

AMIE Ambassador Program

Student Orientation



AMIE Ambassadors: Welcome and Introductions!

Congratulations to our 2016 AMIE Ambassadors!

AMIE Pathway Committee

- Amanda Goodson (Raytheon)
- Dameon Ferguson (Department of Energy)
- Keysha Cutts-Washington (US Army Corps of Engineers)
- Derek McGowan (Lockheed Martin)
- Griffin Goldin (Exelon)

2016 AMIE Ambassadors

School	Ambassador
Alabama A & M University	Xzavier Brandon
Hampton University	Imani-Kai Horton
Jackson State University	Meron Asnake
Morgan State University	Khalid Stevenson
Norfolk State University	Mr. Mike Grimes
North Carolina A & T State University	Kendrea D. Young
Southern University	Brandon Noel
Tennessee State University	Robert Turner
Tuskegee University	Kenneth D. Butler
University of District of Columbia	Beechrhell Jaques
University of Maryland Eastern Shore	Tewords Mamo

AMIE (Advancing Minority Interest in Engineering)

AMIE is a non-profit organization whose purpose is to expand corporate, government, and academic alliances to implement and support programs to attract, educate, graduate and place underrepresented minority students in engineering careers.

The outcome of an initiative by Abbott Laboratories in 1992, AMIE represents a coalition of industry and government agencies, and the ABET accredited Historically Black Colleges & Universities (HBCU) Schools of Engineering, who see a diversified workforce as a competitive advantage and an essential business strategy.

AMIE acts as...

- A catalyst that forges Industry-Government/Academia partnerships that support programs to advance minorities interest in engineering.
- A promoter and encourager to minority students to pursue engineering careers.
- A facilitator for the recruitment of minority students (coops, interns, graduates, etc.) at member organizations.
- An avenue for members to exchange “Best Practices” and solutions for the development of a diversified engineering workforce.
- An enabler for the creation of Engineering Research/Technology transfer agreements.

AMIE Partner Companies

AMIE's 24 Business Partners

- Abbott Laboratories
- Applied Research Laboratory at Penn State
- The Boeing Company
- Boston Scientific
- Career Communications Group
- Chrysler
- Corning Incorporated
- EMC
- Exelon
- General Motors
- Harley-Davidson
- Infosys
- Lockheed Martin
- Michigan State University
- National Security Agency
- Naval Air Systems Command (NAVAIR)
- Naval Sea Systems Command (NAVSEA)
- Northrop Grumman
- Purdue University
- Raytheon
- Siemens
- U.S. Air Force Research Laboratory
- U.S. Army Corps of Engineers
- U.S. Department of Energy

AMIE Partner Schools

AMIE's 15 HBCU Engineering Schools



HBCUs: Important Facts

HBCU's Represent 2.3% of all colleges and universities and 3% of the college population

HBCUs Produce 25% of African American Graduates

Approximately one-third of African American Graduates in Science and Engineering are also produce by HBCUs

One quarter of PhD recipients in Science & Engineering received their undergraduate from an HBCU

AMIE Ambassador Program

The AMIE Ambassador Program was initiated in 2012 to:

- Foster participation and communication of AMIE schools
- Influence minority students to continue to pursue engineering majors
- Promote continuous learning as students transition into STEM careers

On your campuses and in your communities, AMIE Ambassadors:

- Influence and heighten the awareness of students regarding AMIE
- Engage and educate student organizations on AMIE and its purpose
- Attend student fairs
- Engage non declared majors
- Complete and submit regular status reports
- Identify areas of improvement/opportunity search/Technology transfer agreements



AMIE Ambassador: Event Examples/Ideas

Increase Awareness and Engagement

- Present at other student/diversity organization meetings (SWE, SHPE, NSBE, IEEE, etc) to engage students and spread the word about AMIE
- Co-Host an event with another student/diversity organization (SWE, SHPE, NSBE, IEEE, etc)
- Target lower classmen through organizations, registration, orientation, classroom visits, Freshmen Weekend, etc
- Conduct targeted classroom visits (work with professors to address their classes for a few minutes at the beginning/end)
- Attend student fairs/events that pull in a large number of students
- Utilize Social Media, email blasts, news letters, post flyers, etc (think about how you and other students hear about events/organizations. What do you think will be most effective?)

Sample Topics – Focus on Providing Value to the Students

- Provide general information about AMIE and the benefits of getting involved with AMIE
- Stress the benefits of engineering
- Offer support/guidance/mentorship to students
- Utilize guest speakers (representatives from AMIE Companies could provide resume/interview best practices, do an industry overview, provide information about opportunities at their organizations)
- Offer networking opportunities for engineering students (help build a network for students – especially students new to engineering)
- Conduct early outreach events (pull together engineering students and volunteer at a local elementary school/youth organization to promote STEM – interactive activities are a great way to engage students!)

Social Media Tips for AMIE Ambassadors

Social Media is a great way for Ambassadors to keep students at each of your Universities **informed on upcoming AMIE events** and to **create a community** of students dedicated to attract, educate, graduate and place underrepresented minority students in engineering careers.

Post Regularly

- Get the word out about AMIE Ambassador events
- Encourage participation in AMIE
- Inform students on the benefits of careers in STEM
- Support fellow students as they pursue degrees in STEM

Include photos and videos when possible

- Rich media like photos and videos get more attention and help your message stand out in News Feed
- Make sure all photos and videos are relevant and appropriate

Keep posts short

- Try to keep your posts between 100 and 250 characters to get more engagement
- Shorter, succinct posts are better received

Target your posts to specific populations when possible

- If the information is only relevant to students at your university or those who are already involved in AMIE, target your post appropriately.

All posts should be relevant, add value, and positively represent AMIE

Social Media Tips for AMIE Ambassadors (cont)

Remember: What you say or share on social media will represent AMIE overall and your fellow AMIE Ambassadors

Please avoid sharing:

- Any negative information about a person, business, organization, etc.
- Posts that contain sexual references or materials
- Any malicious gossip or bullying
- Any other information that could negatively affect AMIE's reputation

Remember: Your personal Social Media accounts will represent you as an AMIE Ambassador. Please be sure to be conscious about how your personal page represents you and AMIE.

AMIE Facebook Page



Advancing Minorities Interest in Engineering - AMIE
Non-Profit Organization

Timeline

About

Photos

Likes

Videos

Liked

Message



19 people like this

Invite friends to like this Page

ABOUT

1700 East Cold Spring Lane
Baltimore

Save

Ask for Advancing Minorities Interest in Engineering - AMIE's phone

<http://www.amiepartnerships.org/>

PHOTOS

Status Photo / Video



Write something on this Page...



Advancing Minorities Interest in Engineering - AMIE
via **Baltimore District, U.S. Army Corps of Engineers**

September 8, 2015



AMIE Ambassador: Status Reports

Reports should be submitted two times per semester (please feel free to submit more regularly).

Report should include:

- Number of Engagment Events on Campus
- Details for Each Event (Activity, Date, Number of Students Present, Information Shared, Questions Answered)
- Information for UpComing Events
- Improvement Ideas
- Dean's Signature

Mid-Semester Report Due March 18

End of Semester Report Due April 25

AMIE Ambassador Stipend:

- Ambassadors will receive a \$500 Stipend per semester
- Stipend will be paid in two \$250 payments

AMIE Ambassador: Status Reports



AMIE Ambassador Status Template AMIE Pathway Committee

Ambassador Name:

University:

*Number of Engagements on Campus:
(Completes Activity Block for Each Engagement)*

Event/Activity Name:

Date:

Number of Students Present:

Summary of Information Shared:

Questions Answered:

Upcoming Engagements

Event/Activity Name:

Date:

Plans:

Improvement Ideas

Dean's Signature:

AMIE Ambassador: Guidance/Check-Ins/Best Practices

- **We will host a monthly call for all AMIE Ambassadors**
 - Informally report out on progress
 - Ask questions
 - Learn and share best practices
 - Discuss upcoming AMIE events
 - Strengthen our community of AMIE Ambassadors
- **Have any questions or looking for additional guidance?**
 - The AMIE Pathways Committee is here to help and support!
 - We can also help put you in contact with other AMIE Ambassadors or contacts at other companies
- **Attend AMIE Board Events**
 - You are invited to attend upcoming AMIE Board Events to report out to, meet, and network with AMIE Partner Companies and Dean's of the HBCU Schools of Engineering

BEYA (February 18 – 20 in Philadelphia)

AMIE Annual Conference (Tuskegee University, Fall - Dates TBD)

Past Ambassadors: Round Table

Calling Past AMIE Ambassadors!

- Update on any activities since we last met
- What one event do you think was your most successful?
- Lessons ;earned (if only I had known ...)
- Any other best practices
- Your favorite part about being an AMIE Ambassador
- Thoughts/Ideas moving forward
- What AMIE materials do you have on hand (table skirt, flyers, etc)

Questions / Brainstorming