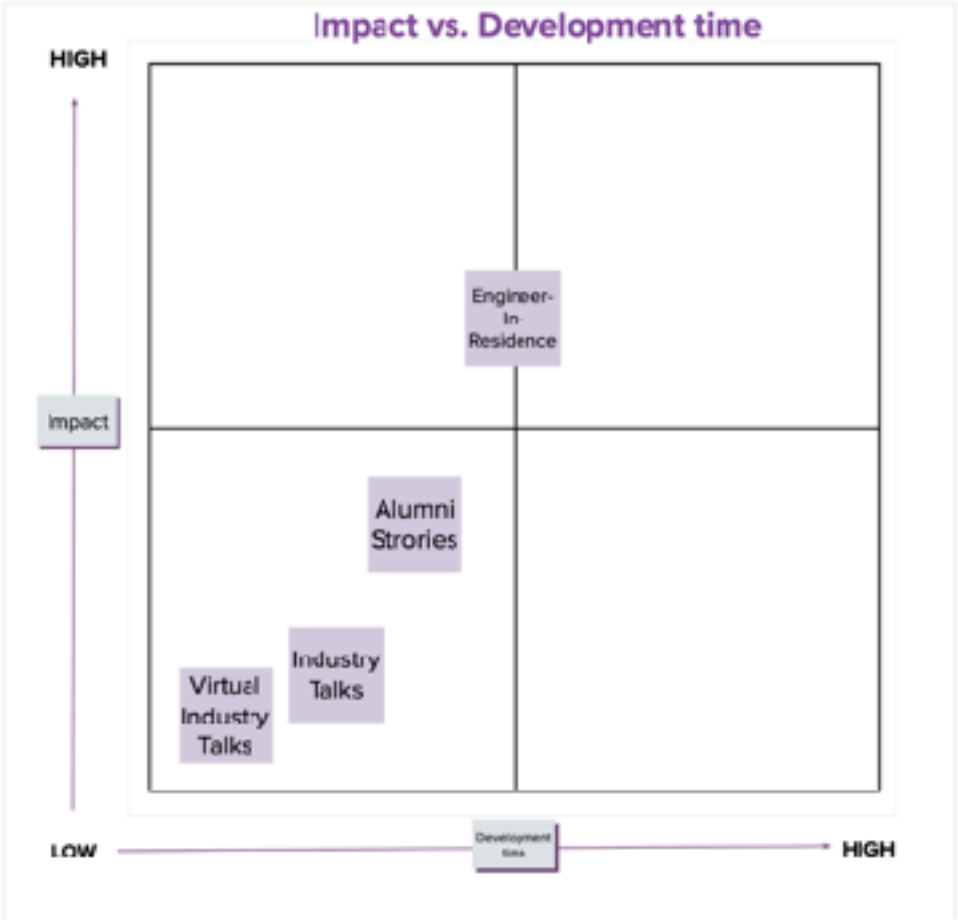

Our Genesis Story…

“EM @ Work” Podcast

2X2 Sharing stories from industry

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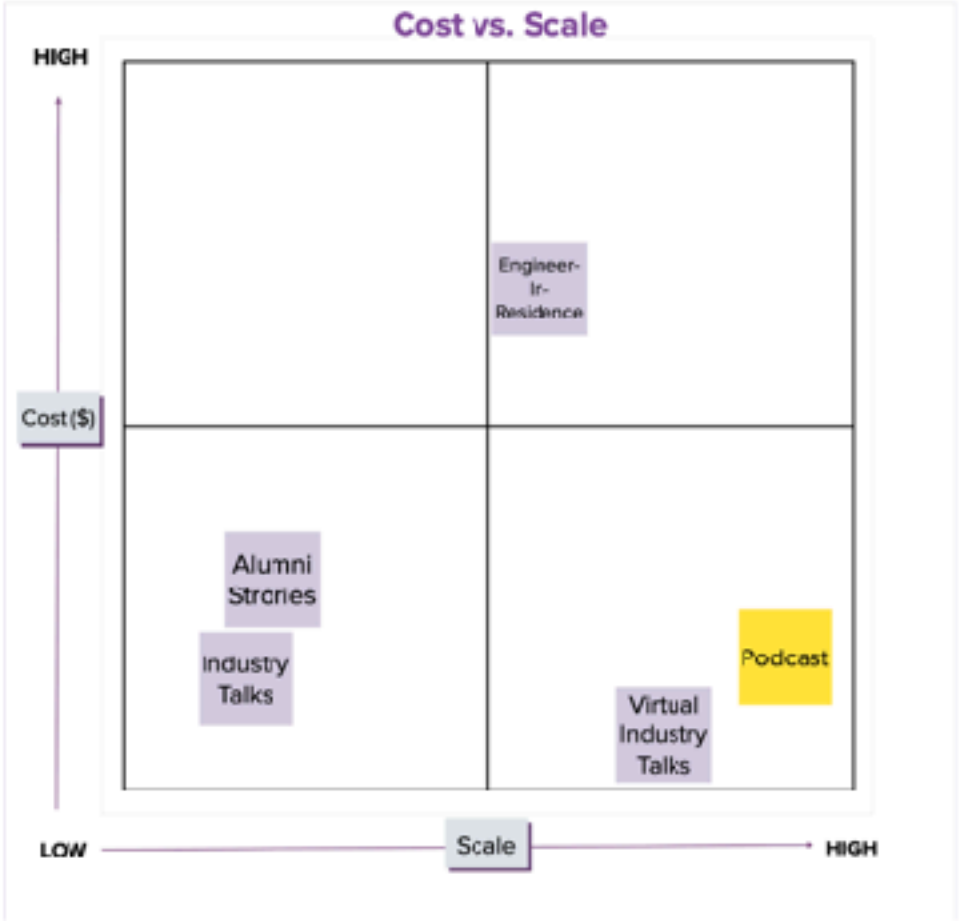
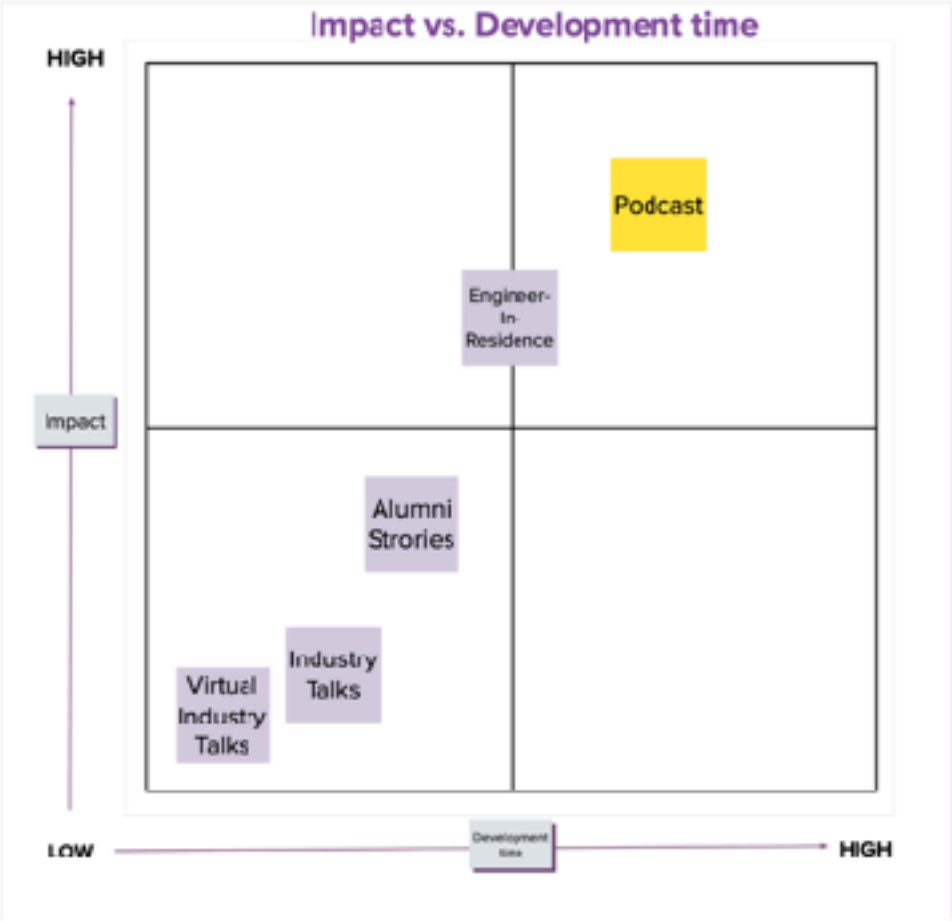
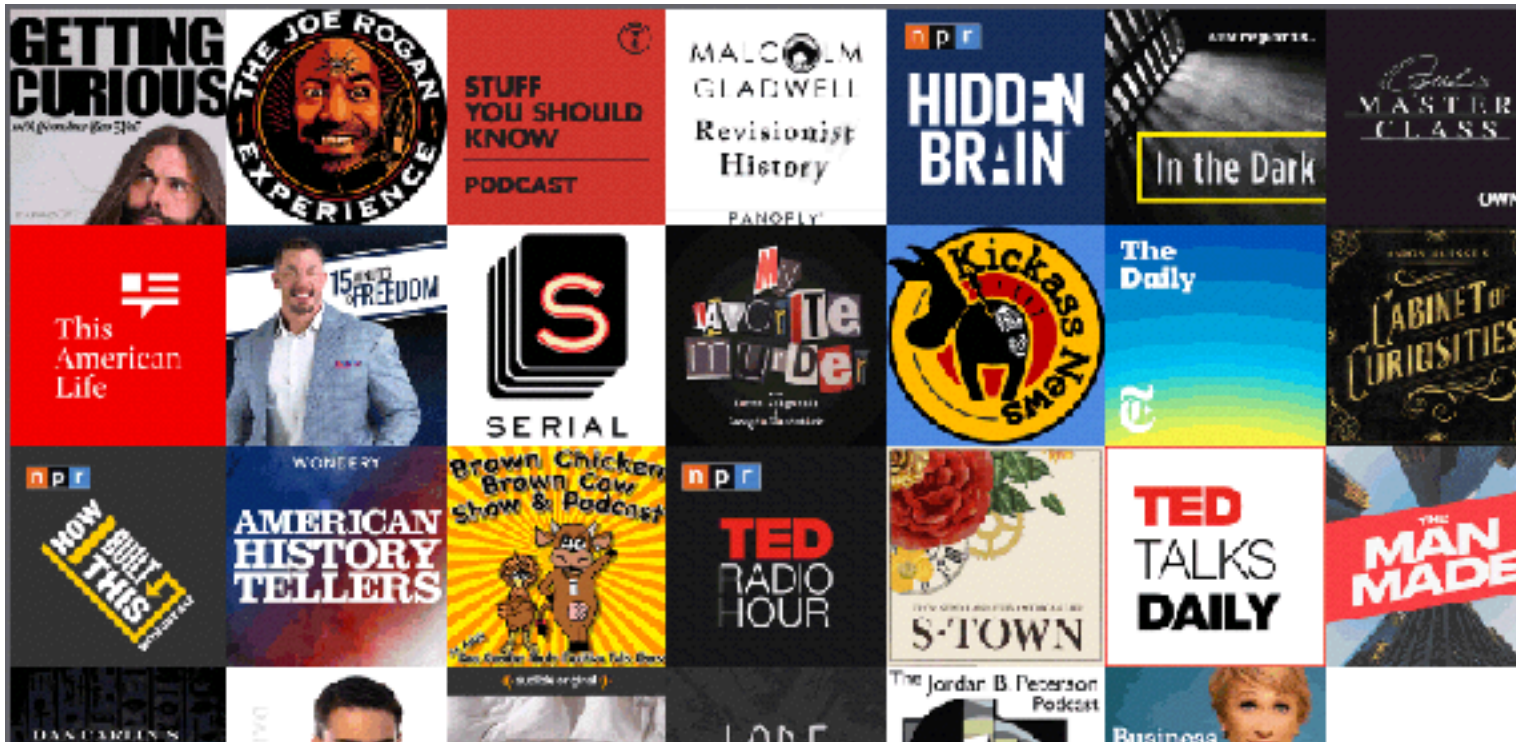
Modes of sharing stories





Individual activity (in the chat)

- What's your favorite podcast? Why?



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Small group activity

1. Listen to interview segments
2. Ideas for Intro/Outro segments?
3. How might you use this in a learning environment?

Reflection

1. Who would you interview and why?

Tool 1: Identifying possible interviewees (*Possibilities Tool*)

Dimension/ theme of EM	Experience in Engineering	Candidate	Strength of connection
Why are you having this interview?	What important experience do they need to bring?	Who might have this experience?	Can you contact them? How are you going to get a "yes"? **Trust! Powerful potential for developing/ deepening relationships with local industry.**

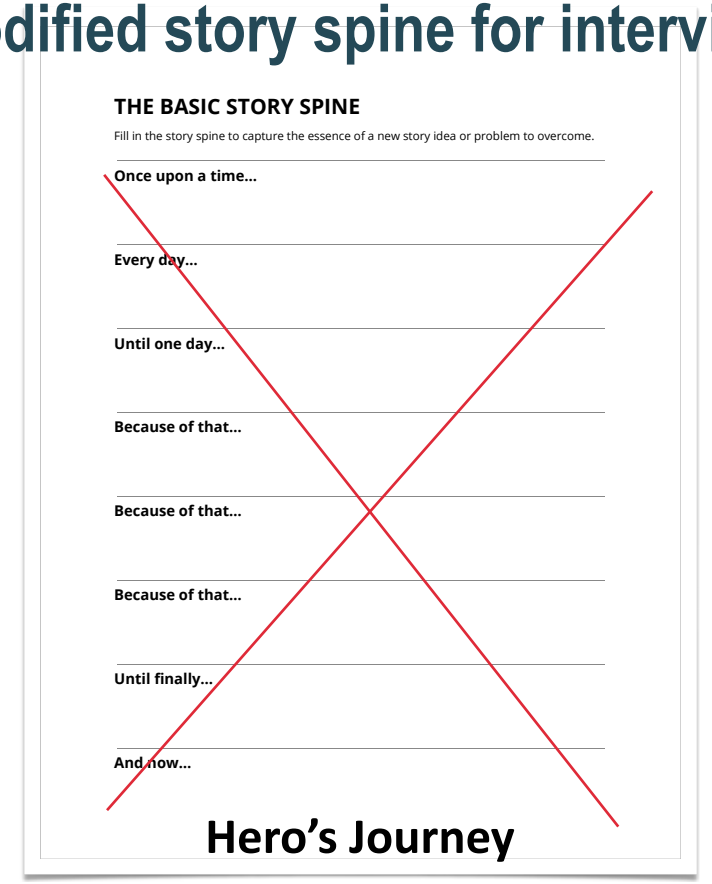
Decision 1: Whether or not to have the interview
Decision 2: Shape the interview itself

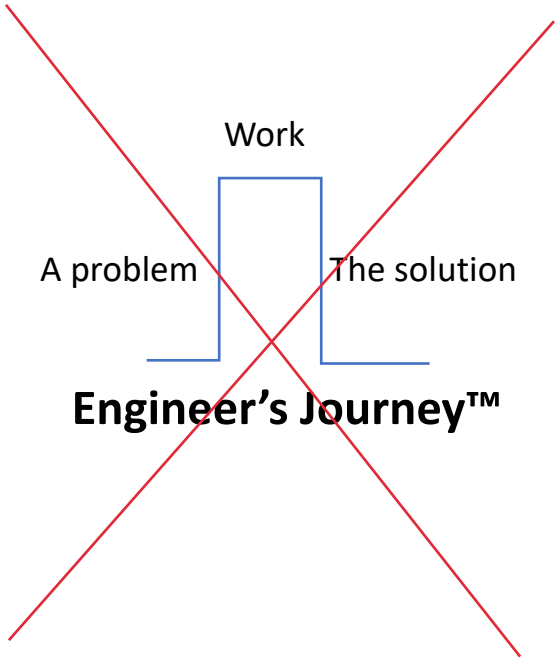
Tool 2: Pre-interview (*Sparks Tool*)

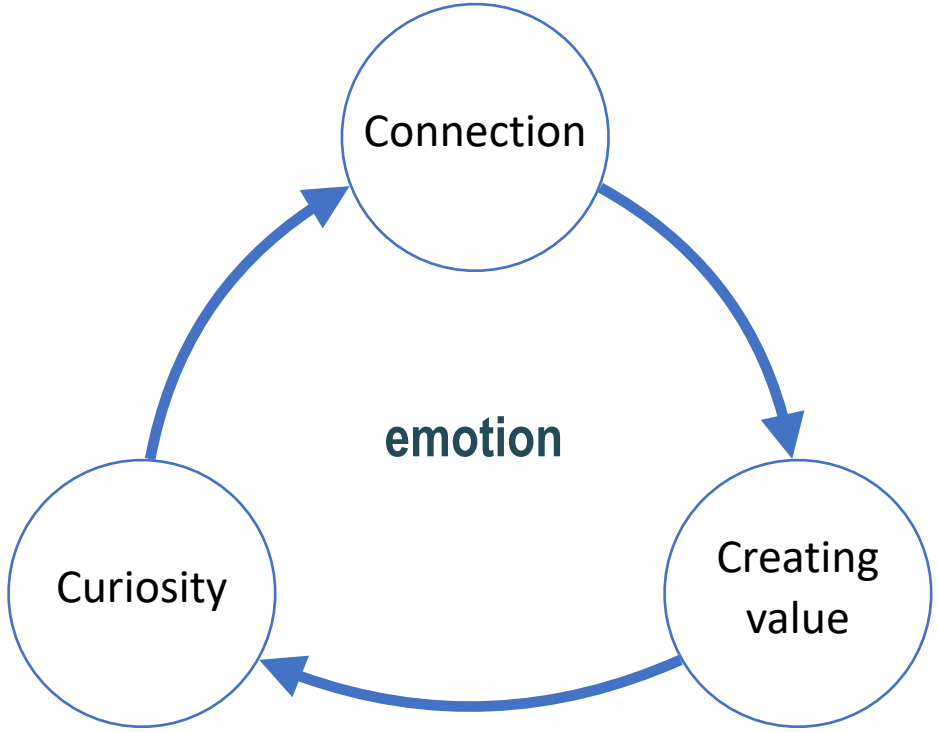
Prompt	Notes
Where are you?	
What is your current job/title?	
What's your career story from college to now?	
Work/life highlights (lowlights?)	
Are there any projects or work of which you're especially proud	
What has contributed to your successes?	
What have you seen others (colleagues, peers) struggle with?	

Tool 3: Map out the EM journey (*Transformation Tool*)

Modified story spine for interview?







Compare and contrast with the "hero's" journey - emotion!
Understanding what they are feeling get's closer to their mindset (character?)

EM Podcast Engagement Interest

Sign in to Google to save your progress. Learn more

* Required

Name *

Your answer

Email *

Your answer

Institution

Opportunities!

- **Opportunity #1: Podcast Ambassador**
- Opportunity #2: Test Drive in Your Class
- Opportunity #3: **Podcast Sprint**
- Stay connected!

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https://forms.gle/dNTyw1DQoSpk7ixA7