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of Engineers®**

ENGINEERING AND Construction Bulletin

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Subject: Best Practices for Successful USACE Participation in National Engineering-Related Recognition Events (particularly National Engineers Week)

Applicability: Guidance

1. This purpose of this Engineering and Construction Bulletin (ECB) is to provide guidance on a variety of actions and activities that have proven in practice to enhance the successful participation of USACE members and organizations in public events such as National Engineers Week and similar national events.
2. Background. As a public engineering agency, USACE depends upon public understanding and perceptions about its mission, roles, performance, and value to citizens and the Nation. Local, regional, and national events that include recognition of the activities of public engineering organizations are vital opportunities to highlight the specific roles and contributions of USACE's engineers, scientists, and other members. In order to BUILD STRONG, we want to engage effectively in these forums to communicate our mission and value to taxpayers and our opportunities for young potential employees. Beyond Engineer Day, there are other national high-visibility events such as Earth Day, Emergency Services Day, Fire Prevention Week, Public Service Recognition Week, World Day for Water, International Day for Natural Disaster Reduction, etc. as well as state and local events ranging from State and County fairs to Scout Merit Badge events.
3. A list of actions and activities that have proven to be effective in engaging in Engineers Week and similar recognition activities is attached.
4. HQUSACE point of contact for this ECB is Jim Lovo, CECW-CE, 202-761-0995. Each District and MSC should establish points of contact early in the planning process for participation in each chosen event, and share these as early as possible within their command and communities in order to create a virtual network for sharing of ideas.

Encl
Methods for USACE Engagement
In Public Engineering-Related Recognition
Activities

/s/
JAMES C. DALTON, P.E.
Chief, Engineering and Construction
Directorate of Civil Works

Methods for USACE Engagement In Public Engineering-Related Recognition Activities

1. Engineers Week Webinars: A host of webinars will be presented to USACE staff during Engineers Week. These webinars are being developed for the purpose of educating staff on topics of interest, advancements and innovations, knowledge management and sharing, and other matters related to the field of engineering.
 - a. Correspondence will be sent to out Corps-wide announcing dates, times, and topics for all webinars.
 - b. Webinars will be presented by Communities of Practice (CoPs) and by industry partners and stakeholders representatives. These sessions will address numerous topics of interest from select CoPs and industry partners.
 - c. CoPs will be primarily responsible for the determination of webinar subjects and presenters.

2. MSC Knowledge Sharing for National Engineering Events Strategies
 - a. Using the Corps' Technical Excellence Site (<https://ten.usace.army.mil>), MSCs will have the ability to share all of their content used in their regional and national events. This dedicated space can serve as repository for MSC E-week files to be shared with other MSCs for use in their E-week initiatives. This will facilitate other MSCs and districts implementation of campaigns for their engineering events. Content can include the following:
 - i) Power Point Slides
 - ii) Speaker's Notes
 - iii) Video and Audio files
 - iv) Web Page Files
 - v) Handouts/Newsletters/Other Documents, Etc.

 - b. National Engineering Events Standard Campaign Packet for MSCs. The campaign packet will be a package of standard templates that assists districts in the building of a plan for successful engagement in Engineers Week/other engineer recognition events. Packets will be developed to be distributed to MSCs and their districts as is, or MSCs may add region-specific material projects data, memos, ideas, activities, and goals to build an effective campaign unique to their specific area/needs. Campaign packets will include: lessons learned, template documents (invitations, presentation speaking points, PowerPoint files, announcements, memos, etc.), newly produced videos, suggested timelines of execution, and other ideas for effective engagement in Engineers Week and similar activities.

Packets will include the following:

- i) Interactive PowerPoint templates for presentations. We will work with public affairs and CoPs to develop interactive PowerPoint templates.
- ii) Standard “cookie cutter” slides able to be used by all and flexible to allow users to separately add slides with regional specific information, needs, interests, etc.
- iii) We will use electronic document sharing space (TEN) for finalized campaign packets, draft campaign packet additions/corrections, lessons learned, AARs, etc. relating to participation in Engineers Week and other National events.
- iv) MSCs/RBCs/Districts will use campaign packets and MSC add-ons to effectively engage local schools (Jr. High, high schools, community colleges, and universities), associations, clubs, and similar civic forums sponsoring recognition events. Some recommended steps include:

- a. Formally contact proper Science, Technology, Engineering, and Mathematics (STEM) Education Coalition (www.stemedcoalition.org) channels in community and vocational colleges and local universities’ colleges of engineering to help identify appropriate opportunities to engage with engineering organizations during National Engineers Week (www.eweek.org) and other similar National Events. Encourage local senior USACE leaders to engage in these opportunities with recent graduates from the visited school.
- b. Engage local junior high schools and high schools within the vicinity of individual USACE Districts for public speaking engagements (e.g., Invite STEM classes into District for “lunch and learns” or visit schools for E-Week presentations to students).
- c. Sponsor engineering competitions with the announcement of the winners coming during E-Week. Prizes could include district tours (project visits, headquarters and field office tours), or other low-cost/high impact activities.
- d. Contact local Scouting organizations to investigate opportunities for participation in Engineering Merit Badge activities or similar civic engagements with young persons.

3. Other considerations include:

- a. Incentivizing employee participation by incorporating an admin leave policy for employees participating USACE-specific outreach activities such as Engineers Week. This should include awardees, participants/volunteers, speakers/presenters/, etc. and time to prepare for successful engagement.
- b. Recognition of employee and organizational participation in national event functions (e.g., Corps wide newsletter, local newspaper article, District, MSC or HQUSACE website).
- c. Collect working lists of model projects/jobs that exemplify the numerous engineering disciplines that USACE uses to help educate the public on the opportunities available outside of the civil engineering discipline.
- d. Ensure that HQ (HQUSACE, MSC HQ, and District HQ) senior leaders schedule and execute meaningful, visible leadership activities beyond sending out an email or other low effort/low impact actions.
- e. Solicit MSCs for success stories regarding their local engagement in these national events and publish them in a USACE-wide newsletter.

4. Benefits. The benefits to USACE from participation in these events include:

- a. Internally
 - i) Raises visibility of the role of technical personnel in achieving national and international goals.
 - ii) Provides 'protected time' for USACE organizations to acknowledge and better understand roles of technical competencies in accomplishing overall USACE mission.
 - iii) Provides forum for technical employees to participate in profession-wide recognition days/week/specific events
 - iv) Provides 'strategic messages' to USACE rank and file on the valued roles of competencies and professionalism in the success of USACE's current and future mission accomplishment.
- b. Externally
 - i) Provide positive local, regional, and national exposure for the U.S. Army Corps of Engineers.
 - ii) Informs potential employees about opportunities available with USACE.
 - iii) Places the USACE workforce (both technical and non-technical) in the middle of efforts to "Build The Bench" with future engineers, scientists, technicians, etc.

More numerous engagements with the public give more employees the opportunity to interact with the public, and grow in their ability to understand the USACE mission and communicate this with the public.