The goal of the NEAR program is to provide high-school students accurate information regarding engineering as a profession, and presenting this profession as an exciting career choice. This program should be used to promote engineering specifically, although the presentation strategy is left completely to the presenter.

This guide is to help you as an instructor know how to find schools, make contact with the teachers or counselors, and give an informative presentation.
Presentation Tips:
The presentation should be developed within your own personal style in conjunction with the provided presentation.

The Learning Engineering Opportunities (LEO) DVD can be valuable in explaining all of the different engineering types.

Topics you should cover:
• Beneficial High School Courses
• What you do in your company
• What you can do with an engineering degree. For example, you may go into research, consulting, management, marketing, law, or many other opportunities.
• Bringing prototypes, drawings, or other engineering “artifacts” is a great way for students to envision what you do. Check with the teacher prior to bringing in anything.

Preparation Tips:
• Read through the provided Power Point presentation and script.
• Watch the LEO DVD prior to the presentation so that you can tie it in to your presentation.
• Be sure that the school you are visiting has the technology to run Microsoft Power Point and the LEO DVD. If not, please contact us, and we will provide an alternative method of making the presentation.

Other Activities
There are many hands-on activities that are good alternatives for a younger audience. The National Engineers Week Foundation has numerous activities that can be used as an addition to your presentation. These resources can be found at (http://eweek.org/site/discovere/activities/index.shtml).

Frequently Asked Questions:
• "If I can make more money with a business degree than with an engineering degree, why should I become an engineer?"
• "What do you do in a typical day?"
• "What do you like most/least about your job?"
• "Where did you go to school and was it hard?"
• "Why did you become the type of engineer you are instead of another kind?"
• "What kind of job can you get as an engineer?"
• "In your job, are there any hazards to you or the environment?"
• "Do I have to be a math or science whiz to become an engineer?"
• "Why should I become an engineer?"
• "How much money do you make?" (Students will want to know whether or not engineering is a lucrative field. According to a 2003 National Society of Professional Engineers survey, the median salary for experienced engineers is $81,120. Compare that with other 2003 salaries, reported by the U.S. Bureau of Labor Statistics: accountants, $50,770; teachers, $45,920.
• "Why did you become an engineer?"
• "What colleges offer engineering?"

Some sections of this pamphlet were adapted from the Discover “E” National Engineers Week website <http://eweek.org/site/discovere/>.