

**Halliburton Foundation Request for Proposals 2012 - 2013**  
**LSU College of Engineering Diversity Programs**

Proposal Category: University /College

College of: Engineering

Proposal Title: LSU College of Engineering – Diverse Student Recruitment, Development and Retention

Has this project been funded previously by Halliburton: Yes

Timeframe for initiative: 2013/2014 Academic Year

Strategic Objective (Selected all that apply): Differentiates Halliburton's Name; Ethnic/Gender Diversity; Impacts Over 20 Students

Amount Requested: \$20,000

Proposal Summary: The LSU College of Engineering strives to attract and retain diverse students through programs coordinated by the Office for Diversity Programs that improve the educational experience and build a strong, diverse workforce. This proposal respectfully requests a total of \$20,000 to connect underrepresented freshmen and sophomore students to the College of Engineering (\$5,000); to enhance the professional development of female students (\$8,000) and underrepresented male students (\$4,000); development of leadership skills and support for the outreach programs that build the diverse student community of underrepresented female and minority students through strategic student organizations such as NSBE, SHPE, and SWE (\$3,000).

*Engineering Tiger Connections (ETC) – \$5,000*

Engineering Tiger Connections is the Engineering Diversity Programs' Open House event held during LSU's Bengal Bound Week. This event is targeted to freshmen and sophomore students enrolled in any of the majors offered in the College of Engineering. This program focuses on building the engineering student community and connection to the College of Engineering. The Diversity ETC Open House includes a student organization fair, scavenger hunt of Patrick Taylor Hall, department open houses, and refreshments. Over 200 students participated in the inaugural event in Fall 2012. During the ETC event, Halliburton's logo and brand will be displayed on all advertising and giveaways as well as our Diversity website. Halliburton's recruiting and talent development teams and engineering professionals will be invited to the event and have a table for networking and interaction with the students.

*Women Impacting Style in Engineering (WISE) Signature Event – \$8,000*

WISE is a networking dinner and style show for female students with leading female engineers. WISE benefits LSU students by demonstrating how to dress appropriately at various events and provides an opportunity to network with women engineering professionals and build soft skills. WISE has currently impacted over 125 female engineering students with plans to expand the reach and impact. Female engineering students in the LSU College of Engineering have accounted for approximately 15% of the total engineering students over the past couple of years and this number is continuing to grow. WISE prepares these female students for successful professional image and presentation during interns, co-

ops, and professional full-time positions. Halliburton will be recognized on the Office for Diversity's website, in our newsletter and all publicity and informational materials associated with WISE. In addition, Halliburton will be given 2 premier table sponsorships for four (4) female engineers or company representatives and an opportunity to provide a keynote speaker for the event.

#### It's A Guy Thing Signature Event (IAGT) - \$4,000

It's A Guy Thing is a signature program that was developed in the Spring 2011 to serve our underrepresented male population, which is approximately 12% of the total student population in the College of Engineering. Historically, programs target underrepresented students of both genders or females; this program was an opportunity to focus solely on male students. It's A Guy Thing is an evening of food, competition, and conversation with male diversity programs alumni and industry partners. IAGT benefits LSU students by providing an opportunity for the male students to talk candidly about the challenges of transitioning from college to career and to connect with alumni and industry partners. IAGT seeks to further develop team building skills that contribute to being a successful LSU engineer and build personal and professional confidence. In partnership with Halliburton, IAGT can increase its reach from 40 male students to over 75 male students. Halliburton will be recognized on the Office for Diversity's website, in our newsletter and all publicity and informational materials associated with IAGT. Halliburton engineers or representatives will also be invited to participate in the event for networking and meeting students.

#### Diversity Student Organizations – NSBE, SHPE, and SWE - \$3,000

A contribution of \$1,000 for each organization will support the outreach and mentoring activities of National Society of Black Engineers (NSBE), Society of Hispanic Professional Engineers (SHPE), and Society of Women Engineers (SWE) to K-12 students focusing on careers and opportunities in the various disciplines of engineering through hands-on engineering activities, college preparation panels, and other mentoring activities. Halliburton will be recognized as a sponsor on the Diversity and Student Organizations' websites. Representatives from Halliburton will have an opportunity to speak at each of the organizations' meetings and have access to the students of these organizations for future internships, co-ops, and other career opportunities. They will also be invited to other events sponsored by the student organizations and become part of their newsletter distribution list.

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