

ENGENIUS, A CAMPAIGN TO GROW AND TRANSFORM THE ENGINEERING PROFESSION

November 2010

In a response to address the insufficient numbers of engineering professionals available to deal with the sustained demands of the country, the Engineering Council of South Africa, recognised engineering voluntary associations and stakeholders (involved in advancing the engineering profession) have committed themselves to an initiative called **Engenius**.

The purpose of **Engenius** is to grow and transform the engineering profession through the following key objectives:

- Promote national collaboration, coordination and support amongst organisations involved in advancing the engineering profession (e.g. statutory bodies, government departments, SETAs, higher education institutions, schools, FET colleges, public and private enterprises).
- Promote the engineering profession to primary and high school learners in order to attract sufficient numbers of suitably educated learners that represent the demographics of SA.
- Identify new programmes required to support the purpose.
- A range of support activities such as securing funds, marketing.

National collaboration and coordination amongst organisation advancing the engineering profession would contribute to the maximisation of effort and resources whilst eliminating duplication. Activities and programmes of participating organisations will be captured on the **Engenius** website with its central database of programmes, materials, products, initiatives and calendar of events and will form the basis of Engenius' outreach to learners and educators.

Members will be supported to expand activities or products on a nationally coordinated, demand-led basis. New activities/products/programmes required in terms of the national needs that align with the purpose of Engenius will also be identified and developed.

The **Engenius** campaign also aims to provide learners with an understanding of the role of the engineering profession in their lives with the driving messages: "*Engineering professionals make it happen!*" & "*Join the team that shapes the future*". These messages should enthuse learners to make engineering a career of choice.

Willing professionals from engineering voluntary associations and industry, engineering students as well as career guidance facilitators from participating organisations will be trained to effectively use the standardised presentations (including DVD), activities and branded products to inform and educate. These presentations would allow engineering professionals the opportunity to share their work, make engineering accessible to and within the reach of ordinary people, give career guidance, and act as role models for our youth. The presentations should not only be made in an attempt to increase the number of suitably qualified learners that enter the profession, but should contribute to transform the profession by paying special attention to female and black learners.

Learners, educators and parents will be further supported through the **Engenius** website with the following five areas:

- **Explore engineering:** showing real engineering projects and professionals across economic sectors.
- **Try engineering:** referring learners and educators to stakeholder activities such as competitions, exhibitions and school projects.
- **Join engineering:** provide information on where to study, subject choices, bursaries etc.
- **Identify engineering challenges:** learners are encouraged to log an engineering challenge in their communities which may be solved by engineering students as part of their community based projects
- **Help:** learners are referred to supplementary education programmes in Mathematics, Science, Technology and English.

Considering the above activities of **Engenius** it is clear that its success relies strongly on the support of all stakeholders. Any contributions (as listed below) would be highly appreciated:

- Information on any existing programmes in the areas of Science, Technology, Engineering, Mathematics, Innovation as well as English;
- Suggestions for new programmes;
- Communication and marketing opportunities;
- Funding opportunities;
- Engineering professionals/facilitators willing to make presentations;
- Information on available material such as engineering related DVDs, photos, websites.

Information or queries can be sent to liesel@ecsa.co.za