



Activate Industry: Engage

Engage Students in Unique & Creative Ways

As you'll see in the rest of our Industry How To series, there are a few set "paths" or best practices for how organizations are engaging with academia today. However, other organizations are coming up with their own unique and creative ways to connect with students. Creative engagement can **capture broader audiences** and **inspire students to dive deeper** into new topics.

Based on your organization's unique goals and interests, explore some ideas on how to engage students with a fresh perspective.*

Foster Early Interest in Energy & Natural Resources (ENR) Topics

- Combine education and entertainment for younger students

Skill Students & Prepare Them for Employment

- Mentorship & professional development
- Challenges & competitions

HOW YOU BENEFIT: WHY ENGAGE WITH EDUCATION?



Build your talent pipeline

Fostering early interest in ENR careers encourages early learning, strengthening your talent pipeline



Build your corporate brand

Investment in early education demonstrates your priorities for corporate responsibility



Innovative solutions & ideas

Collaboration with education fosters innovation, which both partners can benefit from



Employee satisfaction & retention

Investment in philanthropy gives employees a sense of purpose and pride in their organization, strengthening employee morale



Positive, local impact

Working with schools and students is a great way to give back and positively impact your local communities while also meeting CSR targets



DRAW INSPIRATION:

HOW DO SOME ORGANIZATIONS DO THIS TODAY?



FOSTER EARLY INTEREST IN ENR TOPICS

Combine education and entertainment for younger students

Duke Energy Theater Performances: Duke Energy partners with Bright Star Touring Theatre, introducing energy topics through free theatrical performances for elementary and middle schools

NTC Graphic Novels: NTC, a provider of educational programming, works directly with schools and organizations to create energy-based graphic novels for lessons on energy, safety, natural gas, and more



SKILL STUDENTS & PREPARE THEM FOR EMPLOYMENT

Mentorship & professional development

Calvin University Renewable Energy Mentorship Program: LevelTen Energy, Google, and multiple other organizations partner with Calvin University on a mentorship program for underrepresented students, offering energy curriculum, mock interviews, coaching sessions, paid summer internships, and more

Challenges & competitions

Renew our Schools Energy Challenge: Focus on Energy – Wisconsin's statewide energy efficiency and renewable energy program – partners with Wisconsin K-12 Energy Education Program (KEEP) to run a conservation challenge focused on responsible energy use. Throughout the competition, Focus on Energy and KEEP provide toolkits, on-site guidance, and helpful recommendations

**These examples are non-exhaustive and not representative of all organizations*



MAKE IT HAPPEN:

HOW CAN MY ORGANIZATION START ON THIS TODAY?

⚡ Define your company's goals and motivators

Are you looking to foster early interest or skill students?

⚡ Explore real-world examples and decide how you'd specifically like to engage

Draw inspiration from the previous page or read through peers' corporate citizenship reports for ideas

⚡ Assess your internal resources & capacity

What is your budget, and do you have existing corporate citizenship or philanthropy teams that you can plug into?

⚡ Evaluate additional capabilities & support you may require

If you don't have existing teams to leverage, what new teams/structures need to be created?

⚡ Assign responsibilities and establish policies & procedure

Who will lead and carry out these processes? What are standard procedures and expectations?

⚡ Build the necessary materials & collateral

Will you require standardized presentation materials?

⚡ Begin outreach to schools & administrators of interest

Contact school district administration to identify your target audience and get connected a local point of contact

DIVE DEEPER WITH OTHER HELPFUL GUIDES

- Ford's [Employer's Guide to Career and Technical Education Partnerships](#)
- Explore the STEM training, education, and engagement programs and activities that the [Department of Energy](#) offers students