



Challenge X 2007 Outreach Program Plan

Outreach Program Plan

The Ohio State University 2007 Challenge X Team

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Outreach Plan

A: Summary Overview of Outreach Plan

The goals of The Ohio State University Challenge X Team's community outreach program mirror those of the Challenge X competition in several ways.

We as a team are committed to:

- Educating future generations and the general public about the necessity of alternative fuel vehicles, and preserving natural resources. Key audiences include the Ohio State University students, staff, and faculty; central Ohio residents, automotive enthusiasts, and members of the media.
- Encouraging youth to study engineering, thus becoming the architects of the world of the future.
- Gaining community and media exposure through personal appearances, as well as audio, video, and print media.
- Gaining hands-on experience communicating ideas and technology to the public as well as the media, making ourselves better prepared for our futures in the engineering field.

As a team we plan to achieve these goals through an aggressive program developed and implemented by our outreach coordinator, with assistance from the team, faculty advisors, The Ohio State University, and the Challenge X competition.

B: Media Relations

A key portion of the Challenge X media relations strategy relies on a partnership with the Ohio State College of Engineering media office. Utilizing the resources available through the media office the Ohio State Challenge X team is able to make press releases through the university and in turn attract more media to Challenge X events. A major goal for the upcoming month is to use the publicity of the number one ranked Ohio State football team to highlight Ohio State Challenge X.

The Challenge X team is attempting to gain some airtime at the national level through ESPN and College Gameday to highlight Challenge X during the annual OSU versus Michigan football game

C: Youth Outreach

Table 1 is a summary of planned Youth Outreach Events for the Ohio State Challenge X team.

Activity	Tentative Date	Overview of Event	Audience	Participants
High School Tours	November/December 2006	High School Students Tour the Center for Automotive Research	High School Students	Challenge X team members and advisors
Freshman Alternative Fuels Evening	January 2007	Ohio State Freshman tour Center for Automotive Research and engage in activities aimed at increasing awareness of alternative fuels.	OSU Freshman	Challenge X team members, advisors, and Ohio State Resident Hall Staff
Alternative Fuels Essay Contest	January-April 2007	Columbus area High School students will be invited to write an essay on alternative fuels and the importance of research for a gift certificate.	High School Students	Challenge X team, advisors, and local area teachers
Area school visits	November 2006 – June 2007	Visits to as many elementary, middle, and high schools in the Columbus area as possible	K-12	Challenge X team, advisors, and local area teachers

Table 1 Planned Youth Outreach Events

D: Community Outreach

Table 2 is a summary of planned Community Outreach Events for the Ohio State Challenge X team.

Activity	Tentative Date	Overview of Event	Audience	Participants
Columbus Car Show	March 2006	The Challenge X team is traditionally invited with the Central Ohio Clean Air Coalition to raise awareness for alternative fuels at the car show.	Community members and automotive enthusiasts	Challenge X team members, advisors, and the Central Ohio Clean Air Coalition
CAR Open House	February/March 2007	Community Members will be invited to the Center for Automotive Research for an open house in which tours will be provided. This effort will help raise awareness for alternative fuels.	Community Members	Challenge X team members and advisors

Martin Luther King Day of Service	January 2007	This day of service provides a means for the Challenge X team to give back to the community and commemorate Dr. King.	Day of service volunteers	Challenge X team members and advisors
Earth Day Bash	April 22 2007	Alternative fuels research vehicles from the Center for Automotive Research will throw a bash near Mirror Lake on campus	OSU students / faculty	Center for Automotive Research alternative fuels teams

Table 2 Planned Community Outreach

E: Sponsor Outreach

Table 3 is a summary of planned Sponsor Outreach Events for the Ohio State Challenge X team.

Activity	Tentative Date	Overview of Event	Audience	Participants
GM Mentor Appreciation	April 2007	The Challenge X team will honor the hard work and dedication of team mentor Rayel Booth	Media	Challenge X team members and advisors
Vehicle Unveiling and Ride & Drive	May 1 st , 2007	The ChallengeX team will unveil a competition ready vehicle which sponsors and media will be able to take for a ride	Sponsors / Media	ChallengeX team, advisors, sponsors, and media

Table 3 Planned Sponsor Outreach

F: Website

Key Website Improvements:

- The website is now available in nine different languages
- The addition of an events calendar allows for team members and visitors to see what the team is currently doing and what the team has planned.
- In the near future interested parties will be able to request tours and talks for the Center for Automotive Research with an online form.

G: Evaluation

Throughout the summer and the beginning of Autumn quarter the OSU Challenge X team has been engaged in outreach activities and has accomplished several of the outreach requirements. A success for the team in Outreach would include maintaining this level of dedication and to increase make sure that every event is of the highest quality.