

Challenge X 2007 Outreach Plan

Instructions: Use this template to provide your team's outreach plan for Challenge X 2007. Your outreach plan is due November 2, 2006. Please post this plan as a PDF or Word Document to your team website by the due date.

Team: Mississippi State University

Name of Outreach Coordinator: Amanda McAlpin

Phone number and email of Coordinator:

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Dedicated Outreach Coordinator (Y/N): Y

If no, please list other role the O.C. has on your team:

Date posted: November 2, 2006

Outreach Plan

A. Summary Overview of Outreach Plan

This year the MSU team will target the surrounding community, to raise awareness of the Challenge X competition. We would also like to target university-aged students, to remind them of the importance of buying vehicles that run on alternative fuel and supporting this kind of technology. We will also target a youth audience, and educate them about energy and alternative fuels.

We would also like to reach community and media further away from us. We plan on traveling more to do outreach events, and trying to involve media when we travel.

Our communications objectives this year will be 1) for the surrounding community to be aware of MSU's participation in a solution to the energy crisis, 2) to raise awareness about energy issues and the solutions that alternative-fuel vehicles offer, 3) to encourage youth to pursue degrees in science or engineering and to interest them in alternative vehicles.

The messages we would like to deliver this year are the need for more research and development of alternative fueled vehicles. We would also like to relate that Mississippi State University is helping to address this issue by competing in the Challenge X competition and training engineers to design future vehicles that won't rely so heavily on oil.

We also plan to apply for outreach grants for the following events:
"Basic Car Maintenance" Class we will hold in November
Starkville Christmas Parade float in November

An Earth Day event that we have not finished planning, April
 A sponsor luncheon to be held in the spring

B. Media Relations (Requirement of 5 media hits)

This year, the MSU team plans to target non-traditional media as emphasized in this year's outreach program details. We are currently working on discovering online venues where we can place information pertaining to the MSU team. We also plan to make sure that we send media alerts to other media markets when we are traveling.

We would like to hold a media day in the spring to invite media to view our vehicle and learn more about our team. We will also continue to provide press kits, and other helpful information to the media when they report on any of our events. This has helped us in the past with getting more and better coverage, and developing relationships with reporters.

C. Youth Outreach (Requirement of 3 events)

Activity	Tentative Date	Overview of Event	Audience	Participants
School Visit	November 3	Speak to a classroom in the Starkville area.	Middle school students	Amanda McAlpin Ashley Priebe Bill Bain
School Visit	November 11, 2006	Speak to class at Starkville High School.	High School Students	Amanda McAlpin-Outreach Coordinator Ashley Priebe Ratessiea Lett Alice Martin
School Visit	December 1, 2006	Meet with elementary students at Starkville Elementary School	Elementary School Students	Amanda McAlpin-Outreach Coordinator Bill Bain Ashley Priebe Alice Martin
Trip to schools in the Mobile, AL area.	February or March	Speaking to students at Mobile schools and exhibiting vehicle.	Middle School Students	Amanda McAlpin-Outreach Coordinator Ashley Priebe Christopher Whitt Kennabec Walp

D. Community Outreach (Requirement of 3 events)

Activity	Tentative Date	Overview of Event	Audience	Participants
Starkville Tailgate Event	October 27 - Done	Exhibit the vehicle at a local tailgate event.	Community Approximately 150 people	Amanda McAlpin-Outreach Coordinator Christopher Whitt Ron Lewis Bill Bain
Presentation to Starkville Civic Club	November 27	Presentation to the Civic Club on the MSU Challenge X team.	Starkville Civic Club	Amanda McAlpin-Outreach Coordinator
Starkville Christmas Parade	November 27	We will have a float that exhibits our vehicle in the local Christmas Parade.	Community	Alice Martin Heather Oliveri Liz Stokes Ron Lewis
SAE Conference in San Diego	February 2007	Two of our team members will be presenting at the conference, and we will take the vehicle to exhibit.	Community	Marshall Molen-Faculty Advisor David Oglesby Christopher Whitt Amanda McAlpin
Earth Day Event	April 2007	We are planning to have an event around Earth Day for the community.	Community	

E. Sponsor Outreach (Requirement of 1 event)

Activity	Tentative Date	Overview of Event	Audience	Participants
Renewable Energy Day	October 6 - Done	Renewable Energy Day I hosted by the Mississippi Development Authority, the MSU Challenge X team was invited to exhibit their vehicle.	K-12 students Approximately 1,000 Students	Amanda McAlpin-Outreach Coordinator Christopher Whitt Kennabec Walp
Basic Car Maintenance Class	November 7	We will be hosting a class on basic car maintenance, open to the public. This will be in cooperation with Millsaps Chevrolet, one of our sponsors.	Community	Amanda McAlpin-Outreach Coordinator Kyle Crawford Dustin Black Patrick Mullins Christopher Whitt Marshall Molen-Faculty Advisor

F. Website

This year we plan to add more features and information to our website. We have recruited two students as part of the outreach team who plan to begin working on the website soon. They plan to do some modifications to the site to make it easier to navigate, and for aesthetics.

The main goal for our website this year is to add more content. We would like to add more interesting features which will be a draw, and we hope to get more hits. We also plan to get more coverage on the web, which we hope will increase the number of hits to our website. We had a deadline of early spring to make any significant changes to the website. After that date, we will only be adding content.

G. Evaluation (optional)

For evaluation of our program, we intend to keep track of all our media hits and the quality of those hits. We will also compare our program to last year's to see if we have improved.

We would also like to put a form on our website that allows people who have attended our outreach activities to fill out an evaluation form.

Reported by:
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Date: November 2, 2006