

Cooperation between Industry, Government & Academia

Aziz Chowdhury
Baker-Hughes
April 14th, 2009



Our Challenge

- Fewer students entering into Engineering
- Our industry may not be first choice
- How to increase diversity
- Big crew change predicts a challenging skills gap

What we've learned...

- The decision to choose engineering is made early on
- We apologize for our industry instead of speaking of the positive aspects
- Diversity candidates have different demands
- Quality is often more important than quantity – 1 good hire is worth more than 2 mediocre ones

How we have changed our approach

- Presence in primary education – direct exposure or via teachers
- Reposition our activities to be meaningful to the next generation
- Adapt our approach to be more welcoming
- Emphasize the right hire over the number of hires

Moving forward

- The problem is too big for any of us just by ourselves
 - Industry consortium approach to increase awareness and interest
 - Partnerships with Universities to increase outreach into primary schools
- Break the problem down into smaller parts
 - Specialized activities to increase enrollment into Core functions: Chemical Engineering, Petro-Chemical Engineering, Geoscientists, etc
 - Broader recruiting efforts for other areas of Engineering: Mechanical, Electrical, Industrial Engineering
 - Expand recruiting for non-essential roles: Increase industry awareness
- Partner with government
 - National vs international content