

# College Student Challenge for NEM Ontario 2016



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Professional Engineers  
Ontario



ONTARIO  
SOCIETY  
OF PROFESSIONAL  
ENGINEERS




engineers without borders  
ingénieurs sans frontières  
Canada

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OCTOBER 2015

# Agenda



- Introduction
  - Goals of the Challenge
  - Recap of 2015
  - How we determine who wins
  - Event List from 2015
  - Next steps
- 
- (The College Student Challenge is presented by the Ontario Association of Certified Engineering Technicians and Technologists. Find out more at <http://oacett.org>)

# National Engineering Month in Ontario



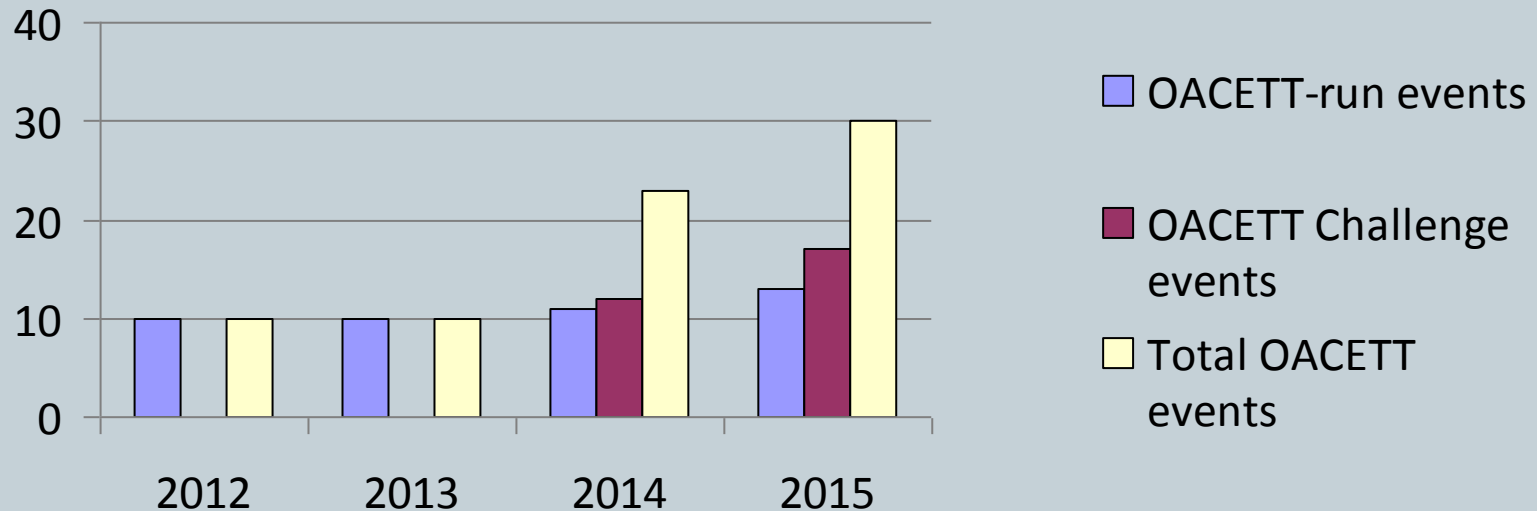
Reach metrics	2015	2014	2013	2012
Events (#)	276	187	142	140
Engaged in-person(#)	30,000	27,100	25,600	22,000
Engaged via traditional media (000,000)	1.66	1.4	0.862	0.665
Engaged via Website (hits)	11,198	6688	3652	4065
Engaged via social media (impressions)	731,000	478,055	269,500	79,394

\*based on Scorecard data provided by host organizations and on historical knowledge about event turnout.

# Goals of the NEM OACETT College Student Challenge



- Increase OACETT participation in NEM Ontario



# Goals



- Increase OACETT's network within Colleges
- Organizers applied on behalf of:
  - EngSoc (Conestoga)
  - IEEE (Conestoga)
  - Fire Prevention Student Association (Seneca)
  - Women in Technology (Seneca)
  - ASME, Engineering Association (Sheridan)



# Goals



- Increase OACETT's engagement within Colleges
  - OACETT volunteers (College Liaisons) as mentors to student organizers
  - OACETT and PEO members as judges at the event



# The NEM OACETT College Student Challenge is back!



**NEM Ontario**  
**College Student Challenge**

Calling all engineering technology students at Ontario colleges. OACETT wants you to host an event this March during Canada's biggest celebration of engineering and technology: National Engineering Month Ontario 2014.

The prize? **\$2,500** to the winning team *and* OACETT student membership for all team members.

- First introduced in NEM 2014
- Open to engineering technology students at Ontario Colleges
- Students are required to organize a NEM event with support from their local OACETT chapter
- Teams of up to 5 students
- \$2,500 cash prize + one year OACETT student membership

<http://nemontario.ca/college-challenge>



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National Engineering Month

College Student Challenge



# The Fine Print



- **The Challenge:** Students are invited to host an event during National Engineering Month in March 2016. The event can be a traditional NEM event (for example: lunch and learn, student conference, showcase, interactive booth, kids' event) or a new event. Event organizers are eligible to apply for NEM Funding (up to **\$700 per event**). Students hosting new events are also eligible for **NEM Innovation Funding**. <http://nemontario.ca/college-challenge>
- **Prize:** **\$2,500** to the winning team, and a free OACETT student membership. Also as an organizer of a NEM event, you will gain valuable networking opportunities, learn from professionals in industry, **receive insight** into the world beyond your studies, be a leader in your class and gain **valuable experience** for your resume.
- **The Rules:** Students can work independently or in a team (up to 5 people per team). Students must have the support of an **OACETT chapter** in their region. Students may also seek the support of their OACETT college liaison as a sources of ideas and support. Students also are encouraged to have support from a **college instructor**.

# How do we determine who wins, anyway?



- Most popular question of the 2015 Challenge
- A complete synopsis can be found at:  
<http://nemontario.ca/college-challenge-2015/>



#### Comments:

- It was a privilege to listen to scientists and engineers who are leading us in different aspects of life.
- There were stalls representing different technologies and the direction of science moving forward.
- Organizers were really enthusiastic!

#### Best In:

- Created website for event and updating it year-over-year.
- Very large and diverse organizing student team.
- Did off-campus public event to promote on-campus event.
- Applying lessons learned from previous years' Challenge.
- Embraced NEM messaging and mission.
- Engaging their own faculty members.
- Year-over-year growth and improvement of NEM event.

#### What other teams can learn:

- Get lots of support from your College's faculty.
- Establish large volunteer base to carry off your plan.
- Hold an off-campus event to publicize your event.
- Implement Lessons Learned from other events and/or previous years.

# More from <http://nemontario.ca/college-challenge-2015/>



- Select engaging speakers who are well-positioned to deliver your messages and the messages of the NEM campaign.
- Create fun and interactive displays for your audience to play with.
- Deliver your key messages directly and with enthusiasm.

#### Comments:

- Afternoon session was fantastic.
- Engaged other Conestoga department students to participate.
- Very interactive booths for the public to check out.
- Held a food drive during the event.

#### Best In:

- Engaging multiple groups on campus (including nursing faculty)
- Excellent speakers, Emphasis on future themes and innovation in conversation.
- OACETT chapter coordination, Interactive Booth with creative components and activities.
- Colourful and Appealing visual representation.
- Raised money for local charity.
- Leveraged on-campus media to create newsstory-type film.

#### What other teams can learn:

- Reach out to non eng/tech groups on campus to enhance your event.



#### Comments:

- It was great to see the participants getting involved and interacting with the presenters. The organizers did a fantastic job with the setup of events.
- A diverse range of disciplines represented during the 5 events.

#### Best In:

- Quantity of events (5 total).
- Engaging kids and families in the community (Library).
- Open to the public.
- Capturing the excitement of making stuff for participants.

#### What other teams can learn:

- Get out into the community to interact with the public.
- Utilize your local library/community centre/makerspace.
- Take advantage of March Break to run lots of events with lots of kids.
- Hold a thorough and honest evaluation of the events' success with your team.

# Competition Criteria



## **OACETT NEM College Student Challenge Criteria for Competition**

The winner of the OACETT College Student Challenge will be determined based on the following 3 criteria:

1. Judges' Report
2. Organizer-submitted materials
3. Post-event engagement

# Role of the Judge



- **The judge checks:**
  - Did the event go to plan?
  - Did the event accomplish the goals of National Engineering Month?
- **Judges attend the event:**
  - interact with event organizers and attendees
  - fill in and submit a Judges Report
- **The judges are not there to assess the technical aspects of the event, or to provide advice to the organizers.**



# Judges Report: Part 1



## *Form #1: Judge's Report*

Date & Event Name:

Judge Name:

### **Judges' Report**

#### **Part 1: Messaging**

What was the intended message that organizers wanted participants to take away from the event?

How well did event organizers deliver this message?

No attempt at delivery

0

1

2

3

4

5

Perfect delivery

Comments:



# Judges Report: Part 2



## Part 2: Theme

How did event organizers incorporate the theme, "There is a Place for You" into their event? What does the theme mean to them and their event?

How well did event organizers incorporate the theme, "There is a Place for You" in the event?

No integration of theme    0    1    2    3    4    5    Total integration

Comments:

# Judges Report: Part 3



## Part 3: Engagement

Describe the overall feeling of participants. Were participants engaged and fully present during the event?

Did organizers succeed in engaging participants?

No engagement      0      1      2      3      4      5      Total engagement

Comments:

# Participant Engagement: What works?



- Small volunteer to participant ratio
- Asked/answered lots of questions
- Age-appropriate language
- Hands-on activities and support available
- Engaging all types of learners: event has visual, oral, tactile elements
- Participant discussion encouraged
  - Example: 5 minute discussion before presentation to discuss ‘What do you think the future of engineering and technology looks like?’ in small groups
  - Be creative: use social media #NEM2016



# NEM Ontario 2015 Challenge Events



<b>College + Organization (Organizer)</b>	<b>OACETT Chapter</b>	<b>Event</b>
Centennial College (Bala)	Toronto East	DNA: The future of storing information
Centennial (Henry)	Toronto East	Technology Gallery
Seneca + Fire Protection Student Association (Anna)	Toronto Central	Innovation in Industry Dinner
Seneca + Women in Technology (Mary)	Toronto Central	X-Zone
Sheridan + Sheridan Engineering Association (Hargurdeep)	Peel	Get Innovative!
Conestoga + Engsoc (Greg)	Grand Valley	Design and Engineering Challenge
Conestoga + Engsoc (Brandon)	Grand Valley	Robot Eggs-travaganza
Conestoga + IEEE (Verdi)	Grand Valley	Engineering Fair – March 10 <sup>th</sup>
George Brown (Mohammed)	Toronto Central	
Loyalist (JD)	Quinte	Innovations in Waterworks
Confederation College	Thunder Bay	Engineering and Technology Symposium

# Timeline for NEM + Student College Challenge 2016

- Sunday November 15<sup>th</sup> – Team registrations due at <http://nemontario.ca/college-challenge>
- Monday November 30<sup>th</sup> – Completed funding applications due to [nemontario@ewb.ca](mailto:nemontario@ewb.ca)
- December 2015 – Funding decisions communicated via email, event listings updated on [nemontario.ca](http://nemontario.ca) Webinar listings distributed
- January 15<sup>th</sup> 2016 – Scorecards and first funding payment will be distributed
- February 15<sup>th</sup> 2016 – Merchandise shipped to main organizer
- March – All events held, scorecards completed and sent to [nemontario@ewb.ca](mailto:nemontario@ewb.ca)
- April 10<sup>th</sup> – Second funding payment will be distributed to all event organizers who have returned their scorecards.
- Mid-April – Winner selected and notified, rankings with comments published. Ceremony held.
- May 1<sup>st</sup> – Last day to submit scorecards!

Second payment **will not be distributed for scorecards outstanding after May 1<sup>st</sup> 2015**. Thanks for your prompt submission!

<http://nemontario.ca/college-challenge>



3rd Annual



NEM ONTARIO

College Student Challenge



Register Now!



# Overview of Social media



- Questions, Comments, Please reach out!

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[ericaleegarcia@ewb.ca](mailto:ericaleegarcia@ewb.ca)



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