

# HP and Engineering Education

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Following graduation as electrical engineers from Stanford University in 1934, Bill Hewlett and Dave Packard went on a two-week camping and fishing trip in the Colorado mountains during which they became close friends. Bill continued graduate studies at MIT and Stanford while Dave took a job with General Electric. With the encouragement of Stanford professor and mentor Fred Terman, the two decide to start a business "and make a run for it" themselves. From a humble beginning in a small garage, Bill Hewlett and Dave Packard built an international company that today has over \$81 billion in revenue and operations in more than 160 countries. Currently, HP is a leading global provider of products, technologies, solutions and services to consumers and businesses. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing. After a successful merge with Compaq in 2002, HP has chosen the following core values to guide its future, which stem from its founders:

- passion for customers
- trust and respect
- achievement and contribution
- teamwork
- speed and agility
- meaningful innovation
- uncompromising integrity



Original HP Garage

The “HP Way”, as it is commonly known, honors the historical traditions, strengths, values and objectives of both Compaq and HP. It provides the common values and objectives that shape the company’s actions and define its culture. This culture, or the set of shared attitudes, values and behaviors, guides and differentiates how HP achieves business results. It is shaped over time by how the company – and its people – choose to act everyday. These core values are critical in everyday activity.

Thus, HP considers of utmost importance its relationship with the higher education community, with which it shares common values and goals and from where it recruits many of its scientists and engineers. HP engages with the higher education community and leading academic institutions in many ways. From research interaction and student recruitment, to customer relationships and policy advocacy - numerous HP organizations and hundreds of HP employees advance the company's interests with higher education globally. University Relations, a unit of HP Labs, works to add value to these various company engagements. It cultivates close relationships with HP's academic partners and aligns trends in education with HP's technology and business directions. University Relations articulates company positions in higher-education forums, manages strategic technology initiatives, builds market presence with thought-leaders,

and facilitates high-level engagement with partner institutions. It is therefore critical that HP interacts with the higher-education community at large, taking leadership positions on women in science, technology and education, learning science, diversity, and international accreditation. University Relations responds to a wide array of contacts from hundreds of universities around the world, and works with government funding sources and other industry partners to strengthen higher education. It maintains a focus on a defined set of universities where strong HP involvement exists. Relationships at these schools warrant additional support due to the involvement of multiple HP higher-education programs including University Relations' own technology initiatives. HP's evolving set of university partners around the world currently includes 40-plus U.S. universities and approximately 30 in Europe, Latin America and Asia.

HP engages with and supports engineering education in many ways. University Relations program managers partner with institutions and colleges of engineering around the world to provide input and assistance in curriculum development, ABET accreditation strategies, diversity, faculty and students internships and education, research and commercialization of invention, infrastructure development, as well as support of national and international forums and pipeline and educational funding. Currently HP is supporting ASEE and ABET engineering education and accreditation initiatives, including conferences, roundtables and awards to distinguished scholars. Currently, HP is supporting a national survey instrument vehicle to standardize industry input to engineering programs, an activity that would benefit both engineering programs and industry.

In a 1986 address to MIT graduates, Bill Hewlett, co-founder of Hewlett-Packard, addressed the slippery challenge of defining and identifying creativity. An MIT alumnus, he explained that creativity is discovered by creating an environment that fosters innovation — then observing who flourishes. HP's values have shaped the company's history and will continue to define what HP aspires to achieve in the future. In that challenge HP seeks to help universities create this kind of environment for all of its students and faculty so that it becomes the partner of choice for the world's leading universities.

#### BIOPGRAPHICAL INFORMATION

##### LUENY MORELL

Director of University Relations, Latin America with Hewlett Packard, Palo Alto, California, and also a certified ABET reviewer. She was professor in the Chemical Eng., Dept. at the University of Puerto Rico at Mayagüez, actively involved with ABET accreditation-related efforts and curriculum development, headed the Faculty ABET Team until July 2001.