



Best Practices for Inclusive Outreach

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Who are engineers?

Highlight progress in addressing gender gap

Assets women/gender diverse folks bring

Interactions with near-peer role models

Whole person (degree + experience)

Collaboration over competition

Motivating interest

Links with helping people / community / world

Sustainability, environment, health, social justice

Applications versus technical skills

Mechanical, electrical, software

Good jobs / \$ (especially to parents)

Recruitment strategies

Timely application advice (texts?)

Frequent communication (e.g. videos about community)

Engineering versus health science – opportunities

Analytics: what gets opened?