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Project Lead the Way Conference

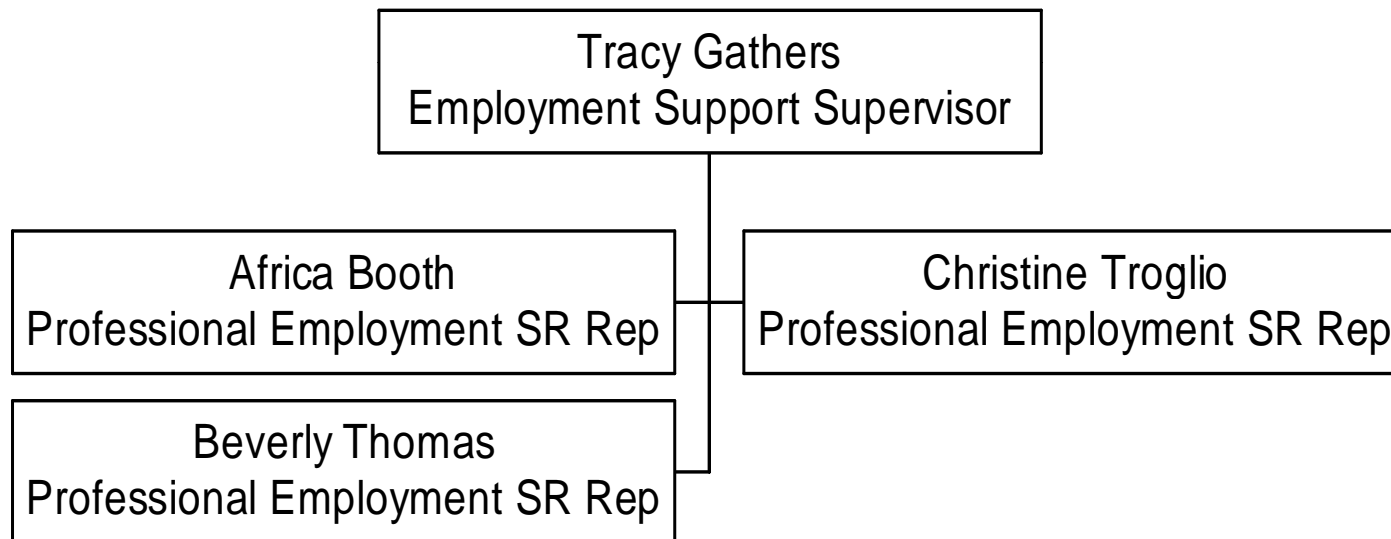
“Community Partnerships and Grant Funding Support”

October 18, 2007

Tracy Gathers
Caterpillar Inc.

What have I learned today?
Caterpillar: Confidential Yellow

Talent Management Campus Relations & Student Programs



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Caterpillar

- Established in 1925
- Headquartered in Peoria, Illinois
- Over 90,000 employees
- World's leading manufacturer of
 - Construction and mining equipment
 - Diesel and Natural gas engines
 - Industrial gas turbines
- Technology leader in
 - Construction, transportation, mining, forestry, energy, logistics, financing and electric power generation.
- Global supplier and leading U.S. exporter.
- Driven by our values: Integrity, Excellence, Teamwork and Commitment

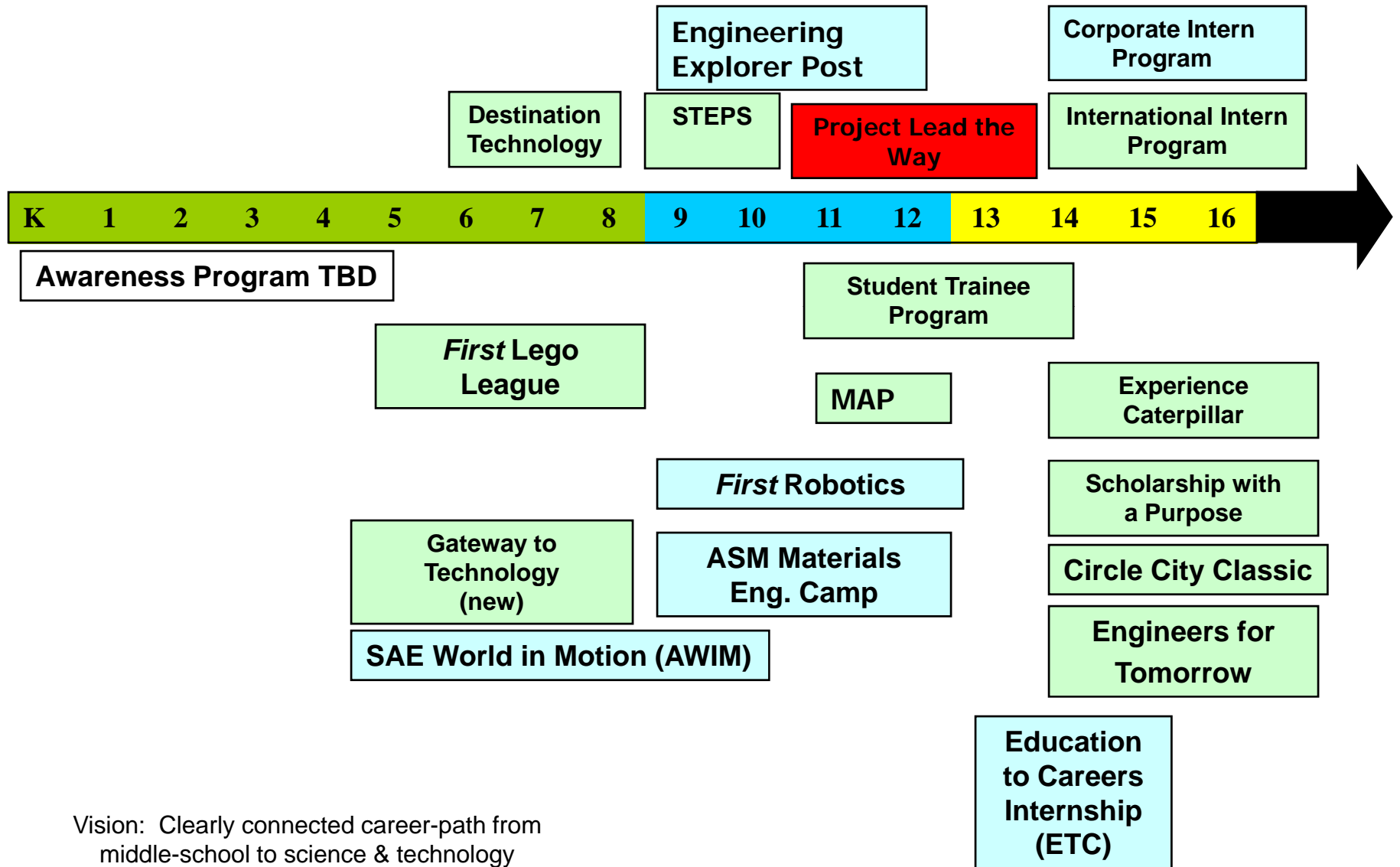
Caterpillar Student Program Involvement

- Pre-employment initiative –
External learning and development
 - Grades K-12
 - Community College
 - University-sponsored pipeline programs
 - Affinity Groups
 - Professional organizations (SME, SAE, etc.)

Corporate Commitment

- Effort to take a more active role in educating tomorrow's workforce.
 - U.S.
 - Non-U.S.
- Ensure that U.S. schools produce students who are ready and able to work in the global economy.

Programs represented on the Caterpillar Student Programs Council



Vision: Clearly connected career-path from middle-school to science & technology employment

School Listing

- Adult Education Center
- Apache
- Brimfield High School
- Canton High School
- Cuba High School
- Deer Creek-Mackinaw
- Delavan High School
- Dunlap High School
- East Peoria Community High School
- El Paso High School
- Elmwood High School
- Eureka High School
- Farmington High School
- Heartland Private School
- Henry-Senachwine High School
- HOME SCHOOL
- Illini Bluffs High School
- Illinois Central College
- Illini Central High School
- Illinois Math and Science Academy (IMSA)
- Lewistown High School
- Limestone Community High School
- Low Point Washburn High School
- Manual High School
- Metamora High School
- Midland High School
- Mid-West Central High School
- Morton High School
- Notre Dame High School
- Peoria High School
- Peoria Alternative High School
- Peoria Christian
- Peoria Education for Employment
- Peoria Heights High School
- Peoria High School
- Peoria Public Schools
- Princeville High School
- Richwoods High School
- Roanoke-Benson High School
- Spoon River College
- Stark County High School
- Steve Stocksiek
- Tremont High School
- Valley Central High School
- Washington High School
- Woodruff High School

2006/2007 Metrics

- 18 programs represented on Council
- 46 schools
- Over 3,000 students
 - Educational development
 - Soft skill development
 - Mentoring
 - Temporary employment (Student Trainee program; Intern program)

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FIRST LEGO League

Nearly 200 competitors, making up 16 teams, compete in the Central Illinois Regional LEGO League. Participants, ages nine to 14, learn about the fundamentals of engineering, conduct research on specific topics, present the results using PowerPoint and learn about the importance of teamwork. Participants even have the opportunity to compete in regional, state and international competitions. Visit www.usfirst.org or contact the Caterpillar FIRST Lego League coordinator for more information.

FIRST Robotics

The FIRST Robotics Competition is an exciting, multinational competition that teams professionals and high school students to solve an engineering design problem in an intense and competitive way. It is intended to generate interest in and exposure to science and technology. Activities begin in September and include education, scaled down robot design, build and test activities and an intense design, build and test activity that runs from early January to late February. Teams compete in regional competitions during March, and nationals are held for those qualifying in April. Visit www.usfirst.org or contact the Caterpillar FIRST Robotics coordinator for more information.

SAE – A World In Motion

Designed by the Society of Automotive Engineers, A World In Motion makes the challenges of math and science exciting, bringing authentic engineering design experience into the classroom. Students in grades four through 10 go through four curricula referred to as Challenges. Each of the Challenges is designed around current math, science and technology standards. Visit www.sae.org/foundation/awim for more information.

Student Trainee Program

The Student Trainee Program offers exciting and challenging opportunities for high school and community college students. Students work and learn in a high-tech business environment at the world's leading manufacturer of construction



and mining equipment, diesel and natural gas engines and industrial turbines. Students begin their assignments in the summer and continue through the fall. Assignments are made on the basis of interest, course of study and availability of openings. Positions exist in departments with an accounting, clerical, secretarial or technical focus. High school juniors or seniors, as well as full-time community college freshmen and sophomores with GPAs of 2.3/4.0 or better, are eligible. Students must be legally authorized to work in the United States. Contact the Student Trainee Program coordinator for more information.

To learn more about these programs, or for contact information, call the Global Human Resource Service Center at 1-800-447-6434.

Student Development Programs

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TOM'S WISE THUMB'S UP!

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What have I learned today?
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2007/2008 Projected Campus Hires by Function

- Top 4 campus recruiting groups: (does not include direct hires)
 - Engineering
 - 40% Interns
 - 41% Recent college grads
 - Marketing
 - 13% Interns
 - 17% Recent college grads
 - Manufacturing
 - 10% Interns
 - 16% Recent college grads
 - Accounting/Finance
 - 10% Interns
 - 9% Recent college grads

Considerations

- Budget restrictions for non-core competency programs
- Global Expansion
- No guarantee of return on investment
- Social responsibility
- Meeting future hiring needs
 - Competition for small pool of candidates
 - Current/future

Why PLTW?

- Reputable program
 - Already established
 - Well regarded
- Helps develop the next generation of engineers and technology workforce
- Can benefit
 - Caterpillar Inc.
 - Caterpillar Dealers
 - Industry in general

PLTW Funding Provided by Caterpillar

- Peoria Partnership – Woodruff High School:
 - Bradley University
 - Peoria School District 150
 - Caterpillar Inc.

- Caterpillar provided funding:
 - 2005/2006 Seed money to upgrade computer lab/cover start up expenses
 - 2006/2007 General funding from Caterpillar Foundation
 - Expansion of PLTW to Richwoods High School

PLTW Concerns in Peoria

- Funding
- Faculty teaching availability
- Enrollment
 - Introduction to Engineering: 20 students
 - Digital Electronics: 12 students
 - PLTW courses do not replace math/science course requirements needed for graduation
 - Scheduling conflicts
 - Number of periods in school day limits student enrollment in “elective” coursework.

Best Practice

- Partner with competition (companies needing engineers)
 - Everyone has budget constraints
 - Pool of qualified candidates decreasing
- “A rising tide lifts all boats” (JFK)
 - Combine resources to support programs that increase number of qualified students for future workforce – we all will benefit

Pipeline Success Story

BG was a Destination Technology student, then moved up the pipeline into the STEPS program. As a high school senior, BG enrolled in the Project Lead the Way IED course knowing that she would only be able to get a 'taste' of engineering before graduation. Her participation in the IED course, along with an internship at Caterpillar, led to her participation and success in the FIRST Robotics (T&SD) program. BG graduated in the top 10 of her class and received a full scholarship from Caterpillar (SWAP) to Purdue University (a Caterpillar Strategic Partner School) majoring in Engineering. BG will intern at Caterpillar each summer during college years, and upon successful completion of school and company requirements, will receive a full time employment offer.