

Challenge X 2007 Outreach Plan

Team: UC Davis

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Outreach Plan

A. Summary Overview of Outreach Plan

Outreach objectives as originally defined at Fall Workshop 2004. The information presented at Fall Workshop 2004 is relevant because the presentation specified that specifics for Year 2 and 3 will change, but basic approach will not. That means the general goals defined in that presentation still applies to the current outreach competition.

Common Objective

Raise awareness about critical energy and transportation-related issues throughout North America.

Grant Request

UC Davis will be submitting a modest grant request to develop nice brochures, wall posters, and business cars for students involved in outreach.

Youth Outreach

Objective

Attract youth to study engineering, particularly automotive engineering.

One of the goals is definitely education for youth outreach because the 2004 Fall Workshop called for recruiting PR/journalism/**education** student as intern to conduct outreach

The presentation also identified the following as eligible for awards:

Other K-12 education activities eligible for Outreach awards and Best Education Outreach awards:

Recruiting events to attract underrepresented minorities and/or non non-affluent students to engineering careers

Our audience is still the K-12 audience and delivering a K-12 message which not only focuses on a one-time message, but also on a long term commitment to academics to enable students to study engineering and have real hands-on experience with automotive engineering.

Implementation

The UC Davis team plans to not only present the one-time Challenge X PR message, but also to commit ourselves to get students in school to have hands-on experience with automotive engineering.

The UC Davis team has a hybrid-electric go-kart development program at a high school and was planning one at a middle school. Due to a recent “change” on the team, the middle school program was canceled and the high school program is under review for two weeks now. The UC Davis team plans to focus on one school district to maximize the impact of academic outreach in that district, however, if the opportunity does not avail, the team plans to work with youth clubs to deliver the same message and academic program to the same audience.

Our objective is to also involve the students in an advanced vehicle development competition with an end of year interschool hybrid go-kart competition. This enables UC Davis to talk about how similar their competition is to the Challenge X competition.

Grant Request

UC Davis will be submitting grant requests to purchase equipment needed to the go-kart program.

Community Outreach

Objective

Raise awareness about carbon emission, limited oil supply and limited oil production capacity.

Present UC Davis’ vision of sustainable mobility

Showcase the UC Davis Challenge X entry as a truly sustainable solution when charged with renewable energy such as solar, or wind energy.

Press the urgency that we must deal with this issue today rather than wait until the full impact of energy shortage occurs, when is too late.

Educate the community that this technology is ready today for manufacturing.

Speak about how Challenge X has enabled the team to develop the vehicle and made it easier to bring this message to the public.

Implementation

UC Davis' community outreach is mostly through participating in local environmental and energy events. The audiences are environmentally conscious people. Environmental groups invite the team all the time to participate. Since we share common goals with the environmental groups our message fits well with their events.

Media Relations

Objectives

The objectives of media relations are the same as community outreach, but directed towards the media.

B. Media Relations (Requirement of 5 media hits)

UC Davis receives allot of media attention due to the notoriety of Dr. Frank. We anticipate that we can continue to make use of that stream of media attention.

The non-traditional media such as people making documentaries have come to UC Davis to film the Challenge X vehicle and hear Dr. Frank speak about UC Davis' vision of sustainable mobility. One way to reach the alternative media is to put a shot video clip on YouTube soliciting film makers to come to UC Davis to do their documentaries.

In Year 2, the UC Davis team received some media attention for its K-12 outreach efforts. We anticipate that we will receive some from this year's K-12 efforts also.

C. Youth Outreach (Requirement of 3 events)

Activity	Tentative Date	Overview of Event	Audience	Participants
HS Hybrid Go-Kart Program	August 2006 – May 2007. Program was deployed but currently on hold due to a recent change on the UC Davis team	Students develop a hybrid-go-kart for competition in a year long academic program	9-12 Grade Level	Christie English
Middle School	TBD	Students develop a hybrid-go-kart for competition in a year long academic program	7-8 Grade Level	Christie English, May Partner with a

	Originally scheduled to start in November but was canceled due to a recent change on the UC Davis team UC Davis will seek another school or youth club to work with			Youth club
School Visit	TBD	Talk about UC Davis Vehicle and Challenge X	7-8 or 9-12	Christie English, + others on team

D. Community Outreach (Requirement of 3 events)

Share booth with AAA Green Light Initiative at the International Auto Show in San Francisco

Show the Challenge X vehicle at a green energy event in Grass Valley

Participate in a "Peak Oil" forum presenting UC Davis Challenge X vehicle entry as a real solution to significantly displace oil consumption.

Activity	Tentative Date	Overview of Event	Audience	Participants
International Auto Show	Nov 18	International Auto Show with allot of participants	Average Auto Consumer	Christian Reif + others
Green Energy event in Grass Valley	Nov 19, 20			Dr Frank, Beth Solik, Bryan Jungers
Participate in Peak Oil Forum	TBD			Dr Frank

E. Sponsor Outreach (Requirement of 1 event)

UC Davis would like to involve Mototron, National Instruments, and The Mathworks as sponsors of the K-12 outreach program. We would like to demonstrate their products at education related venues such as the First Robotics Competition held yearly at UC Davis.

Activity	Tentative Date	Overview of Event	Audience	Participants
First Robotics	May	Demonstrate Mototron, National Instruments, and The Mathworks tools	9-12 grade level	Christie English + others on team

F. Website

UC Davis plans:

- Redesign of the look of the team’s website to provide a more environmentally friendly, clean energy impression.
- Add photos of our team member
- Push UC Davis vision of sustainable mobility through displacing oil consumption with wind power or solar energy.

G. Evaluation (optional)

UC Davis’ youth outreach is unique and our goal is to demonstrate that an academically based youth outreach can radically transform K-12 education. We do not anticipate getting much credit for this type of outreach because the current outreach competition is not setup to acknowledge it even though it satisfies the general goals of the K-12 competition. We do however request that a unique and successful K-12 program should receive some kind of recognition. Perhaps a public pronouncement of excellence, a letter of commendation sent to the school’s Dean, and consideration to incorporate academically based K-12 outreach in future competitions would do justice for the teams’ efforts.

Success is defined as:

- Students built a “mule” hybrid-electric go-kart
- Students applied math and science to develop their go-kart
- Student participated in an end of year interschool go-kart competition event

- Students learned hands-on about the Challenge X competition
- Students are motivated to push themselves to take college preparatory courses
- The numbers of students involved is significant enough to be worth the effort
- Minorities and underrepresented groups are served by the program

Reported by: Christie English

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