



Colleges of Distinction Engineering Field of Study Badge

We are excited to spotlight already recognized Colleges of Distinction that deliver leading-edge Engineering programs. The United States' need for graduates trained in Sciences, Technology, Engineering and Math (STEM) continues to escalate with projected employment shortages topping 2.5 million next year.

Earning a Business Field of Study Badge

Institutions that earn the Engineering Field of Study badge exhibit **high-impact practices** in both their overall undergraduate programs as well as their Engineering programs. They further excel in the way they meet criteria specific to their Engineering programs:

Stability: The program has been in existence for 10 years or more, has shown stability in the number of degrees awarded annually, and is nationally accredited by ABET (Accreditation Board for Engineering and Technology).

Practical Experience: All students participate in and receive credit for any combination of internships, practica, co-op programs, etc.

Multidisciplinary: The program offers distinct majors in such areas as civil engineering, electrical engineering, industrial engineering, computer engineering, biomedical engineering, mechanical, etc.

Collaborative work: The program hosts a number of team-based experiences, such as hackathons, in which students work together to deliver a technology or product with clear societal benefits.

Soft Skills: The program invests in graduating engineering leaders, not just engineers, by emphasizing competencies in communication, collaboration and leadership.

Facilities Investment: The program must show sustained, significant investments in facilities and physical assets (such as hardware, software, etc.) to reflect its commitment to enabling skill development in a state-of-the-art environment.

Dedicated Advising and Counseling: The program should have academic advisors/counselors and career counselors who are focused exclusively on this program's majors.

High-Impact Practices that are tailored to Engineering majors.

Industry connections: Whether through job placement, internships, co-op opportunities, advisory councils or networking activities, the institution provides students with a multifaceted approach to build career connections in the field.

Using the Engineering Badge

As with other marketing assets that Colleges of Distinctions provides its members, institutions can use their Engineering Badge to:

- Attract and enroll prospective students
- Cultivate donors
- Develop corporate partnerships
- Build connections with employers
- Hire top faculty
- Strengthen grant proposals

This **Marketing Best Practices** document provides some ideas for how to use assets like the Engineering Badge in each of the preceding areas. This **Maximizing Recognition** document illustrates how institutions have integrated assets like the Engineering Badge into their enrollment marketing plans.

Questions?

If you have questions about whether your institution qualifies for a Engineering Badge or how to make the best use of it, please contact:

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