



# WPI

# 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

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## *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 7<sup>th</sup> 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 our initiatives in Brazil
- Develop a detailed plan of action along WPI stakeholders, defining a clear leadership
- Create a database for contacts in academia, industry and alumni in Brazil as a long-term tool for future initiatives

# 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

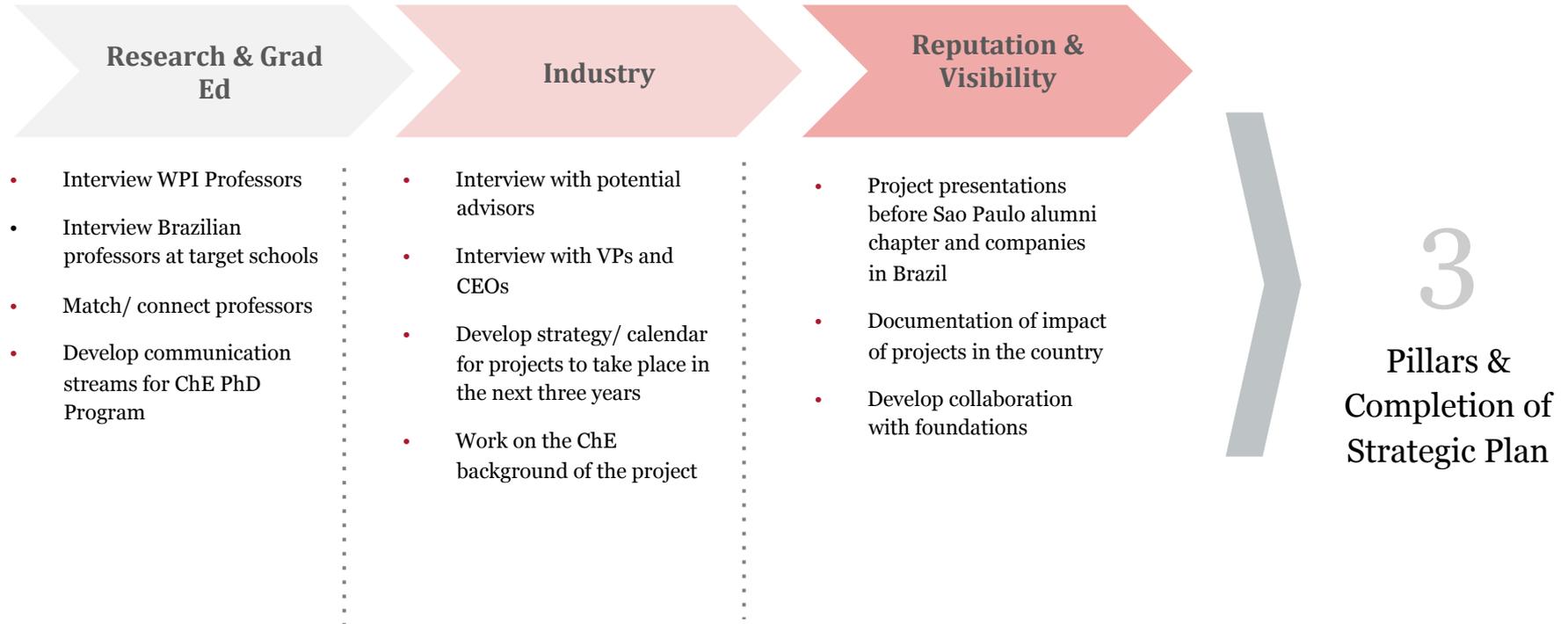
## *Reputation & Visibility*

### **Establish WPI and its ChE Dept as a global leader in project-based education**

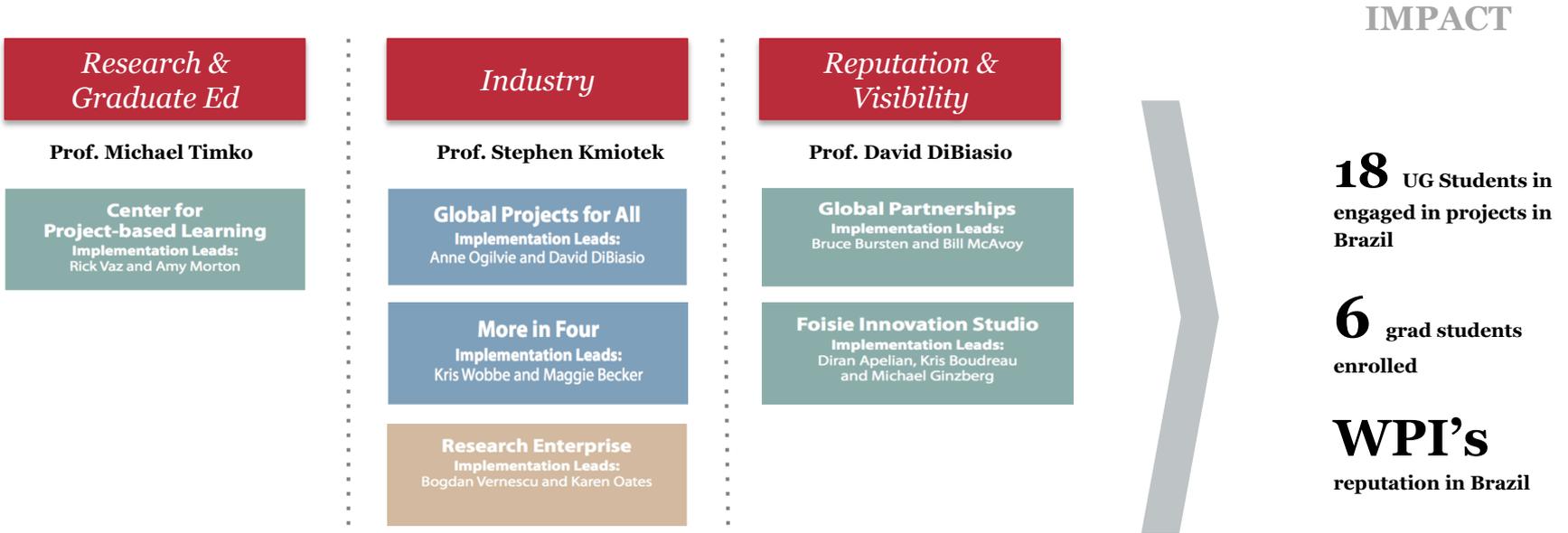
#### *Three-year goals*

- 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



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



## Other Stakeholders

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

