

**Mississippi State University**

**Challenge X Outreach Team**

**Year 2**

**Update #2**

**October 21 through December 1, 2005**

**Posted December 2, 2005**

**Reported by:**

**Amanda McAlpin – Outreach Coordinator, Dedicated**

**Terri Christian**

**Bill Bain**

**David Oglesby**

## **Year 2 Goals and Strategies – No changes**

During the second year of outreach for the MSU Challenge X team, the outreach team hopes to use last year's outreach as well as the guidelines for this year as a base for our activities. Then we would like to build from there by adding more and different kinds of events and strategies.

Particular points we would like to improve on are our K-12 outreach, our website, and our newsletter circulation.

For K-12, we hope to add additional classroom visits and field trips to our schedule. We plan to begin scheduling these earlier so that we can easily work with teachers' schedules. We are also holding a contest aimed at K-8 students to name our Equinox. This contest will be publicized in our newsletter and by flyers sent to schools, and will be accompanied by visits to several local schools to talk about Challenge X and explain the contest. We have begun advertising the contest, and the deadline for submissions is January 15. We also hope to get involved with more K-12 organizations such as Boy Scouts and Girl Scouts, and have begun contacting area leaders of these groups.

We recently lost our website designer due to another job; however we are in the search for a replacement and will hopefully have more than one person working on it this year. We hope to improve our website by including things to increase traffic flow. We also want to add several new features to the website such as a media room for reporters and other media.

As we do outreach events, we have been taking sign-up sheets for our newsletter with us. This adds to our list of those receiving the newsletter by mail, and we are searching for ways to get more names on our distribution list. We have already begun adding all our sponsors to the list, and we are searching for more venues. We think the newsletter is a great way for people to keep up with MSU's progress in the competition, especially for those that aren't geographically close to us. This year we plan to place newsletters in high-traffic areas and send the newsletter to more professors, not just those in engineering. We'll encourage them to let their students know about the newsletter and where they can sign up to receive it.

We also hope to incorporate new and unique outreach events into our program for this year. For instance, we are in the process of planning an hour long training session aimed at women which will be open to the community and college students. The class will focus on teaching basic car care that will enhance the gas mileage of the vehicle. We hope unique events like this will provide the MSU team with fun ways to get involved with the outreach, as well as have an interesting hook for the public to learn about Challenge X.

We would also like to improve our team's visibility and identity. We now have a graphic designer on our team, who is currently working on designing a brochure about our team. We would also like to print T-shirts with our team's logo. During the year we plan to develop more ideas to enhance our team's visibility and identity.

## Community Outreach:

- **MSU Discovery Day**

**Key Participants** – Amanda McAlpin, Outreach Coordinator; Bill Bain, Team Member; Terri Christian, Team Member; Brian Christian, Team Member

**Time and Date** – October 22, 2005

**Location** – MSU Campus, Starkville, MS

**Audience** – Held on a home football game day, Discovery Day invited alumni as well as high school students and their parents to come and visit engineering departments before the game. The Challenge X group set up a booth with brochures and display board, and put the Equinox in front of all the activities.

**Description** – General overview of Challenge X and MSU's progress in the competition. See figure 1 and 2.



*Figure 1. Part of the team in front of the Equinox at Discovery Day.*



*Figure 2. The Equinox has a small visitor at Discovery Day.*

- **Presentation to East Mississippi Community College students**  
**Key Participants** – Bill Bain, Team Member; Bob Kirkland, Staff Advisor; Amanda McAlpin, Outreach Coordinator; Terri Christian, Team Member; Ron Lewis, Team Member  
**Date** – October 28, 2005  
**Location** – Center for Advanced Vehicular Systems, MSU  
**Audience** – About 18 students and 2 instructors  
**Description** – General overview of Challenge X and MSU's progress in the competition. Tour of facilities to show the vehicle and equipment used in the competition.  
*See figure 3.*



*Figure 3. Community college students listen to Ron Lewis talk about the Equinox.*

- **Presentation to Starkville Civic Club**

**Key Participants** – Bill Bain, Team Member; Bob Kirkland, Staff Advisor

**Date** – November 21, 2005

**Location** – Restaurant meeting room, Starkville, MS

**Audience** – Starkville Civic Club, about 13 members.

**Description** – General overview of Challenge X and MSU's progress in the competition.

- **Presentation to MSU Engineering Class**

**Key Participants** – Ron Lewis, Team Member; Kyle Crawford, Team Member; Christopher Whitt, Team Member

**Date** – November 29, 2005

**Location** – Center for Advanced Vehicular Systems, MSU

**Audience** – MSU Engineering class. Approximately 15 students.

**Description** – General overview of Challenge X and MSU's progress in the competition.



## **K-12 Outreach:**

- **Presentation to Mississippi School for Math and Science Students**

**Key Participants** – Amanda McAlpin, Outreach Coordinator

**Time and Date** – October 21, 2005

**Location** – Starkville, MS

**Audience** – Mississippi School for Math and Science high school students.

Approximately 30 students

**Description** – Challenge X overview and MSU's progress in the competition.

- **Presentation and Meeting with Houston Vocational Center**

**Key Participants** – David Ogelsby, Team Leader; Bill Bain, Team Member

**Time and Date** – November 29, 2005

**Location** – Center for Advanced Vehicular Systems, MSU

**Audience** – Houston Vocational High School solar power car team faculty.

Approximately 5 members.

**Description** – Challenge X overview and MSU's progress in the competition. Discussion of plans for mentoring the high school solar power team.

## **Website:**

No changes.

