

Do You Run a Technology Updating Course?

The Panasonic Trust is always interested to learn of any technology updating course which it may be able to support with its funds. Suitable courses can be both full and part-time and cover any aspect of new technology. Suitable applicants need not be graduates but must have an engineering qualification. If this matches the profile of your course, the Panasonic Trust would like to hear from you.

Application Information

All enquiries about the Panasonic Trust and its activities should be made to:

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The Panasonic Trust
Supporting Professional Development

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Panasonic Trust News

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Fellowship Scheme Expanded

Following a highly successful first year for the Panasonic Trust Fellowships, Trustees have approved the inclusion of a further four Masters courses for the 1999 programme. The courses are:

- Multimedia Technology at University of Bath
- Water and Environmental Management at University of Newcastle upon Tyne.
- Urban Design/Town and Country Planning at UWE Bristol.
- Virtual Manufacturing in Construction and Engineering at University of Wolverhampton.

This expansion to the Panasonic Trust's major training initiative in sustainable development brings the number of Scheme Course Associates to twelve.

In announcing the news, Panasonic Trust Chairman, Robin Bond FEng said "This expansion to what has become our premier programme, underlines the Trust's commitment to sustainable development by providing the opportunity for a larger number of young engineers to train in associated disciplines". Bond went on to say "It is very apt when our minds are drawn to the dawn of a new millennium, that the Trust is directing its funding at skills that will improve the quality of life for generations to come".



Record Year for Part-time Award Scheme

Not to be forgotten is the Panasonic Trust's scheme for the support for part-time study, which this year has seen an unprecedented rise in popularity. More than double the number of applicants were recorded during the last 12 months than three years ago. Dealing with this unexpected flood of interest is Trust Secretary Ian Bowbrick and his team. He puts this upsurge in activity down to greater awareness of the Trust and its activities. Commenting on the record year he said "What we have seen this year has far outweighed Trustee expectations. What is most heartening of all is that we have collected data to show that The Trust is not only the source of funds that enable an individual to undertake a particular course of study, but it is the initiator in making them consider further education in the first place". When asked whether he would like to see the number of applications plateau, Bowbrick replied "Absolutely not. We have revised some of the administrative procedures to cope with the increased volume of traffic. I'm not telling anyone to jump into the lifeboats yet!"

A Profile of Panasonic Trustee Professor John Crookall FEng From Poacher to Gamekeeper...

A question often asked of us is 'Who are the Panasonic Trustees?' Like many whose decisions can have a profound effect on the course of an individual's life, their identity seems to be shrouded in mystery. Here for the first time we profile a Trustee and take a close look at his views on the work of the Trust and the professional development of this country's industrial engineers as a whole.

An industrial career in the aircraft engine industry, and subsequently as an academic at Imperial College and Cranfield University, has given Professor John Crookall FEng a wide experience of the needs of industry and the value of university education. His achievements include heading three Departments at Cranfield, founding the Computer Integrated Manufacture Institute with major support from IBM, and developing a series of executive courses for companies such as Ford, Rolls Royce and British Aerospace. He is an international speaker on Global Manufacturing, and consultant in Intellectual Property. He is experienced also as an advisor and Governor for Institutions in the UK and abroad, and has been an External Examiner to twelve universities. This catalogue of achievement gives John Crookall a broad, and somewhat unique, platform to act as a Trustee of the Panasonic Trust.

Appointed a Trustee in 1995, John Crookall believes strongly in the value and effectiveness of The Trust's engineering education initiatives, and the direction being led by Trust Chairman Robin Bond FEng. "The Trust's initiatives have benefited both individuals of calibre and industry", he is proud to point out. "As time goes on our portfolio of activities expands and our interests diversify. Now we are offering support in several areas, each with a distinctive focus of interest. Take our Fellowship Scheme for example which ran last year for the first time. We selected six highly motivated young graduate engineers with a passion for the environment and gave each of them £6,000 to



Professor John Crookall FEng

pursue an associated full-time MSc course. These engineers will go on after their studies and hopefully make a major contribution in this field. It is direct action like this which is the best way of benefiting the bottom line of UK engineering in the future."

Although still active in University and industrial training, John Crookall, now independent from any one institution, is bringing his wide experience to bear on identifying the best opportunities which the UK as a whole can offer in advanced engineering training, and for engineers of high potential who can benefit most in their future careers. "My role as a Trustee is essentially sorting the wheat from the chaff; the Trust selects only candidates and courses which it feels will make a valuable impact, and are leaders in their industrially relevant field".

Crookall is very forthright on what makes a suitable applicant or course. "In candidates and courses alike, quality, enthusiasm, determination, and clearly targeted objectives are sought. Trustees are very careful to steer clear of the 'perpetual student' syndrome. I would say quite clearly to any prospective Course Tutor reading this, to secure our support your course should be a leading example in its field, be strongly led and effectively resourced by your own Institute".

In looking at the activities of the Trust and its funding targets in the next few years, Crookall is quite clear, "The current interests of the Trust are towards combining the key new and emerging technologies linked to Sustainable Development. This remains our long term goal".

John Crookall is also very clear as to the personal satisfaction he gets from being a Trustee "Continuing Professional Development and the further training of professional engineers is crucial to maintaining standards and to positioning key engineers and their companies in innovative, fast-changing technologies and increasingly competitive global market leadership. Both the needs of individuals for their on-going career progression, and the strategic value of such training to companies' future prospects and business plans, are important not only to the future of industry but also of the country. I am only pleased that I can play some part, however small, in sowing the seeds for the future prosperity of UK plc".

And what of the poacher turned gamekeeper? "That is a joke between our secretary, Ian Bowbrick, and myself. As a university Head of Department, I continually needed to seek out industrial support, now as a Trustee the role is reversed and it is a very satisfying one!".

