

WRITER'S GUIDE:

USING KEEN & ENGINEERING UNLEASHED BRANDS

WHEN DECIDING WHEN TO USE THE TERM "KEEN" OR THE TERM "ENGINEERING UNLEASHED," KEEP IN MIND THREE THINGS:

1. Is your institution a KEEN partner?
2. Who is your audience?
3. What are you trying to promote?



WHEN CAN I USE "KEEN?"

IT DEPENDS ON WHETHER YOUR INSTITUTION IS A KEEN PARTNER:

KEEN partners have institutional signed MOUs committing to the shared mission and expectations of the Network. [This list is updated here.](#)

In general, if you are faculty, staff or students at a KEEN partner, then you can use the KEEN logo and use the term KEEN according to the Brand Guide.

If you as an individual faculty or staff, or your institution as a whole, believes in the mission of graduating engineering students with an entrepreneurial mindset to make positive change in the world, then you are part of the entrepreneurial engineering movement embodied in Engineering Unleashed. Feel free to utilize the term Engineering Unleashed according to the Brand Guide.

IF I AM PART OF A KEEN PARTNER INSTITUTION, WHEN SHOULD I USE "KEEN?"

IT DEPENDS ON WHO YOUR AUDIENCE IS AND/OR WHAT YOU ARE PROMOTING.

If your audience will include faculty or staff who are not embedded in KEEN institutions, then you should use the term "Engineering Unleashed" to include them.

Example: Creating a workshop flyer for engineering schools in KEEN and beyond KEEN? Then you might start by saying "You are invited to an Engineering Unleashed experience where faculty will co-create classroom resources embedding activities to sharpen students' entrepreneurial mindsets!" In this case, use the Engineering Unleashed brand.

If your audience is faculty and staff within KEEN partners only, then using the KEEN logo and language are encouraged.

Example: Hosting an event intended only for KEEN partner faculty? Then you can use the KEEN logo and you might say "Inviting KEEN faculty to a one day event"

KEEN**EM****ENGINEERING
UNLEASHED**
POWERED BY KEEN

WHAT YOU ARE PROMOTING MATTERS

Is it KEEN that you are really promoting or entrepreneurial mindset? For example, in an article about this initiative on campus, is it important that everyone understand your institution is part of KEEN? Or is your real intent to promote your institution's commitment to the mission of instilling an entrepreneurial mindset in your undergraduate engineering students? Particularly with students, it may be more advantageous to highlight entrepreneurial mindset as they may or may not care about the institution being a partner in KEEN. Industry partners and alumni may be interested in the institution's connection to the larger Network of institutions.

Example: Creating a banner for a student event? Perhaps Entrepreneurial Mindset and the 3C's are the emphasis.

Example: Creating a banner for an alumni event? Perhaps using the KEEN logo would be appropriate.

REMINDERS AND HELPFUL HINTS WHEN WRITING ABOUT KEEN, EM, AND ENGINEERING UNLEASHED

KEEN

Please remember "KEEN" includes the word "network" in it, and so refer to it as "KEEN" or "the Network" but never as "the KEEN Network."

KEEN stands for the Kern Entrepreneurial Engineering Network. Feel free to use those interchangeably in articles or papers.

KEEN is a network of engineering schools with a shared mission. KEEN does not provide grants and should not be used interchangeably with The Kern Family Foundation.

KEEN, when referenced, should be in all caps.

If you are a partner, your institution is KEEN. Feel free to reference the work you do as KEEN, for example:

"Earlier this year, KEEN sponsored a T-shirt design contest, which produced the design for this year's Engineers Week T-shirt giveaway."

EM

If writing about student impact and the goal for engineering graduates, the critical component is developing an entrepreneurial mindset.

When writing about EM, the KEEN Framework can be very helpful. It is a document created by representatives from KEEN that illuminates how entrepreneurial mindset relates to and enhances engineering education. A "starter set" of student learning outcomes for entrepreneurial mindset are highlighted in the framework under curiosity, connections and creating value. In addition, the Framework shows the relationship and value of engineering graduates understanding opportunity and impact in addition to design. The goal of an entrepreneurial engineer is a holistic and future-oriented approach to seeking opportunities and understanding that create value for others. This is valuable in all fields and settings where engineers have impact, including corporations, not-for-profits and start-up businesses.

The 3C's in the KEEN Framework are curiosity, connections, and creating value. There is an apostrophe in 3C's whenever it is used.

"Entrepreneurially minded learning," or EML, is a phrase often used to describe a pedagogy intended to instill entrepreneurial mindset. This does not follow the grammar convention of having a hyphen to connect "entrepreneurially" and "minded." Please do not add the hyphen.

REMINDERS AND HELPFUL HINTS WHEN WRITING ABOUT KEEN, EM AND ENGINEERING UNLEASHED (CONTINUED)



Engineering Unleashed is a community open to any faculty or staff committed to the mission of impacting undergraduate engineering students with the entrepreneurial mindset. The primary support structure for resources and materials to fuel this movement are EngineeringUnleashed.com and Engineering Unleashed Faculty Development opportunities.

Feel free to refer to EngineeringUnleashed.com in your writing anytime you are trying to point anyone to learn more about the entrepreneurial engineering movement, the 3C's and KEEN Framework, or classroom resources. There are both public pages and pages behind a login screen so that students cannot see classroom resources created by faculty to share with other faculty.



Who is the "Kern" in "Kern Entrepreneurial Engineering Network (KEEN)?"

Kern refers to The Kern Family Foundation, based in Wisconsin. The Foundation provided early support for Network activities, the development of the Engineering Unleashed platform and many events to advance entrepreneurial engineering. This support has supplemented the significant investments of funding and time that individual partner institutions, faculty and staff have dedicated to KEEN's mission.

Institutions and faculty receiving grants do not need to acknowledge Foundation support. For those who prefer to do so, please keep these guidelines in mind:

- Any partner press release or public media article mentioning The Kern Family Foundation must be approved in advance by the Foundation program staff.
- Faculty papers or presentations resulting from grant-supported work should highlight KEEN or Engineering Unleashed brands (as appropriate) and direct the audience/reader to more content. The following wording is suggested for acknowledgements in academic papers:

This content was created through the author's work with the Kern Entrepreneurial Engineering Network (KEEN). For more information and additional shared content, go to EngineeringUnleashed.com.