DENSO & Project Lead the Way

Doug Patton

Executive Vice President, Engineering
DENSO International America, Inc.

President, DENSO North America Foundation
Who is DENSO?

Global Supplier of Advanced Automotive Technology, Systems and Components with $39.8 Billion in Sales (As of March 31, 2014)

Systems Provider

1. **Powertrain Control System**
   Engine management system, Gasoline direct injection, Hybrid components, Starter, Alternator, etc.

2. **Thermal Systems**
   Heating Ventilation Air Conditioning (HVAC), Compressor, Heat exchangers, Battery thermal management, etc.

3. **Information & Communications Systems**
   Instrument cluster, Head-up display, Human machine interface technologies, Horn, Keyless entry, Wireless phone charger, etc.

4. **Driving Control & Safety Systems**
   Passive safety technologies, Airbag sensing system, Active safety technologies, Traction control system, Antilock braking system, etc.
DENSO Operations in North America

*As of March 31, 2013
The DENSO Challenge

FINDING
Software Engineers • Electrical Engineers • Mechanical Engineers

TALENT

RETAINING
How do we improve?

Our CSR Mission

- Promote activities aimed at building a better future for the communities in which we work and live, both independently and in partnership with community organizations.
What We’re Up Against

Negative reputation of being a slow moving, cyclical industry

Negative reputation of dirty jobs
What We’re Up Against

PERCEPTION
How do we change perception?

SKILLS
How do we engage and prepare students to meet the needs of the industry?

ATTRACT
How do we attract students to work in automotive?
What We Need To Do

Training and feeder programs
Create a community where people want to work
Influence curriculum to meet industry needs
Increase diversity
Co-ops and internship opportunities
Create a work environment that fosters innovation and creativity
What We Are Doing

Elementary & Middle School (K-8)
High School (9-12)
Post Secondary

Excite
Engage
Align

Programs

Local Partners

DNAF

Work-Force Partnerships

TOURS

Tour at Every Stage [Elementary → Post Secondary]

Tour Guide

Program Mentor
Advisory Board (Academic / NPO)

Engagement

Planned

Regional

Local

[Targeted Demographics]

Families
- Parents

Students

Schools
- Administration
- Counselors
- Teachers

KEY

PLTW = Project Lead The Way
DNAF = DENSO North America Foundation

Strategy to expand Associate Engagement is key to success
How we pick partners

- National with regional potential
- Embedded into school
- Curriculum based
- Hands on
- Multi-age
- Turn-key
- Partnership between industry & education
- Suitable for engineering and skilled need
DENSO Manufacturing PLTW Example

- Production location of automotive air conditioning and engine cooling components and systems
- Partner with Kalamazoo Regional Educational System
- **20 DMMI volunteer** associates go into classroom to support lessons
- Students, teachers & administrators tour facility
How can we change perception?

We need to tackle the **STEM CHALLENGE** differently.