

## Challenge X 2007 Outreach Plan

**Team: University of Tennessee**

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### Outreach Plan

#### **A. Summary Overview of Outreach Plan**

*Team Tennessee is planning an aggressive expansion of the outreach the team has undertaken in recent years. Through promotion of hybrid electric vehicles and cleaner burning alternative fuels we hope to create interest and a base level of education and awareness on more environmentally friendly transportation alternatives. Our three main targeted audiences are people around and associated with the university, school age children both during school and after, and automotive enthusiast such as drag racers and auto crossers.*

#### **B. Media Relations (Requirement of 5 media hits)**

*We plan to utilize several existing media relationships with local news stations and newspapers. By providing public situations that would be enticing to cover and informing contacts we have made we hope to achieve a good amount of local market media coverage. Covering both the campus media and media in the greater Knoxville are we hope to reach a reasonably large percentage of our local community.*

### C. Youth Outreach (Requirement of 3 events)

Activity	Tentative Date	Overview of Event	Audience	Participants
Multiple K-12 School Visits	Varies	Give short presentations on benefits of alternative vehicles and fuels as well as some short activities based on Challenge X.	Students	2-5 Challenge X Team Members
Engineers Day	Completed	Informal Q&A sessions with students visiting the College of Engineering's Engineers day activities to encourage knowledge in alternative vehicles and careers as engineers.	High School Students	5 Challenge X Team Members, Faculty Advisor

### D. Community Outreach (Requirement of 3 events)

Activity	Tentative Date	Overview of Event	Audience	Participants
Make Orange Green	Completed	On-Campus Environmental Awareness Event with Challenge X booth, Equinox Hybrid on-site, and our SAE bio-diesel production team	College Students, Faculty, and Staff, Local News Papers and Television	Challenge X Team, SAE Bio-Diesel Project Team, Campus Environmental Organizations
Homecoming	Completed	Presentation of Challenge X vehicle to the College of Engineering Alumni at the annual Homecoming Picnic	College of Engineering Alumni, Dean of the College	Challenge X Team
Alumni Magazine Photo Shoot	Completed	Photo Shoot for the upcoming College of Engineering Alumni Magazine Article	Alumni	Challenge X Team
Alternative Fuels Odyssey	Completed	Alternative Fuels Training Consortium Odyssey hosted by the East Tennessee Clean Fuels Coalition (ETCFC)	ETCFC, Eastman	Challenge X, UT SAE
SCCA Autocross	11/12/2006	Running of the Equinox in a local Autocross event as a demonstration.	Autocross Community and Audience	Challenge X Team
Drag Race	Nov. 2006	Drag race demonstration	Track Attendance	Challenge X Team
Chevrolet Dealer Visit	Nov. 2006	Dealership meet and greet with customers by the Challenge X team for questions and answers. Equinox on site to view.	Dealership Customers and Staff	Challenge X Team
SCCA Meeting	11/07/2006	Club Meeting, Challenge X Team present for Q&A	SCCA Club Members	Challenge X Team

**E. Sponsor Outreach (Requirement of 1 event)**

*Sponsor activities are still in the planning stage.*

**F. Website**

*The Team Tennessee Website will be completely revamped. During the course of the first few months of the year three competition a complete redesign of all website features with updates from year two and upcoming events in year three. Completed and future outreach activities will be featured as well as some introductory technical information on alternative vehicles and bio fuels. A cleaner easy to navigate look with improved graphics and aesthetics to improve user experiences will be included. The overall goal is an easy to use informative website with the content to inform a layperson of the state and future of the alternative transportation research we undertake. Updated contact information for additional questions (and a frequently asked questions document as necessary) will be added for the best information distribution we can achieve.*

**G. Evaluation (optional)**

*At the end of year three we hope to see a summary of our outreach activities with no gaping holes or missed opportunities. An internal assessment of successes and improvements to be made in our outreach activities will be compiled into a guide and history to be passed on to the year four team so that they may continue the work already in progress.*

Reported by: Benjamin Campbell

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