

# Challenge X 2008

## Marketing Program Report # 3

**Team:** University of Tulsa

**Name of Outreach Coordinator:** Mari Riera

**Phone number and email of Coordinator:** (918) 361-9532; mari-riera@utulsa.edu

**Dedicated Outreach Coordinator (Y/N):** yes

**Date posted:** 7 March 2008

### I. Marketing Plan – 5 points

- *Please report on any changes or updates your team has made to your Marketing Plan since your last update at the Winter Workshop.*
- *Provide details of what the value added aspects of these new activities were, how you increased visibility of your vehicle, describe any outstanding or innovative activity and what the benefits of repositioning your plan were.*

No changes or updates have been made to the University of Tulsa's marketing plan since the winter workshop.

### II. Marketing Activity Detail

#### A. Media Relations - 5 points

*Please list each media hit since your last marketing report. Please provide copies of any media clips in the Appendix.*

<b>Media Type</b> <i>(Television, Radio, Print)</i>	<b>Media Outlet and Reporter's Name</b>	<b>Date</b>	<b>Location</b>	<b>Coverage Origin</b> <i>(List name of News Release or Event)</i>
Print	<i>Tulsa People</i> magazine	March 2008	Mailed by subscription and available at many area stores (i.e. Starbucks)	Tulsa People's Eco-Heroes

**B. Outreach – 5 points**

*Please use the chart to provide a list of all of your outreach activities since your last report. Also provide a written description below with additional details for each outreach activity listed. Please number your events below.*

<b>Activity</b>	<b>Date</b>	<b>Location</b>	<b>Audience</b>	<b>Participants</b> <i>(Briefly describe which team members participated)</i>
1. IEEE Meeting	12 February 2008	Hurricane Motor Works	Members of IEEE and other engineers	Outreach coordinator, Control team members
2. E-week	18-22 February 2008	University of Tulsa Keplinger Hall	University of Tulsa students	Entire Challenge X Team

1. Activity name: IEEE Visit  
Date/Time: 12 February 2008, 6:00pm-8:00pm  
Location: Hurricane Motor Works  
Team participants: Outreach coordinator, Challenge X alums, and Controls team members, Challenge X advisors.  
Audience: 35 Northeastern Oklahoma IEEE members and local engineers  
Activity description/details: Dinner and an open house that showcased Hurricane Motor Works and the current and previous vehicle projects.  
Key Messages Covered: How important electrical engineers have become to vehicle design that was once thought of as a dominantly mechanical engineering field.  
Any measurable results: More people learned about the project, and are interested in the future of electricity in vehicles as well as a crossover to sustainable mobility.  
Photos: none
2. Activity name: E-Week  
Date/Time: 18-22 February 2008; 8:00am-9:00pm, everyday  
Location: University of Tulsa Engineering Hall  
Team participants: Entire Challenge X team.  
Audience: University of Tulsa students.  
Activity description/details: The vehicle was on display outside the engineering building, and students could view the car, and ask questions about the project. A poster was displayed with other research posters inside the atrium of the engineering building.  
Key Messages Covered: Information on the project and how alternative fuel designs are being implemented in vehicles at TU.  
Any measurable results: More people learned about the project, and are interested in the future of cars, and what fuels them  
Photos: see appendix

**C. Education Program – 5 points**

*Please use the chart to provide a list of all of your education outreach activities since your last report. This list should include events as well as materials produced to assist in educating. Also provide a written description below with additional details for activity listed. Please number your events below.*

<b>Activity</b>	<b>Date</b>	<b>Location</b>	<b>Audience</b>	<b>Participants</b> <i>(Briefly describe which team members participated)</i>
1. Girl Scout Badge Workshop	9 February 2008	University of Tulsa Keplinger Hall and Hurricane Motor Works	Girls Scouts	Outreach Team
2. Middle School Open House	21 February 2008	University of Tulsa Keplinger Hall	Middle School students, teachers and parents	Outreach Team

1. Community event name: Girl Scout Badge Workshop  
 Date/Time: 9 February 2008, 9:00am- 3:00pm  
 Location: University of Tulsa Keplinger Hall and Hurricane Motor Works  
 Team participants: Mari Riera (Outreach Coordinator), Courtney Palmer (Outreach team member), Michael Kennedy (Webmaster), Christi Patton (Advisor)  
 Audience: 15 Girl Scouts ranging from middle school to high school age.  
 Activity description/details: Girls learned basic car maintenance skills, like how to change the oil, check the fluids, and different gauges on both traditional and hybrid vehicles. They also learned how to be safe on the road, and what to do to get optimal gas mileage.  
 Key Messages Covered: Importance of car maintenance and how to run a car safely for the environment and minimize the consumption of fossil fuels.  
 Any measurable results: Girls are now more aware of the importance of sustainable mobility and have earned a badge in car maintenance.  
 Photos: none.
  
2. Community event name: Middle School Open House  
 Date/Time: 21 February 2008, 8:30am- 2:00pm  
 Location: University of Tulsa Keplinger Hall  
 Team participants: Mari Riera (Outreach Coordinator), Courtney Palmer (Outreach team member), Andrew Harmon (Mechanical Team Lead), Scott Rainwater (Controls Team Lead), Christi Patton (Advisor)  
 Audience: 400 local middle school students plus the drivers who brought them (parents and teachers)  
 Activity description/details: The car was on display and CX team members on hand to discuss the vehicle.  
 Key Messages Covered: Information on the project and how alternative fuel designs are being implemented in vehicles at TU.  
 Any measurable results: More people learned about the project, and are interested in the future of cars and automotive career options.  
 Photos:



*Challenge X team members Kyle Hanneman and Andrew Harmon talk with a visiting student about the car.*

## D. Social Marketing – 5 points

Please list any updates or modifications to your team's website since your last outreach report, including

- new additions in functionality
- new look/design
- special features
- Please include at least one screen grab of your team website below

Also, include any new media your team has utilized for marketing.

No significant updates or modifications have been made to the website. Updates are made as events occur.



### Announcements

If you are interested in learning more about Challenge X, visit our [Challenge X FAQ](#).  
If you would like to join our team, e-mail Dr. Patton at [christi.patton@tulsa.edu](mailto:christi.patton@tulsa.edu) and find the best time to come check out what we're doing, or visit our [Subteam page](#) and see if anything catches your eye.

### News

March 5, 2008

Tulsa Challenge X has been featured in an article in the March issue of TulsaPeople. Check it out [here](#).



### TU Challenge X Survey

Do you or anyone you know own a hybrid or electric vehicle?

- Yes, I own a hybrid or electric vehicle.
- Yes, I own a hybrid or electric vehicle and also know someone who owns one.
- Yes, I know someone who owns a hybrid or electric vehicle.
- No, I do not know anyone who owns a hybrid or electric vehicle.

[Track Online Survey](#)

Want to play a game?

Visit our [games page](#).

November 27, 2007

Isabelle, three of her team members and one of her faculty advisors are currently in Los Angeles for the post-Thanksgiving media extravaganza! We will be playing tag team with people flying in and out of LA throughout the week, and pictures will be posted of our adventures.

November 23, 2007

A new [commercial](#) for the University of Tulsa's one and only hybrid SUV, Isabelle, is now on our [YouTube page](#). See it [here](#).

November 12, 2007

We have a new survey about owning alternatively-fueled vehicles. It is located to the left side of our home page.  
The results of our previous survey can be seen on our [Survey Page](#).

November 7, 2007

Our Spanish server is now up and running. Access it [here](#), or through the language bar at the top of the page.

October 20, 2007

We have a new survey about riding in alternatively-fueled vehicles. It is located to the left side of our home page.  
The results of our previous survey can be seen on our new [Survey Page](#).

### News Archive

For more information on Challenge X at TU, contact

Dr. Christi Patton  
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The University of Tulsa  
600 S. College Ave.  
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**E. Wrap-up – 3 points**

*Provide a wrap-up of your report and explain why your plan and approach surpasses competitors (other CX teams). Please include a statement how your plan impacted your audiences and/or communities. Provide an update on your budget with dollars spent and forecasted expenditures.*

The good news is that this week Isabella became a hybrid again! We're looking forward to the renewed enthusiasm that brings to our entire team. (She will have to take another two weeks off for Spring Break as our battery has been recalled by the manufacturer for modifications.)

There are some excellent outreach events planned for April since the car will be ready to run. With the money received, new brochures and pamphlets will be printed, as well as some promotional keepsakes to be handed out at these events. To date, no money has been spent, as the money has been tied up by our accountants since the wrong amount was sent and deposited.

Reported by: Mari Riera

Date: 6 March 2008

## Appendix: Copies of Media Clips

### Tulsa People Article



Amanda Emmett, Christi Patton Luks and the rest of the Challenge X team will display the Chevy Equinox they converted into an innovative hybrid model at a ceremony in Washington, D.C., in May.

## THE INVENTORS

It started as a typical silver SUV. But four years, 60 college students and one innovative idea later, a donated car has morphed into what might become the next generation's hybrid vehicle.

In 2004, The University of Tulsa engineering team was chosen to participate in the prestigious Challenge X.

Event sponsors General Motors and the U.S. Department of Energy selected TU as one of the 17 teams out of nearly 100 vying for a spot to create a new kind of automobile.

The team had to put a new spin on a 19-mile-per-gallon Chevy Equinox, converting it to a hybrid automobile.

Like many hybrids, the team's design includes an electric-powered motor and a diesel engine.

The spin? Their hybrid also contains removable fuel cells, which allow the driver to create more electricity without having to use the diesel motor. In essence, it creates a more environmentally friendly way to create electricity by power blending, says **Christi Patton Luks**, TU Challenge X team sponsor and applied associate professor of chemical engineering.

Here's the kicker: The removable fuel cells are literally removable. Meaning that during Tulsa's next large power outage, a driver could remove the hydrogen skid from his or her car and use it to keep the home refrigerator running. Or power a TV on a camping trip.

Additionally, with fuel cells, the only waste the car creates is water.

"Shortly after we proposed the design, GM started working on a similar design," Luks says. "It's really exciting that one of the designs GM is working on right now for future vehicles is very much the same we have for our vehicle. I think they paid attention to our ideas. Our brainstorming, I think, has had an impact."

Today, the TU team's Equinox generally gets 29 miles per gallon, and the team, which currently has 15 members, hopes to increase that number before the competition ends in May.

"I'm hoping these types of projects can keep on pushing and furthering technology so we can get to the point where we have more fuel-efficient and emissions-free cars," says **Amanda Emmett**, Challenge X team member.