PROJECT UPDATE:
Science and Engineering Workforce

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Update since October 2008:

After researching current marketing and messaging efforts to attract youth to careers in science and engineering and finding such efforts both widespread and "saturating", this working group elected in the fall of 2008 to shift is focus. The goals and scope of the project currently underway encompass the following:

To create an interactive web-based community where people can share and upload collaborative, research-based initiatives that encourage youth to enter S&E careers at the national and grassroots levels.

The group is seeking to:

1) Do a "deep dive" to identify current efforts to stimulate the interest of Americans in S&E careers, and

2) Develop a new web portal using free forum software where representatives from academia, industry and government can post, view, characterize, discuss, and compare successful practices and ideally scale up their impact.

    a. First to be imported into this new web portal will be efforts already being spearheaded within The National Academies.

The features of the web portal as envisaged include at-a-glance characteristics about initiatives such as:

- Who, what, where
- Demographics
- Program/project assessment (yes/no and how), and
- Degree of success

Expected deliverables for this project include:

- Statistical analysis of trends for success of collaborative S&E workforce initiatives; and
- Creation and promotion of a GUIRR S&E workforce community of practice.