

Brigham Young University Diversity Action Grant Finding the Knack

Brigham Young University's ASME student chapter received a Diversity Action Grant. BYU's focus was a project called "Finding the Knack." This project was designed to promote engineering among high school students and minorities. The ASME chapter of BYU wanted to encourage students to pursue engineering degrees and higher education. A focal point of the project was a custom t-shirt program. "The Knack" t-shirts were worn on the same day by all who participated in the program. The hope was that observers would ask the participants about the shirts and the students would have the opportunity to explain the shirt along with the benefits of engineering. The intent was to raise awareness of opportunities in engineering particularly among women and minorities. In addition, flyers about mechanical engineering were hung in local high schools and across the BYU campus. As a way of following up the flyers, students of BYU also visited the high schools to make a presentation and answer questions concerning engineering. Finally, BYU students created a web page that would provide students with the resources necessary to begin their journey towards an engineering degree. The "Finding the Knack" program was made possible by the Diversity Action Grant.

Summary

Partnering Organizations:	SAE, IEEE, Local High School Technology Clubs, Mechanical Engineering Department, BYU Idaho Communication Department
Overall Attendance:	Approx. 500
Girls:	Approx. 250
Minorities:	Approx. 100
Budget for Event:	\$1541.25