



# Student ActivITE Guide

Guidelines and Research for Successful Student Activities, Big and Small



Final Presentation - July 11, 2022

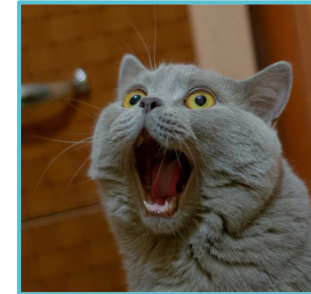
# LITE Waves: Who We Are



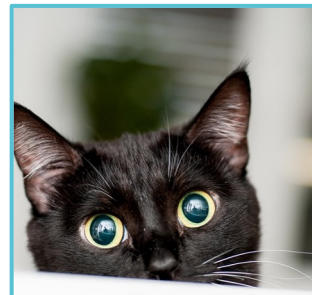
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# LITE Waves: Who We Are



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# Background

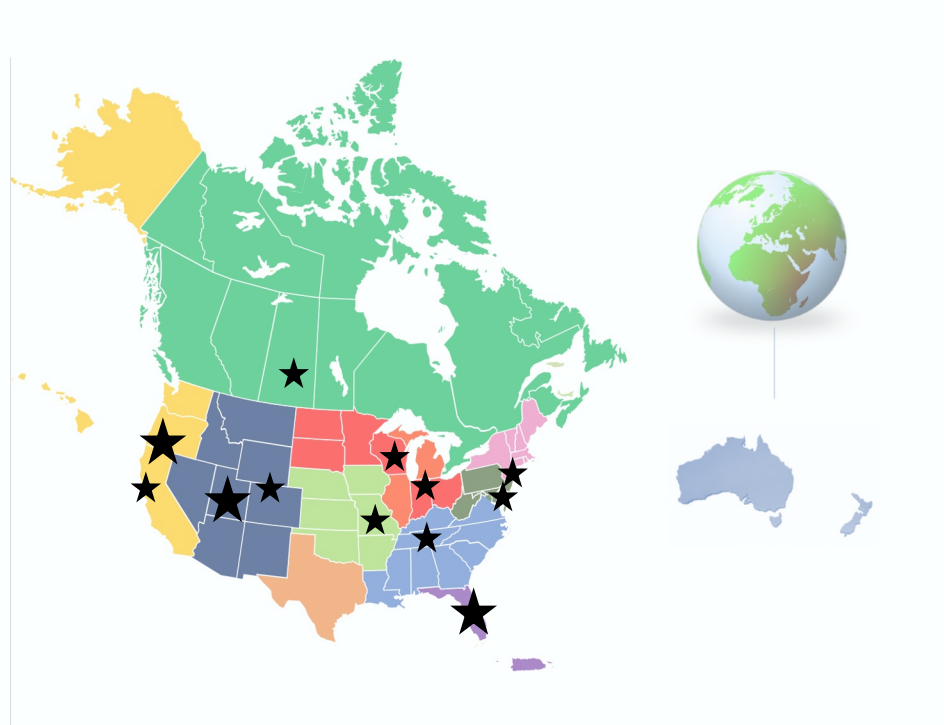
- ▶ Engaging students is important but difficult
- ▶ Lots of efforts already underway, big and small
- ▶ Opportunity: gather experience from all of ITE to share best practices and build off our collective experience

# Our Deliverables

- ▶ Live, searchable database of activities
- ▶ Recommendations for all types of activities based on our research
- ▶ Recommendations for THE BIG EVENT- an international event that:
  - ▶ Supplements the ITE Collegiate Traffic Bowl
  - ▶ Builds name recognition to broaden involvement

# Research

- ▶ ITE provided a list of student outreach superstars
- ▶ We conducted over 25 interviews and documented 50+ activities
- ▶ Research covered ITE across North America, giving a broad base of experience unique to other studies
  - ▶ Next steps: fill in gaps and go international!



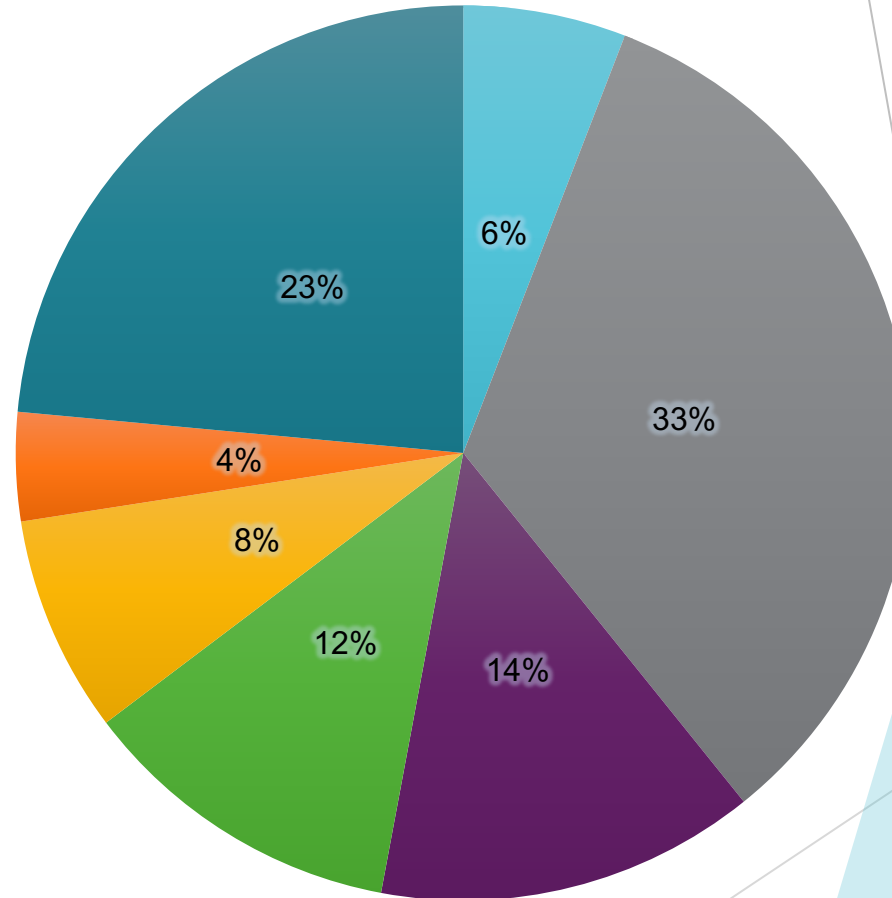
# Our Database

- ▶ Database is in table format to be posted to ITE website
- ▶ Intended to be live-updated by student event planners

Activity Name	Activity Type	ITE Group					History	Presentation	Participation Type	Typical Outreach	Typical Turnout	Frequency
		Student Chapter	Chapter	Section	District	International						
Data Collection RFP	Technical Experience	-	-	-	Mountain	-	Carried over from Western District. Started in 2020.	Review of RFPs is virtual. Students must collect data in person.	Student Chapter (as a whole)	14-15 Student Chapters	2-3 Student Chapters	Annual
Student of the Year Award	Award	-	-	Colorado-Wyoming	-	-	Started in 2018.	Review of submissions is virtual. Award is presented in person if possible.	Individual	2 Student Chapters (15-25 students)	2-3 Nominees	Annual

# Findings: Common Activities

- Traffic Bowls
- Submission contests, such as research paper contests, awards, and scholarships
- Leadership summits/forums/roundtables
- Food/happy hour/networking meetings
- Shark Tank Design/Elevator Pitch - short presentation competitions
- RFP for a project
- Other



# Findings: Low-Bar vs. High Prep

- ▶ Low-bar to entry
  - ▶ Example: happy hour
  - ▶ Focuses on making attendance easy
  - ▶ Encourages casual turnout
- ▶ High-prep
  - ▶ Example - ITE Collegiate Traffic Bowl
  - ▶ Leads to team building
  - ▶ Helps market event by building momentum
  - ▶ Can discourage casual or under-prepared attendance

# Findings: Team Organization

- ▶ Mixed teams encourages networking
  - ▶ Good for low-bar type activities
  - ▶ Promotes friendlier competition
- ▶ Set teams allow for advanced prep and team building
  - ▶ Good for high-prep activities
  - ▶ Allows for less networking

# Findings: School Coordination

- ▶ School credit helps participation, but don't push it
- ▶ Be cognizant of school schedules
- ▶ Design activities that bridge skill/knowledge level gaps between school programs and majors
  - ▶ Undergrad vs. Grad programs
  - ▶ Planning vs. engineering degrees

# Findings: Expand Your Toolbox

- ▶ ITE support in terms of advice and “kits” could be helpful
  - ▶ E.g., advice for a happy hour, advice for an informal traffic bowl
  - ▶ Planning steps
  - ▶ Venue recommendations
  - ▶ Equipment needs
- ▶ Remote meetings- consider more interactive platforms
  - ▶ E.g., Gather

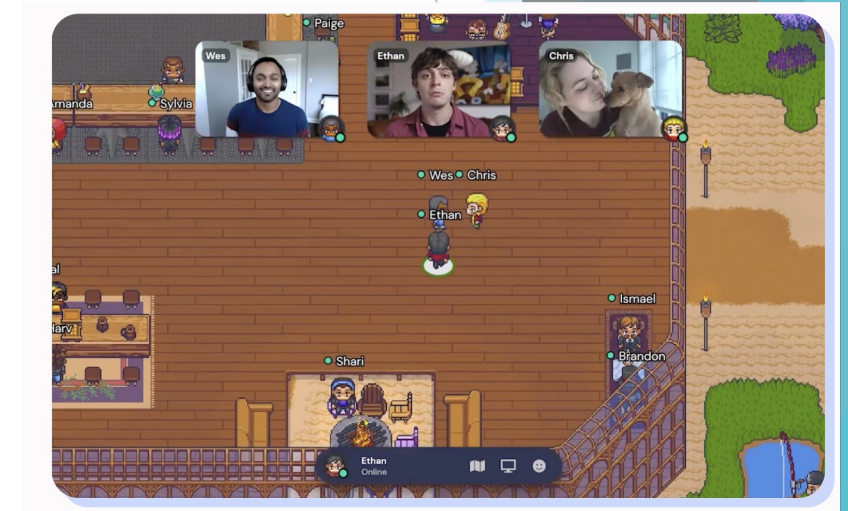


Image source: Gather website

# Findings: Traffic Bowls



## ▶ Formal Traffic Bowl:

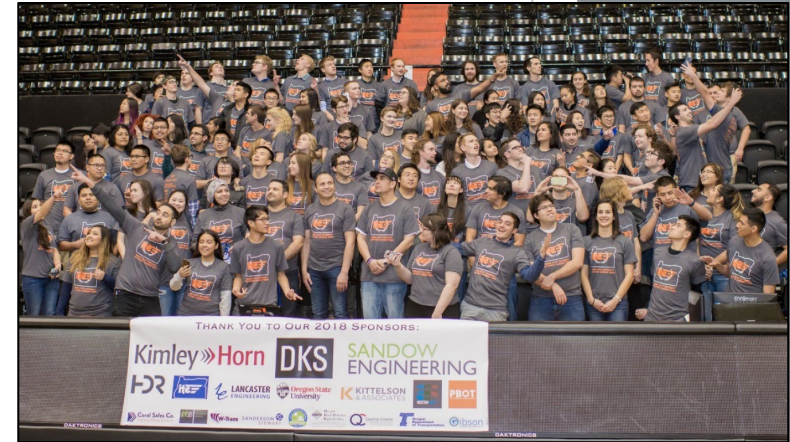
- ▶ Advertise the resource list more prominently
- ▶ Create a wider range of categories to make it more inclusive
- ▶ Use more non-technical trivia to level the playing field

## ▶ Informal Traffic Bowl:

- ▶ Consider a novel venue or emcee
- ▶ Play with formatting- individuals or mixed teams
- ▶ ITE could provide guides, questions, software, etc.

# Marquee Event: Student Leadership Summits

- ▶ A conference planned by students, for students, to promote leadership training early
- ▶ This still requires support from ITE leaders!
- ▶ How ITE Can Help:
  - ▶ Provide more guidance up-front about how to host an SLS
  - ▶ Manage the transition from one SLS to the next
  - ▶ Coordinate ongoing documentation of best practices



# Marquee Event: Learning by Traveling

- ▶ Transportation-focused technical tours
- ▶ Hosted by professional members, planned and attended by students
- ▶ Students use multi-modal transportation systems in new locations
- ▶ How ITE Can Help:
  - ▶ Prepare tour itineraries and issue invitations to students
  - ▶ Provide advice for making travel arrangements
  - ▶ Offer financial aid (if possible)



# Marquee Event: The MiteY Race

- ▶ An interactive race/scavenger hunt consisting of a series of hands-on themed challenges
- ▶ Started in the Western District and used as a fundraiser for student activities
- ▶ Open to students, professionals, family & friends!
- ▶ How ITE Can Help:
  - ▶ Provide guidance on how other Districts can host their own MiteY Race
  - ▶ Promote the MiteY Race, including its history, on ITE platforms - and hold a MiteY Race at the Annual Meeting!



# Marquee Event: Student Design Competition

- ▶ Several versions of this event exist:
  - ▶ Competition to design a student activity (Western District, Mountain District)
  - ▶ Competition to respond to a transportation problem (Great Lakes District, Missouri Valley District)
- ▶ Less high-prep and more hands-on than the Sandbox Competition
- ▶ Generally still requires some pre-work
- ▶ Easily accommodates mixed or set teams



# Marquee Event: Student Design Competition

## ▶ How ITE Can Help:

- ▶ Document existing student competitions
- ▶ Coordinate communication between Districts about successes, failures, and best practices when it comes to this type of event
- ▶ Hold workshop for students to provide feedback about what they would like to see

- 2) **Do we need to make improvements to the existing system?** Does the added traffic require us to make adjustments to our system, or are there any advantages in creating/removing links in our existing infrastructure network in getting them there? As it stands entering traffic has 2 access points.
- 3) **Get creative.** We want this to be something that fans talk about. That means the stadium and the experience, but it also means in getting here. Fans that visit may put a high value on something out of the box in getting to the site besides just the classic park and walk to the site situation. It's all about the 'gram, and anything that we can integrate as cool, out-of-the-box ways in getting here can serve as good marketing to come to the site to check out.
- 4) **How do we handle the movement of people on the interior of the site?** The site has some localized streets, how do we move people there while balancing the high amount of varying system users. We'll have 3 major intersections on site, how do we control those intersections? Is more work needed than our plan initially called for?

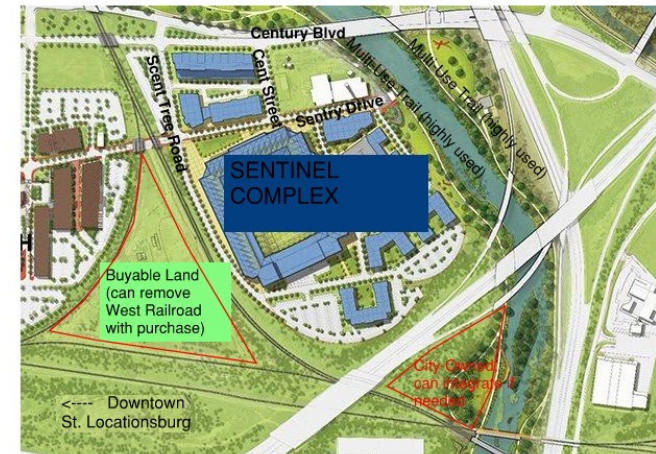


Fig 1. Site Plan and Notes

Now for some wrinkles.

We do have some land around the site that can get used. The first is just to the west of the site, a triangle shaped parcel of land that would need to be bought. The current configuration is bordered by

# Next Steps

- ▶ Continue research; fill in gaps and go international
- ▶ Marketing - how to share this project:
  - ▶ Post database and key findings on ITE Website
    - ▶ Make database editable so others can add to it
  - ▶ Work with ITE to share with student chapters and D/S/C leaders
  - ▶ Bring this back to our home sections/chapters
- ▶ Identify “champions” to push marquee activities forward

# Questions?

