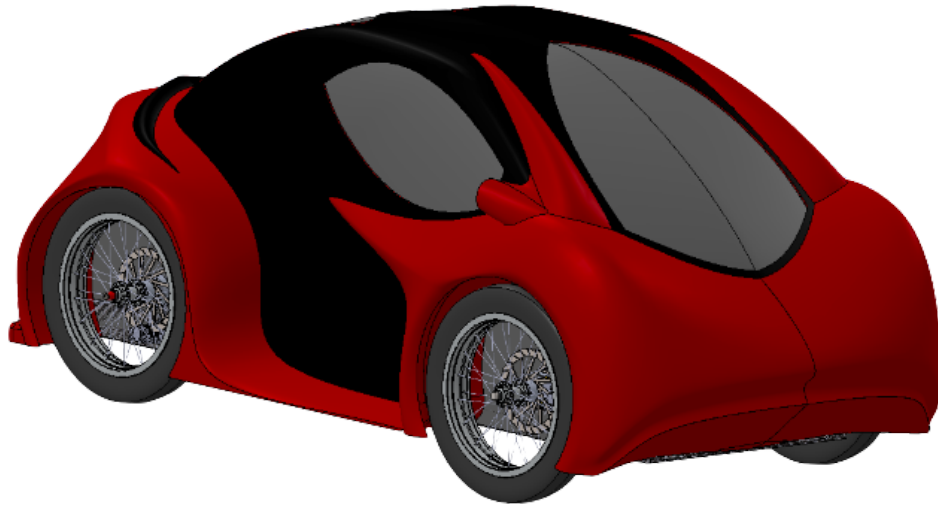


Louisiana Tech Eco-Car



Final Communication Report

2018 - 2019

Madison Wooley

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Letter from the Manager

Hello All!

I am thankful for another great Shell Eco-marathon (SEM) season, and you! Our 2019 year was filled with progress at Louisiana Tech. Thank you for your time reviewing this report. This program is a part of my career! Potential employers always chose to talk about Shell Eco-Marathon, and it is my favorite thing to talk about.

Shell Eco-marathon means a great deal to me, especially as a communication student. This is my 6th year to attend the event. The best way I've been challenged in the communication field is by applying my skills to this competition and the engineering field. To me, this award is about educating the masses that when the world challenges high school and college problem solvers, we rise to the occasion.

Our approach for the 2019 communication plan was balancing our team culture with educating our audiences. We want our audience to see our personality as they learn about the program. We want future recruits to anticipate joining our program. I want someone to see and find a family in this program like I have.

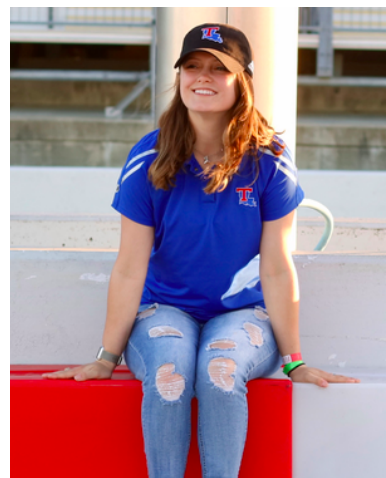
We increased interpersonal communication and Instagram this year. We took last year's feedback and expanded upon it. There is no doubt about it: My team will catch your attention. Whether through our design, paint job, communication program, or something else, Louisiana Tech Eco-Car did not come to play this year.

Six years worth of Shell Eco-marathon memories are coming to a close. For my final Shell Eco-marathon, I invite you to approach me with questions and feedback. Thank you for investing your time in this report and subsequently, me!

Madison Wooley



Louisiana Tech Eco-Car Communication



Team Information

Team Name/ID	Louisiana Tech Eco-Car (ID:602) (Race Number:511)
Institution	Louisiana Tech University
Vehicle Category	UrbanConcept
Energy Class	Internal Combustion- Gasoline (Honda GX 160cc)
Social Media	@latechecocar on Instagram, Twitter, and Facebook

Goals

Communication Goal	<p>Our campaign goal is to create an educational channel for our audience. We want to educate our audience on Louisiana Tech Eco-Car, Shell Eco-marathon (SEM), #MakeTheFuture initiative(#MTF), and the importance of communication within each.</p> <p>Our social media followership goals are to reach 300 followers on Instagram, increase 10% on Twitter, and increase likes by 10% on Facebook.</p>
Plan Evaluation	<p>Our communication this year has successfully educated parts of the community, social media followers, and visitors. We've visited elementary schools, welcomed high school students at recruitment days, shared our program with campus tours, and presented to faculty and alumni banquets. We're not done yet. Upon return, we're participating in Engineering & Science Day (E&S day). At E&S day over 400 high school students, parents, and guests flood campus for tours, activities, and introduction to our college of engineering and science (COES).</p> <p>We reached our Instagram and Twitter goals, but not Facebook. Specific analysis included (pages 9 & 10).</p>

Audience

Target Audience	Our primary target audience includes the existing Shell Eco-marathon community, particularly intercontinental teams. We
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	<p>want to bridge the gap between American, European and Asian teams. This is an effort to form a whole SEM community rather than the three separate event communities. This campaign was based on the developing Driver's World Championship competition.</p> <p>Our secondary target is Louisiana Tech Students, faculty, and professional partners of the university. Our secondary audience is traditionally more interactive because they have been our primary audience in the past.</p>
Audience Evaluation	<p>Intercontinental teams are found mostly on Instagram. We were able to follow and interact with teams that slowly began reaching back out to us. They speak many languages that propose language and jargon barriers for our communication team. This challenge is demonstrating to our team the importance of #MakeTheFuture: The future of energy is a global problem, so our team is using a global approach.</p> <p>SEM competitions in Europe and Asia have passed, so our primary audience hosts insights within their 2018- 2019 experiences. This effort to build relationships with them proved effective when members of those teams began messaging us about processes and parts. The intercultural exchanges will hopefully develop into info exchanges and increased spirit of the event.</p> <p>Our secondary audience has been reached unlike before. We've inserted ourselves into the community, schools, campus, and our own shop. We've spoken to thousands of students, from kindergarten thru university graduate students. Teaching them the value of our processes, competition, and #MakeTheFuture. We also have upcoming events targeting our secondary audience (4/11, 4/12).</p>

<h2 style="margin: 0;">Strategies and Tactics</h2>	
	<p>Strategy 1: Educate our primary and secondary audience on the Tech Eco-Car program with a hands on experience in which they can view and touch the car.</p>
	<p>Tactic 1: Travel to local schools, presentations, and university events with Diesel Dawg. This enables us to show people the tangible results from our season as we construct new bodies and mechanics.</p>

Tactic 2: Open our shop doors for campus and COES tours. This allows us to interact with prospective students *and* their families. We usually speak with tours for 2-5 minutes about LA Tech Eco-Car, SEM, #MTF, and our various majors.

Strategy 2: Utilize existing COES recruitment tours to educate high school students and their families on our program and competition. Prospective high school students fall under our secondary audience because they are campus visitors and potential LA Tech students.

Tactic 1: Give tour groups a synopsis of Shell Eco-marathon and #MakeTheFuture. Share the benefits of competition, the program, and our experiences outside of the classroom.

Tactic 2: Use tours as a program recruitment method. By putting our best representatives forward, make an impression on prospective students. If we can inspire students *before* they enroll in the university, we have a better chance to recruit them as members once they move to Louisiana Tech.

Strategy 3: Using media, educate our primary and secondary audience on SEM, our program, #MTF, and the importance of communication.

Tactic 1: Share quality photos and videos explaining our building process in the captions. This will build our followers throughout the season.

Tactic 2: Release a new “hype video” to educate viewers in a 2 minute segment about our team, competition, and expectations when joining.

Tactic 3: Issue press releases to COES magazine, the alumni center, and Louisiana Tech’s comm/marketing department. While articles are less interactive, they allow us to educate people long after our team has surpassed a checkpoint.

Tactic 4: Use Instagram Story’s Poll and Questions feature to answer audience questions. By saving these as highlights, we retain useful information for profile visitors.

Strategy 4: Appropriately convey the team’s personality via post on all platforms and videos on Instagram stories.

Tactic 1: Post birthdays, accomplishments, and introductions on platforms to increase personability to primary and secondary audiences.

Tactic 2: Using the #RoadToSonoma hashtag, educate audiences on the time frame to the Shell Eco-marathon Americas. (We wish teams would

use countdowns for the Europe and Asia events, so we knew their time frames relative to ours.)

Face to Face Implementation (Strategies 1 and 2)

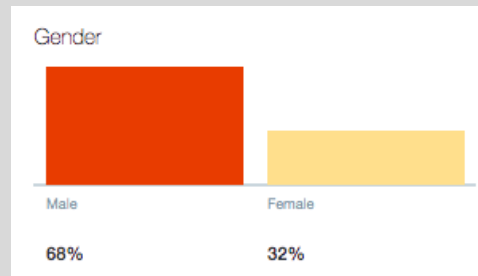
COES Recruitment Tours Avg 5 students/day Monday-Friday	An average of 5 high school students (+ their families) visit Louisiana Tech and COES specifically. In the past, we've not had people designated to meet these tours. This season, we had three designated speakers to answer various questions about our program. These tours also serve as preemptive recruitment.
Summer Orientation Browsers 1-4 June 7, 2018 June 21, 2018 July 12, 2018 July 26, 2018	We met over 3,000 new students and their families during summer orientation. We taught attendees about COES programs, SEM, #MTF, and our social media pages. Orientation is also a great time to see <i>other</i> school organizations who browse existing organizations. Over 1,000 current students attend these events also.
Academic Org. Browsers 1-2 September 4, 2018	Organizational browses occur on campus when students return in the fall. Our school enrollment is at 13,000. We estimate an average of 8,000 move through organizational browses- due to location in the Quad. It's nearly impossible to avoid the organizations.
A.E.Phillips Showcase 9/17/2018	Over 300 K-8 graders and their teachers viewed our cars in this STEM showcase. We taught the younger students the difference between winning a race and being fuel efficient. We taught the older students how we build our cars and increase fuel efficiency in driving method and weight reduction.
COES Gumbo Fest 9/26/2019	This event is a COES Organization gathering in the Fall. Every COES student is invited and encouraged to attend. Nearly 2,700 undergraduates, 300 graduate students, and 150 faculty members meet to celebrate a new school year and eat gumbo. Organizations also set up booths and meet freshmen in an exciting atmosphere.
Eco Interest Meeting: 9/13/2018	This year, 140 freshmen attended our interest meeting. However, only 40 remained post "freshman sheets". Freshman sheets pose an interesting problem: COES requires freshmen to visit 5 COES organization meetings per quarter and get a sheet signed for proof. Many attendees are only there to reach that objective. Of the 40 that remained, we retained 3 members. Admittedly, these

	meetings do not help us recruit members– which is why our communication goals include educating, not recruitment.
COES Tailgates 9/8/2018 10/6/2018 10/20/2018 11/10/2018 11/24/2018	COES Tailgates occur every home football game. Our team meets thousands of community members. With various COES organizations, we serve food and entertain visiting families. Often prospective students visit on Saturdays for Loyal Blue Weekends. <i>October 6th</i> was a particularly large tailgate because it was a Fall Preview Day: Time Out for Tech (250 students with their families were in attendance on that day).
SolidWorks World 2/10-2/13	Our president Tyler Fontenot and powertrain lead Luke Moreau went to SolidWorks World 2019 in Dallas, TX. While representing LA Tech Eco and COES, they were attending sessions in which they applied information to car design. The implementation of this knowledge is another asset to our program that we teach our secondary audience about.
Distinguished COES Alumni Awards 1/25/2019	In this presentation, we educated secondary audiences on SEM and our program. This presentation was vital because alumni are potential donors. There were 100+ present at this event.
Engineering and Science Foundation Board 1/26/2019	The E&S Foundation presentation is the most important sector of our secondary audience, financially and structurally. To thoroughly educate and impress the foundation board is of great importance because they advise the Dean of Engineering. As a program, we need the respect and support of this board.
Commitment Day 3/15/2019	COES Commitment Day is signing day for high school students– similar to national signing day for athletics. In 2019, 200 students committed to attend Louisiana Tech University. We set our car and members out to discuss our program with potential freshmen and COES commits.
Upcoming Implementation	
Spring Release 4/11/2019	This event is a COES Organization gathering in the Spring. Every COES student is encouraged to attend. Nearly 2,700 undergraduates, 300 graduate students, and 150 faculty members meet to celebrate a close of the academic year. Organizations set up booths and share the year’s experiences to students, faculty, and guests.

<p>Engineering & Science Day (E&S) 4/12/2019</p>	<p>On E&S day, hundreds of high school students flood the university from all over Louisiana. They learn about all of our programs, hear about where engineering can take them, and meet our team. Many students make verbal commitments to LA Tech on this day. It serves our team as an educational event and recruitment.</p>
<p>Senior Design Expo. 4/21/2019</p>	<p>Our team members are volunteer tour guides for the judges of senior design projects. They will not only show judges around the engineering and science buildings of LA Tech, but also share their experience with our program and #MakeTheFuture.</p>

Media Implementation (Strategies 3 and 4)

Our social media audiences are unique in that our follower majority on each platform is male. Per platform, traditionally more women use social media. We believe we have more male followers because the engineering field is currently dominated by men, which is reflected at our institution. At Louisiana Tech, we have a 52% male and 48% female population. This is pertinent when understanding our audience: our majority is the social media minority.



<p>Instagram</p>	<p>In February 2018, we determined we wanted 300 followers by SEM 2019. We do not have a percentage goal because this goal was built from 0. We did not promote our Instagram before the competition in 2018 in preparation to build for 2019.</p> <hr/> <p>The Instagram campaign was designed in solidarity first, then the content was distributed to Facebook and Twitter. This proved effective. It pushed traffic to our Instagram by promoting the early or exclusive access. The primary audience is mainly reached via Instagram.</p> <p>A second strategy was reaching out to intercontinental competitions. We are now following teams from around the globe, rather than the Americas. This global networking has introduced us to new teams and individuals.</p> <p>We also use this network to educate our Americas audience on the incredible feats of intercontinental teams. Additionally, these teams have inspired our communication planning along the way with photos, questions, and spirit.</p>
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Twitter	<p>Our Twitter goal was a 10% increase in followership. At the beginning of the 2019 season we had 223 followers on Twitter. A 10% increase would bring us to 245 followers. We surpassed the goal in February 2018.</p> <hr/> <p>This platform is a valuable place to share info-snippets and circumstances our team is facing. This platform draws the most exposure to the secondary audience. Retweets gain more impressions than Instagram but less than Facebook.</p> <p>Our notable retweeters are Dr. Les Guice (LA Tech University president), LA Tech SGA, The College of Engineering and Science, and Louisiana Tech University. Our tweets averaged 1.55 retweets for the season. We may have a relatively small audience, but the engagement is extremely high.</p>
Facebook	<p>Our Facebook goal was also a 10% in likes to our page. At the beginning of the 2019 season, we had 563 likes on Facebook. A 10% increase would bring up to 616 likes. We have not yet surpassed that goal. We are 7 likes away from that goal and plan to surpass it by April 3, 2019.</p> <hr/> <p>Our secondary audience is relatively engaged on Facebook. Our greatest supporters are alum and family of the team. Family is attracted to the personality posts under Strategy 4, but alum is more attracted to progress posts under Strategy 2. Our university president also checks Facebook for the most thorough updates on our vehicle and team.</p> <p>While we have not <i>quite</i> meet our goals, we had a rate of growth that makes is possible by April 3. The greatest way to achieve this is by word of mouth and introducing people to our program on the ground, then mentioning they can follow us on our platforms.</p>

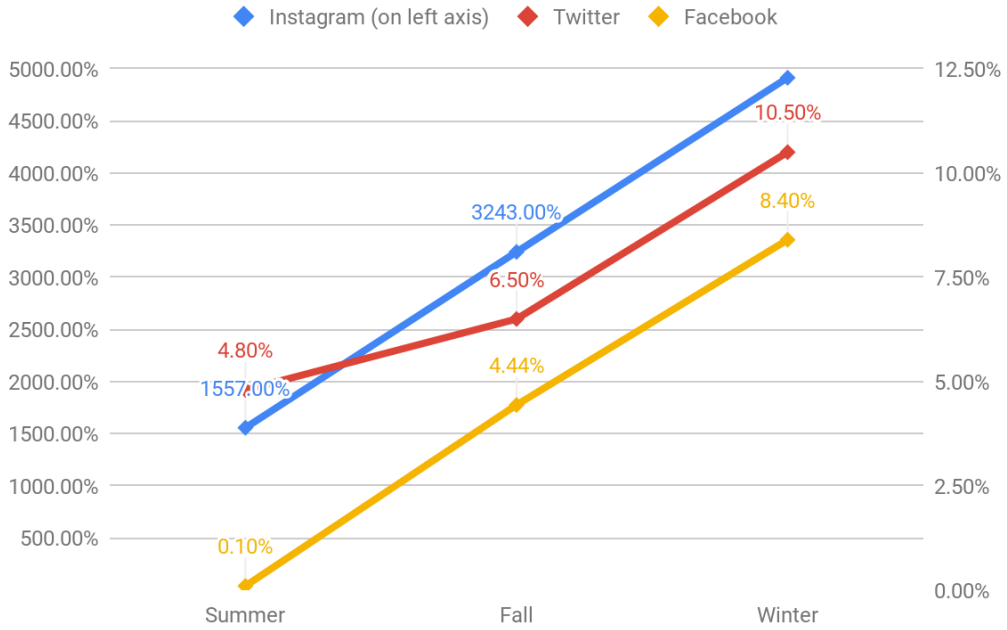
Traditional Coverage	
Traditional Media	<p>E&S Magazine: Fall Feature LA Tech Alumni Magazine: Full Spread Article Ruston Daily Leader: The Great Travel Hack coverage *attached*</p>
Additional Distributors	<p>Louisiana Tech University on Twitter, Facebook, and Instagram Student Government Association on Instagram & Twitter.</p>

Communication Plan Highlights

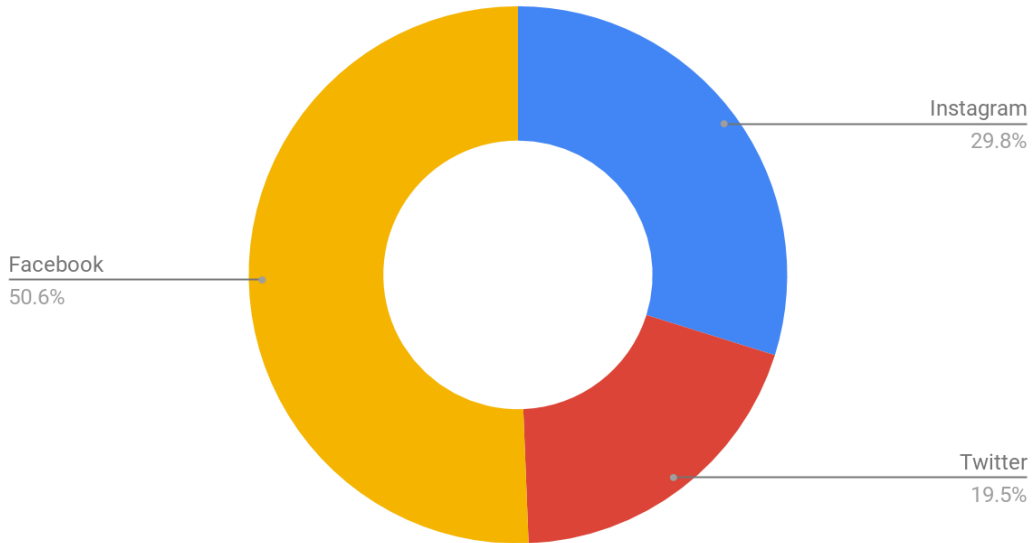
- The future of energy is a global problem, so our team is using a global approach.
 - International and intercontinental audiences are very important to this campaign, **but** they mean vastly different things at SEM.
- Our audiences are smaller but very engaged. Our average share percentage is 1.5%
- Our audience majority is male while the majority of social media users are female. This proposes new challenges for us– a female led social team!
- We had *fun* getting outside of the lines with our messaging this season! Our inspirations were Sonoma Raceway, Charlotte Motor Speedway, and Tech XXII.
- It is not easy asking the team to participate in the communication plan, but we *did* it!
 - We incorporated children into our communication plan this season because it was a largely lacking portion of the 2018 plan. Visiting young students on and off campus is a challenge. To ask the team to take time away from work to visit classrooms is hard, but my team begrudgingly did so.
- The 2019 video is incredible. It was directed by Madison Wooley and filmed/edited by Tyler Ward. Tyler made our most successful video of 2018, so we hired him back (via University Communications) for our [2019 video](#).

Analytical Illustrations

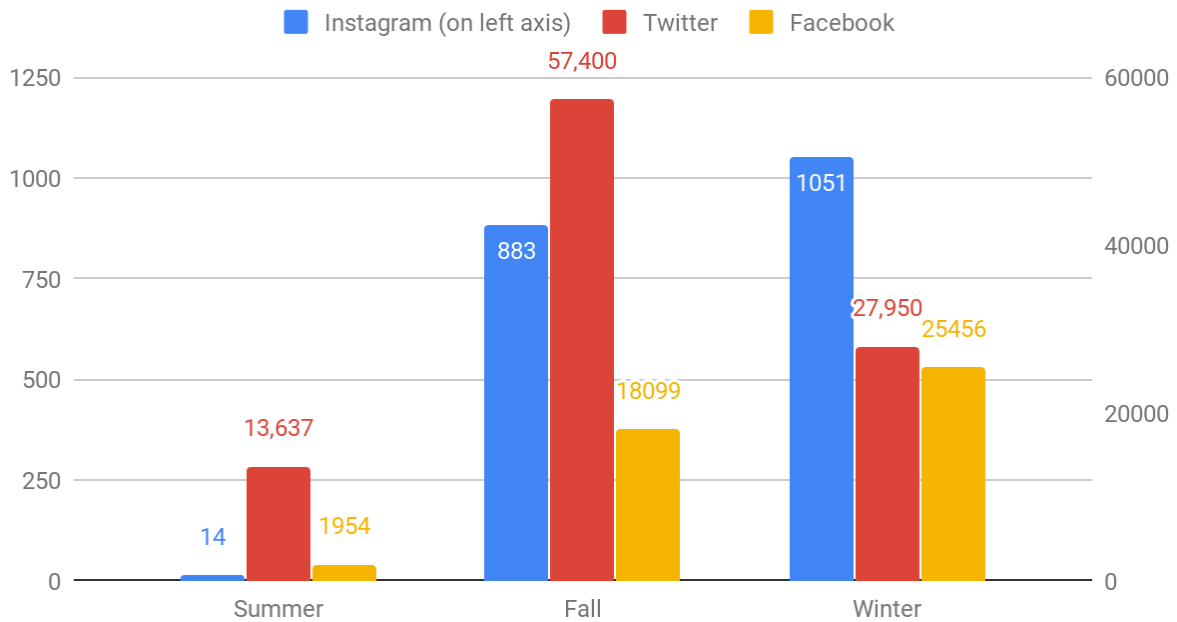
Quarterly Platform Growth



Profile Traffic by Platform



Quarterly Platform Engagement



Traditional Coverage

College of Engineering and Science Magazine Feature, Fall Edition:



In April 2018, Louisiana Tech Eco-Car brought home the Innovation and Design award from the Shell Eco-marathon in Sonoma, California. The competition hosts more than 125 teams from 9 countries across North and South America. While the innovation and design award is a routine accomplishment for our team, we also put up a fight in the off-track safety and communication competitions as well.

Since returning to campus in September, the team has made significant strides for the 2019 season. We're revolutionizing part production, becoming an officially recognized organization and building our car earlier than ever. What are our best used resources? They are none other than the Thingery shop in University Hall, machinery in Bogard Hall and a trusty Airtech Vacuum.

We spent the entirety of the 2017-2018 academic year designing the 2019 competition car digitally. This allowed the team to hit the ground running upon return to Ruston this fall. The new car will turn heads from multiple industries– not just the automotive world. The design is technical at every turn. Accounting for aerodynamics, weight reduction and driving technique is no easy task. It takes expertise from across the University to keep this team operating as such a well-oiled machine.

Our goals for 2019 include maximizing fuel efficiency, winning innovation and design, placing top three in communication and advancing to the Driver's World Championship in London. We do not know where or when our competition will be in 2019, but we ask for your various forms of support. As always, Ever Loyal Be, from the Eco-Friendly Dogs.

Eco-car team examines solutions for energy crisis

By UNIVERSITY COMMUNICATIONS

Each New Year offers the opportunity to start fresh and make changes in small or large ways.

- A group of Louisiana Tech students have set the goal of placing first in the 2018 Shell Eco-marathon Americas (SEM), an international competition hosted in three locations around the world by Shell Global. This year's competition will be held in April in Sonoma, California.

There, 150 teams from North and South America gather to compete for the title of most energy efficient vehicle in their category.

"Our team designs and builds a vehicle that averages about 400 miles per gallon," said Dr. Heath Tims, adviser for the Louisiana Tech University Eco-car Team. "The car must meet street-legal qualifications and must include the same features as cars we use on the roads today."

The team uses carbon fiber bodies and professional-quality paint jobs to draw the eyes of spectators as well as fellow participants.

Members come from different backgrounds and majors to form a fully functioning team that runs much like a business.

Engineers are not solely responsible for developing solutions to the world's energy crisis, and engineers are not solely responsible for making this team," team member Madison Wooley said. "We all play a part in working for a better world."

The competition offers off-track awards in communication, technical innovation, safety, and vehicle design. The team's new partnership with Louisiana Tech's School of Design (SOD) stands to boost the program into a new era, improving branding and promotion for the team.

"Ultimately, we're binding two colleges at Louisiana Tech to excel in the competition, earn our way back to the podium and make our university proud," Wooley said.

Submitted pictures
The Eco-Car team works hard to produce a product that will help make the world a better place. For more information about the team, follow them on Facebook at www.facebook.com/LATechEcoCar.



The Ruston Daily Leader article will be printed 3/27/2019, the day after the communication report is due, but we have a document copy of it below. The physical report at competition will include physical copies of all print coverage.

Written by Caleb Daniel, March 26, 2019

Usually, participating in the Shell Eco-marathon fuel efficiency competition gives students hands-on experience and the chance to pioneer innovations in clean energy. For Louisiana Tech University student Madison Wooley, it also afforded her the opportunity to rub elbows with television and YouTube stars. Wooley recently took part in the filming of "The Great Travel Hack," an online video series hosted by "Big Bang Theory" star

Kaley Cuoco pits teams of popular YouTube content creators against each other in a cross-country road trip challenge. Produced by energy giant Shell Global as part of its #MakeTheFuture campaign, The Great Travel Hack is aimed at encouraging the use of cleaner, more sustainable energy options in travel. The five-part series was released on YouTube last week and can be viewed on Shell's channel.

Through her efforts on the Louisiana Tech Eco-Car team, Wooley, a graduating senior in communications, was hand-picked to play in the series as part of the “Mission Control” team.

“I, five other students from all over North America, and two Shell employees became this glamorous geek squad aiding the teams throughout their journey,” Wooley said. “Any time they need to get some advice, they call Mission Control, and we advise them.”

Those teams were composed of popular travel YouTuber duo Damon and Jo against pro skater John Hill and tech YouTuber Sara Dietschy. Both teams worked their way from Los Angeles to New York City with the goal of using the lowest CO2 emissions possible, using everything from hydrogen and compressed natural gas vehicles to horses, dog sleds and electric boats.

While Wooley said Mission Control, led by actor Lawrence Adimora, mostly served as “background characters” on-screen, much of her role was to bring the camera stars up to speed on fuel efficiency.

“I was there personally to educate members of the set about Eco-Car,” Wooley said. “That was the exciting part for me — teaching all of these Hollywood stars about what little old us are doing in our shops and our classrooms.

“That’s an honor for me. To have people there who are interested and are worlds away from me as far as the environment they live in and the industry they’re in, it was just a great experience.”

Wooley has been a part of the Eco-Car teams for both Tech and Ruston High School.

While she does help with the building of the car, her main job on the Tech team is managing their communications and promotion leading up to the competition, with this year's event taking place April 3-6. Heath Tims, adviser for Tech’s Eco-Car Team, said The Great Travel Hack is another way Wooley represents the diversity of disciplines that can benefit from the Eco-Car program. “We are excited to have Madison participate and represent our team in The Great Travel Hack,” he said. “Our program provides so many opportunities for students from all across the university, and having a communications major like Madison has been a great addition to our team.”

Wooley said The Great Travel Hack is aimed at grabbing the attention of the younger generations who populate YouTube in great numbers and educating them on the realities of energy crises and the large role travel plays in those problems.

“Shell spared no expense, and this campaign is really going to excite their future, upcoming audience,” she said. “It’s going to capture young minds into wanting to solve these problems.”

Personally, Wooley said The Great Travel Hack experience was a “second wind” to renew her passion for what she does.

“I have poured six years of my life into Shell and the Eco-marathon,” she said. “Being a part of that really felt like it was all being poured back into me.”

Summary

This season, we've had our fair share of obstacles. Some were as simple as scheduling interviews at a decent time. Others included team members not understanding the importance of off-track awards. Our campaigns truly benefited from last year's feedback- including more in person communication.

We experimented in some ways. In some instances, it paid off. In some, it did not. We're learning what best suits us *every year* so we may alter it and improve the following year. This report is not only benefiting our program, but the university and

We've experienced the stress, hard work, and pay-off this season as we do every season. We hope to be as thorough as possible in the above report. Each member of our team has gained a new communication skill through this campaign, which means as a communication major, we have done something right.

If Edelman, Shell, SEM participants, or other sponsors should have any questions or constructive criticism, they may be directed to our communication director- Madison Wooley (madison_wooley@icloud.com)