Open the Front Door, Close the Back Door:  
The Impact of Organizational Culture on Recruiting and Retention

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ABSTRACT Every organization, whether it is a chemical company or an academic department, has a unique culture based on its history, people, geography, and a myriad of other factors. While some organizations have a long history with a well-established culture and traditions, other organizations that have been recently formed are faced with the challenge of creating a culture from scratch. The success of an organization in creating and sustaining a desirable culture can have a significant impact on recruiting, retention, and general satisfaction of its people. This seminar reviews the engineering literature and describes different models and activities which departments have successfully used in this area. These types of activities also serve to shape students’ expectations about what it means to enter the engineering profession and to help students identify themselves as engineers.

BIO Dr. Lisa Bullard is an Alumni Distinguished Undergraduate Professor and Director of Undergraduate Studies in the Department of Chemical and Biomolecular Engineering at North Carolina State University. After obtaining her BS in Chemical Engineering at NC State and her Ph.D. in Chemical Engineering from Carnegie Mellon University, she served in engineering and management positions within Eastman Chemical Company in Kingsport, TN from 1991-2000. A faculty member at NC State since 2000, Dr. Bullard has won numerous awards for both teaching and advising. She is a past Chair of the Chemical Engineering Division of ASEE, Assistant Editor of Chemical Engineering Education, and a member of the 2017 ASEE Chemical Engineering Faculty Summer School team. She was named a Fellow of ASEE in 2019. Along with Richard Felder and Ron Rousseau, she is a co-author of Elementary Principles of Chemical Processes (4th edition). Dr. Bullard’s research interests lie in the area of educational scholarship, including teaching and advising effectiveness, academic integrity, process design instruction, and organizational culture.