

Developing a Strategic Plan for the ChE Dept Initiaves in Brazil

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WPI's ChE Dept lacks a plan for achieving the full potential and long-lasting results of its Initiatives in Brazil

Why Brazil?

- Brazil is part of one of the key areas outlines in WPI's strategic plan
- We already have contacts in the industry. AB InBev, Kraft-Heinz, Burger King, Tim Horton's 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
- Brazil is, by far, the largest economy in Latin America and the 7th world-wide
- · We already have contacts in academia

What problem are we solving?

We learned from AmBev's MQP that often there is an interest, but with everyone's busy agendas it is hard to make the project happen without a cohesive strategy, solid contacts and a clear action plan

How are we going to do it?

- Develop a three-year strategic plan for all of out initiatives in Brazil
- Develop a detailed plan of action along WPI stakeholders, defyning a clear leadership
- Create a database for contacts in academia, industry and alumni in Brazil as a long-term tool for future initiatives

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A Strategic Plan for the ChE Dept Initiatives in Brazil will consist of three pillars: Research & Grad Ed, Industry, and Reputation

Research & Graduate Ed

Develop connections with top schools in Brazil and attract PhD and Masters students

Three-year goals

- Execute one MOU
- 3 PhD students and 3 Masters students
- Research partnerships with faculty of target schools: UPE, Insper, ITA, IME, USP UNICAMP

Industry

Solidify and expand partnerships with Brazilian leading companies

Three-year goals

- 6 MQPs in Brazil with 3 different companies
- At least 18 UG students have projects in Brazil
- Target companies: AmBev, Kraft-Heinz, Hidrovias do Brasil

Reputation & Visibility

Establish WPI and its ChE Dept as a global leader in projectbased education

Three-year goals

- Connections with Estudar and Lemann Foundations
- Assist Admissions office potentially recruiting future ChE majors and PhD's/ Masters
- Showcase the impact of our projects in Brazil to local alumni, press and on campus

The Elaboration of the Plan will take place in four stages

Research & Grad Ed

- Interview WPI Professors
- Interview Brazilian professors at target schools
- Match/ connect professors
- Develop communication streams for ChE PhD Program

Industry

- Interview with potential advisors
- Interview with VPs and CEOs
- Develop strategy/ calendar for projects to take place in the next three years
- Work on the ChE background of the project

Reputation & Visibility

- Project presentations before Sao Paulo alumni chapter and companies in Brazil
- Documentation of impact of projects in the country
- Develop collaboration with foundations

Pillars & Completion of

Strategic Plan

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Apart from its Key-Stakeholders, this plan for Initiatives in Brazil leverages Synergies across WPI's three-year Strategic Plan



Prof. Michael Timko

Center for
Project-based Learning
Implementation Leads:

Industry

Prof. Stephen Kmiotek

Global Projects for All

Implementation Leads: Anne Ogilvie and David DiBiasio

More in Four
Implementation Leads:
Kris Wobbe and Maggie Becker

Research Enterprise
Implementation Leads:
Roadan Vernescu and Karen Oates

Reputation & Visibility

Prof. David DiBiasio

Global Partnerships
Implementation Leads:
Bruce Bursten and Bill McAvoy

Foisie Innovation Studio

Implementation Leads:
Diran Apelian, Kris Boudreau
and Michael Ginzberg

IMPACT

18 UG Students in engaged in projects in Brazil

6 grad students enrolled

WPI's reputation in Brazil

Other Stakeholders

- ChE Department Head
- Karen Bean (Intl Advacement)
- Peter Thomas (Intl Advancement Relations)
- President Laurie Lashin

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