BAC Congratulations and Reflections to BOLD Leadership:

Congratulations to the BOLD Center Leadership for your recent successes in improved recruiting strategies (guerilla tactics) and attention to retention innovations! Your passion, determination and thoughtful, deep analysis are evident in all you do. As the BAC we appreciate your willingness to entertain our questions and suggestions on all topics and take on our recommendations.

Congratulations on a very successful Celebration of Excellence. The energetic participation by all involved is a testament to the value of the BOLD Center across the student population. A big thank you to AMGEN and their financial support that made this motivational and inspiring event happen.

Congratulations and deep appreciation to our “graduating” BAC members Felix Mendoza, David Davenport and Lynda Pasma.

➢ Reflection: BAC is witnessing the BOLD vision to graduate outstanding engineers at numbers that mirror Colorado’s (or the nations) diverse population; it is aspirational in nature
➢ Reflection: BOLD pursuing a math paradigm shift worth noting...making sure students have the math building block in place, moving away from the weed out mentality in an important way. Use ALEKS as a closed loop system in the classroom so if students have cheated to get into a certain level of math course, the system will catch them.
➢ Reflection: A different empowerment model is emerging, as high school girls are increasingly choosing science over engineering. What is the negative stigma associated with engineering? Research is clear that the next generation has a focus on helping others, and engineering is not seen as a helping career.
➢ Student Feedback:
  o How to get more students to take the first step through the door of the BOLD Center?
  o First Year Projects GEEN 1400 class: “you get out of it what you put in...incredibly gratifying...it’s about dealing with projects and people...seeing an idea go from being in your head to bringing it to reality is incredibly gratifying”
  o Student Quotes
    ▪ Grades: Grades are so stressful - so much emphasis is placed on grades; never wants to see a C in her life because it’s the number that defines you; grades are so daunting”
    ▪ Balancing the rest of life with engineering is hard; hammering it out precludes having a balanced life
    ▪ Seeing light at the end of the tunnel can be so hard; attaining an engineering degree shows you have perseverance
    ▪ I want to design and solve problems and create things, so I love engineering
    ▪ Each year the BOLD Center gets better and better
    ▪ The BOLD staff is phenomenal
Messages to the College of Engineering:

- As the college develops recommendations supporting the Strategic Growth initiative, we ask that they make an intentional effort to take into account the diversity and inclusion goals already in place by proactively examining the consequences of decisions on the recruitment and retention of a diverse student population.
- Re-brand the (CU CEAS) engineering discipline/profession as one of not just problem solving but as one that is committed to improving the lives of others - incorporating sustainability and support to a global society.
  - Observation: CU tends to talk about degrees, not outcomes (jobs and impact).
  - Based on data of supply chain, must be realistic of who will be coming to the “e” in STEM (e.g., declining engineering interest among high school girls)
  - CU communications should fire up engineering students’ desire to help society, to help them to connect the dots. Focus on generating STEM interest in alignment with what engineering really is, and then why CU is differentiated within that space.
  - Be willing to look at the traditional degree offerings we have; is there a shift within these offerings that may add another flavor of pie to the menu? How much are we willing to change and add product?
  - The college then must walk the talk; shouldn’t just create a new message; it must be true in what happens in the classroom. Traditional classes should integrate new approaches.

BAC Recommendations and Actions to BOLD Team

- BAC Recommendation to develop a value proposition for BOLD giving/donors. Why should companies support BOLD?
- BAC Recommendation to critically re-evaluate K-12 strategy.
- BAC Recommendation to hold a July/early August in-person BAC fundraising campaign work session.