

# WPI's Engagement Opportunities in Brazil & Latin America

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# This Pioneer Engagement will be the Cornerstone for Achieving Long-lasting Impact through WPI's Future Initiatives in Brazil

Why Brazil?

- Brazil is part of one of the key areas outlines in WPI's strategic plan. Alumni: ; Current: ; Accepted (class 2020):
- Brazil is by far the largest economy in Latin America and the 7<sup>th</sup> largest world-wide
- · AB InBev, Kraft-Heinz, Burger King, and some other major global enterprises are now controlled by Brazilians
- We should leverage the momentum we have built up with AmBev's pioneer MQP
- We already have contacts in academia: UPE, UNICAMP, UnB.
- QS University Rankings: 8 out of the top 15 LatAm Universities are Brazilian. US News Rankings: 9 out of 15.

How is the exploration going to make an impact?

- Visit at least 3 leading Brazilian/ multinational companies
- Visit at least 3 top engineering universities (potentially signing MOU with one of them)
- This trip has the potential to solidify our WPI's alumni initiatives in the country
- Info session to attract prospective students
- First step towards nurturing relationship with Estudar and Lemann Foundations



# WPI's Strategic Exploration will consist of three pillars: Research & Graduate Ed, Industry, and Reputation & Visibility

#### Research & Graduate Ed

Develop connections with top academic institutions in Brazil and potentially attract PhD and Masters students

Tangible goals

- Visit Estudar and Lemann Foundations and meet its senior leadership
- Sign one MOU (UNICAMP or UPE)
- Visit key target schools: Insper, ITA, Poli-USP, UNICAMP

#### *Industry*

## Solidify and expand partnerships with Brazilian leading companies

 $Tangible\ goals$ 

- Visit at least 3 companies and meet their senior leadership.
   AmBev's successful MQP case story.
- Target companies: AmBev, Kraft-Heinz, Hidrovias do Brasil, Votorantim Cimentos, General Motors, Embraer

#### Reputation & Visibility

Boost WPI's image as a leader in project-based education: "the premier polytechnic"

Tangible goals

- Host an event about the Center for Project Based Learning
- Participate in Admissions office Info Session for prospective students (reception: parents, current student, prospective, alumni)
- Alumni event (from WPI and potentially other schools)

### Worcester Polytechnic Institute

# Initial Engagement leverages Synergies across WPI's three-year Elevate Impact Strategic Plan bringing a broad range of stakeholders together

#### Research & Graduate Ed

Bruce Bursten/ Rick Vaz

Research Enterprise
Implementation Leads:
ogdan Vernescu and Karen Oates

Center for
Project-based Learning
Implementation Leads:
Bick Vox and Amy Morton

### Industry

David DiBiasio

Global Projects for All
Implementation Leads:
Anne Ogilvie and David DiBiasio

More in Four Implementation Leads: Kris Wobbe and Maggie Becker

# Reputation & Visibility

Bill McAvoy/ Karen Bean

Global Partnerships Implementation Leads: Bruce Bursten and Bill McAvoy

Foisie Innovation Studio Implementation Leads:

#### **IMPACT**

1 MOU signed

**3** potential academic & industrial partners

100's prospective students directly reached

WPI'S reputation in Brazil elevated

Other stakeholders

- Stephen Kmiotek
- Julie Loveless

- Peter Thomas
- Steve Koppi

Worcester Polytechnic Institute

# The trip would last 6 days, taking place in September after Rio 2016 Summer Olympics and the beginning of class at WPI



