

Powerful Engineering Messages to Share

When we change how we talk about engineering, we can change what students think about engineering.

Talk About Engineering!

Embed these appealing engineering messages in your outreach and teaching to increase your students' interest!



1 Engineering Is Open to Everyone.

Engineering teams are made up of several different positions—specialists and technicians with associate degrees to engineers and technologists with bachelor's degrees—that work collaboratively to invent, design, and create things that matter.

2 Earn a Big Salary.

Engineers, technicians, and technologists earn a lot of respect and a lot of money! Even the starting salary for entry-level jobs is impressive. Engineering is your path to financial freedom.

3 Make a Difference.

Everywhere you look you'll see examples of engineering having a positive effect on everyday life. Cars are safer, sound systems deliver better acoustics, medical tests are more accurate, and computers and cell phones are a lot more fun! You'll be giving back to your community.

4 Be a Creative Problem Solver.

Engineering is a great outlet for the imagination—the perfect field for independent thinkers. Creative problem-solving will take you into uncharted territory, and your colleagues' ideas will expose you to different ways of thinking. Be prepared to be fascinated and to have your talents stretched in ways you never expected.

5 Shape the Future.

Imagine life without pollution controls to preserve the environment, life-saving medical equipment, or low-cost building materials for fighting global poverty. All this takes engineering. In very real and concrete ways, engineers save lives, prevent disease, reduce poverty, and protect our planet.



6 Work in Teams.

Engineering takes teamwork, and engineers work with all kinds of people inside and outside the field. Whether they're designers or architects, doctors or entrepreneurs, engineers are surrounded by smart, inspiring people.

7 Access Opportunities.

An engineering degree offers lots of freedom in finding a person's dream job. It can be a launching pad for jobs in business, design, medicine, law, and government. To employers or graduate schools, an engineering degree reflects a well-educated individual who has been taught ways of analyzing and solving problems that can lead to success in all kinds of fields.

Visit DiscoverE.org/Messages-Matter for more information.