

# Marketing Engineering Technology

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Editorial Director, ASEE



# You Have a Story to Tell . . .

It's the story of your students,  
faculty, and the companies  
that hire your graduates.

Here are some ideas of how to  
tell it.

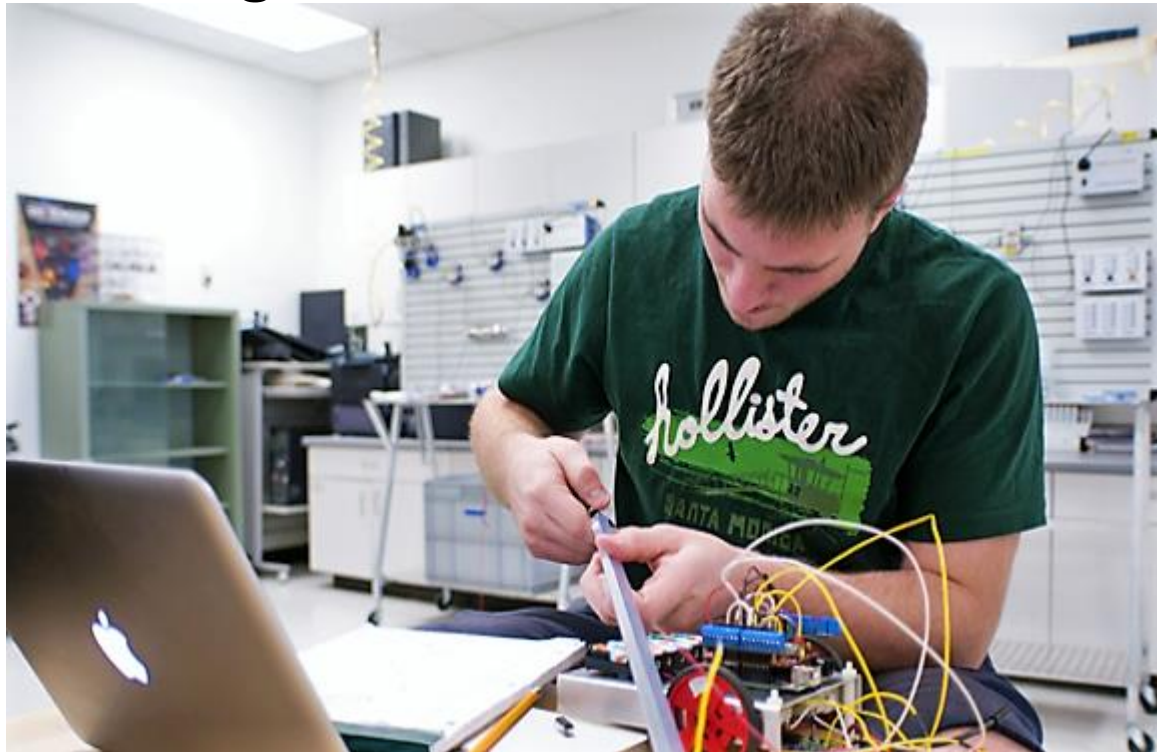
# Engineering Technology vs. Engineering



Many employers consider both to be engineers. Whether one is preferred over the other depends on a company's needs.

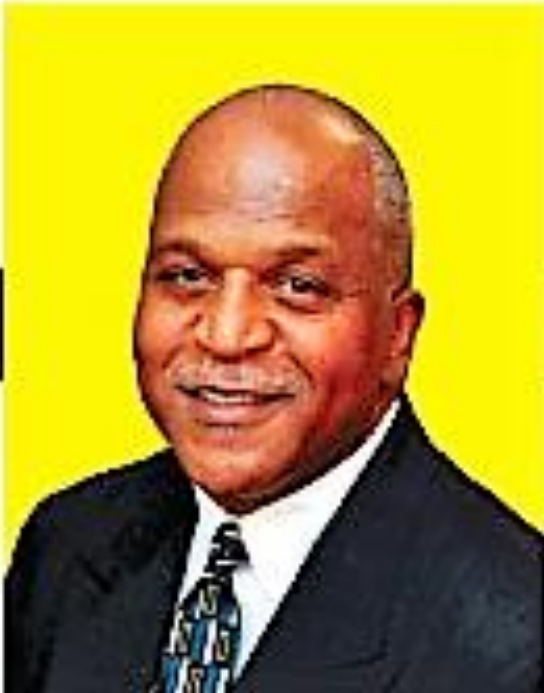
# The ET Advantage

Internships and projects performed for industry clients mean that ET grads arrive ready to hit the ground running.



# Meet 3 graduates

# Wilbert W. (Wil) James, Jr.



- Bachelor's in mechanical engineering technology from Old Dominion University.
- Retired in 2017 as president of Toyota's biggest U.S. factory – the nation's second largest auto plant.
- Creative problem-solver during downturns.



# Matt High



- Bachelor's in mechanical engineering technology from Purdue.
- Professional engineer (PE).
- Utilities mechanical engineer at Purdue – electricity, hot and cold water.
- Indiana Young Engineer of the Year.



# Alex Muncy



- Joined STIHL, the lawn equipment manufacturer, right after high school.
- Apprenticed at the company while attending Tidewater Community College in Virginia.
- Transferred to Old Dominion University, graduating with a bachelor's degree in mechanical engineering technology.



# ET Students Learn by Doing

Practice and experience are key.

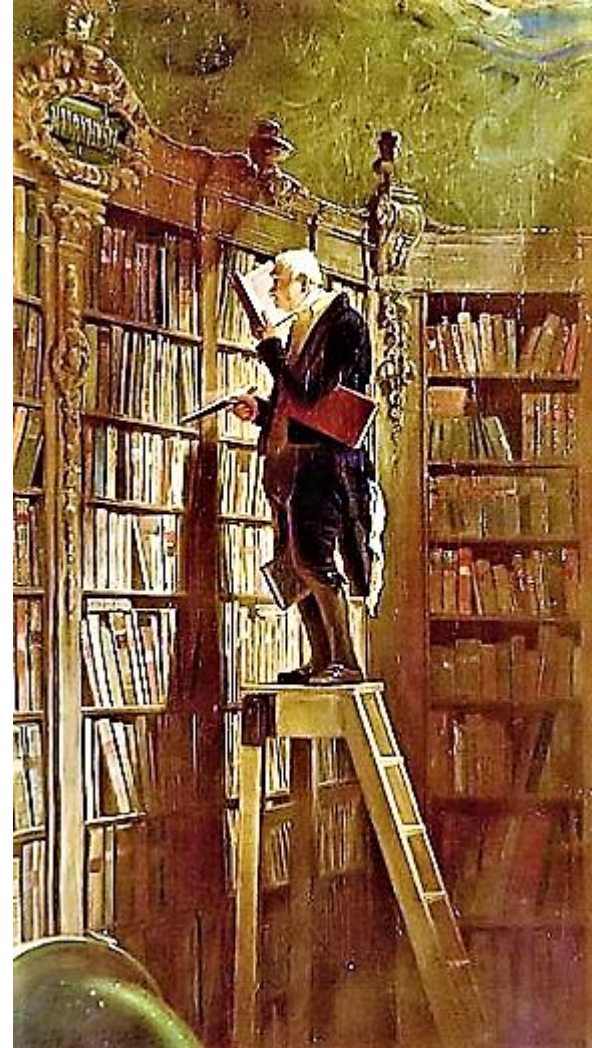
“Engineering students are very good, competitive students. Will they be better engineers? It doesn't necessarily mean that.” — Ken Burbank, Purdue Polytechnic

# Students: How Do You Learn the Best?

## Listening to a lecture?



# Studying in a Library?





... Or Is This More Like It?



... Or This?





... Or This?



# An Emphasis on Teaching

- Traditional Engineering programs place a heavy research burden on faculty. As a result, some or most of the teaching is done by graduate students and adjuncts.
- Engineering technology faculty have fewer research demands and can spend more time with students. Many bring real-world experience from industry.
- Some examples:



# Jennifer Michaeli



- Assistant Professor of Engineering Technology, ODU; director, Naval Engineering and Marine Sciences Institute.
- Webb Institute, B.Sc., MIT, M.Sc., Old Dominion University, Ph.D.
- Winner, Outstanding Faculty Rising Star Award, State Council for Higher Education in Virginia.

# Michael DeShawn Johnson



- Associate Professor, Engineering Technology and Industrial Distribution, Texas A&M
- Coordinator, Manufacturing and Mechanical Engineering Technology Program
- B.S. Mechanical Engineering, Michigan State U.; M.S., Ph.D. , mechanical engineering, MIT
- 10 years at 3M (product development).
- Multiple awards for teaching

# John Marshall (1955 – 2015)



- Professor and departmental internship coordinator, University of Southern Maine
- M.S., Ph.D., Industrial Technology, Texas A&M

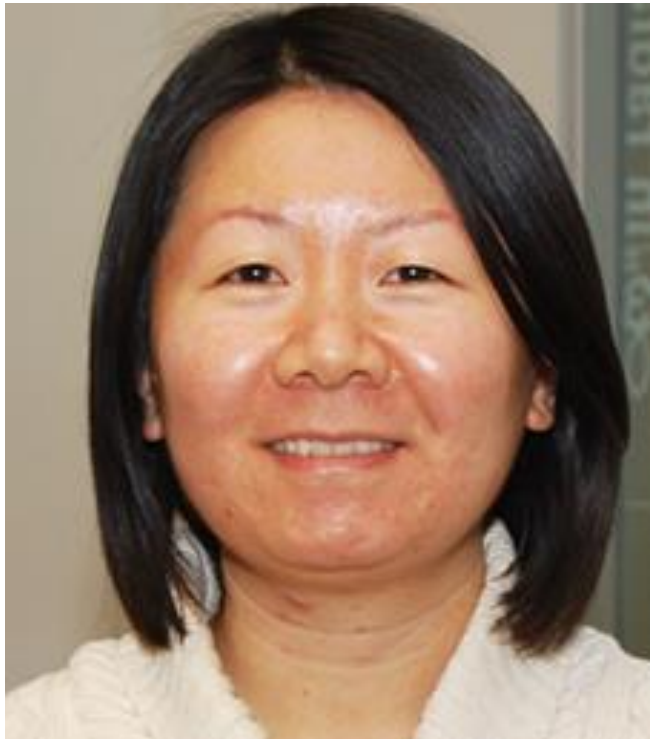
“Dismissal hour comes and goes and nobody leaves.”

- John Marshall, University of Southern Maine

# Math and Science

- Like engineering, ET applies math and science in solving problems.
- ET students take calculus and physics, but requirements are usually less rigorous than for engineering.
- Theoretical learning is backed up by hands-on laboratory experience and projects that show you why the theories matter.

# Yes, You Can Become a Scholar



- Maureen Fang, a Ph.D. candidate in mechanical engineering technology.
- Spent 7 years at Pratt & Whitney.
- Inaugural Advanced Manufacturing Fellow for ASME, based at the America Makes innovation center in Youngstown, Ohio.

# Who Needs to Hear Your Story?

Do you know this organization?

- National Association for College Admission Counseling (NACAC)
- [1\(800\)822-6285](tel:18008226285)
- [info@nacacnet.org](mailto:info@nacacnet.org)
- 1050 North Highland Street, Suite 400  
Arlington, VA 22201