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Get on the Solar Track to Accelerate your WMU Experience

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Get on the Solar Track to Accelerate your WMU Experience

Amanda Jandahl and Andrea Sell

Lee Honors College Thesis

Western Michigan University

April 8, 2009

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Introduction

The Western Michigan University Sunseeker solar car team is faced with the challenge to raise awareness and educate the WMU community about the excellent opportunities that the team provides to WMU students. Through participation in the Sunseeker team, students from all different academic disciplines come together to apply classroom knowledge in order to gain experience in a hands-on project. This experience can help students develop their portfolio in order to increase their chances of success when they reach the job market. The Sunseeker project also has become a point of pride for Western Michigan University that will aid in student recruitment and retention. Through the promotion of the many benefits that the Sunseeker team offers, we hope to gain the support of the WMU community through student participation, monetary donations, and encouragement from faculty and administration members. This support and awareness ultimately will help the team to be more successful in the alternative energy arena and to be competitive in the national and international solar car races, two of the Sunseeker team's objectives.

The WMU Sunseeker team is a collaboration of students and faculty who are organized, motivated, and whose goal is to design, build, and promote a solar car that utilizes and maximizes the technology of solar energy. This project has become extremely important and useful, especially in the Michigan economy where alternative energy discoveries are crucial. Each year the Sunseeker team expands its membership as the students work to update their solar car to better compete in the annual cross-country race. The program ultimately seeks to give students an opportunity to apply the knowledge that they learn every day in their different majors and fields of study to gain

real life application and experience. The team, as a whole, seeks to increase public education about renewable energy, especially solar energy, through the displays and races in which the Sunseeker solar car competes.

In order to recruit new student participants, raise funds for the construction of the car and competition in races, and keep the Sunseeker solar car as one of the top points of pride at Western Michigan University, we need to increase the amount of promotional activities in the WMU community in order to increase awareness and gain much needed support. A campaign that centers around the WMU community will develop the roots of support and progress that will ultimately carry the team to higher challenges and competitions. Our campaign, titled: *Get on the Solar Track to Accelerate Your WMU Experience*, will not focus on the alternative energy and engineering aspect of the team, but will instead narrow the focus to expand our goal of community outreach. Through this public relations campaign, the community will become more aware of the innovative work that the Sunseeker team does, which will help to increase interest and support, and ultimately increase the amount of funds and participation that the team receives.

Problem Statement

There is a need in the Western Michigan University community to promote the WMU Sunseeker solar car team which provides students with the opportunity to collaborate with peers from different academic disciplines and to apply classroom knowledge, which gives students the real life experience needed to gain an edge in their future career endeavors.

Support from the WMU community is the most important component to keep the Sunseeker team successful as a student run project. Without public support, there would be lowered student participation, less encouragement from faculty and administration members, and a lack of funds to allow the team to engineer the solar car in order to compete in the national and international races. It is important to inform the publics in the WMU community, not only of the team's goals to enhance alternative energy and to compete in the World Race, but also of the objective to provide WMU students with the opportunity to develop teamwork skills and to participate in a project with hands-on application in their field of study that will advance them in their future careers. We will work hard to promote the Sunseeker team in order to increase awareness and pride in the WMU community through promotional displays, informational materials, and educational events that feature the Sunseeker solar car.

Situational Analysis

The mission statement for the Sunseeker solar car team was the inspiration behind the *Get on the Solar Track to Accelerate Your WMU Experience* campaign. Not enough people in the WMU community are entirely aware of what the Sunseeker team does or what opportunities it provides to the students and the university; therefore it is our goal to inform and educate the community of these benefits.

The mission statement of the WMU Sunseeker team is to design and construct a solar-powered vehicle that **promotes the academic excellence of the team members.**

The Sunseeker Project brings together students from all academic disciplines and gives them the opportunity to apply classroom knowledge to a hands-on project utilizing teamwork to achieve a common goal. The culmination of the solar car project is a biennial, cross country, international and intercollegiate North American Solar Challenge. The race consists of a 2500 mile test of the efficiency, safety, and durability of the solar car. WMU is one of only four universities to have participated in all nine American challenges.

The team also promotes the use of renewable alternative energy and the advancement of related technologies by educating the public through the presentation and demonstration of a solar powered vehicle at schools, museums, energy fairs, car shows, parades and other special events.

We believe the major problem with this organization is the very little amount of education and outreach that has been done to promote the many benefits the Sunseeker project makes available to the WMU community. Currently, the two biggest supporters of the program are the College of Engineering and Applied Sciences and the Lee Honors College. Both colleges have dedicated their time and resources to further the goals and vision of the Sunseeker team. In the past, many corporate and private donors have monetarily supported the Sunseeker team through large contributions that made it

possible for the team to be competitive in their national and international solar car races. Aside from this support, there is not enough awareness in the rest of the WMU community about the great opportunity that the Sunseeker project provides to the university and its students.

We want to especially focus on the fact that the Sunseeker program is a student-led project that gives WMU students the opportunity to gain hands-on experience in their individual fields of study. Many students do not know anything about the Sunseeker program and it is our plan to inform them and promote the team in a way that will engage students and increase team participation. The Sunseeker team is primarily made up of engineering students who are solely focused on the objective to design and build an improved solar car in order to be as competitive as possible in the future solar car races. We want to continue to recruit new engineering students and, at the same time, promote and educate students from other academic disciplines at WMU about the project and the many ways team participation can benefit them. It is vital to create high levels of interest in the project so that the team can continue to have plenty of members with new, innovative ideas and therefore be more successful than ever.

Throughout this campaign, we will highlight not only how the Sunseeker project benefits students, but that it is also a great way to promote the university. Through our awareness campaign, the WMU faculty and administration members will believe in the importance of the Sunseeker project and will want to use it as a point of pride to aid in student recruitment and retention and even use it as a way to gain support from the State of Michigan.

Program Goal

To promote the WMU Sunseeker solar car team in order to highlight the benefits that it provides to the Western Michigan University community such as student development, academic innovation, and university pride.

In order to increase awareness and support from the WMU community we will develop an informational and promotional campaign that seeks to promote the many benefits that the Sunseeker team provides to the university and WMU students. These benefits include professional student development, academic innovation, and university pride, which will all serve to enhance recruitment and retention. We will use flyers, fact sheets, a power point slide distributed to faculty, press releases, an online survey for all three publics, a Sunseeker logo design contest, a Facebook group, a monthly newsletter, brochures, chalked messages on campus, and public displays that will highlight the importance of the Sunseeker team to the different publics in the WMU community. If we achieve our goal to raise awareness and support, the Sunseeker team will continue to grow, develop, and benefit the WMU community.

Key Publics

The main public for the *Get on the Solar Track to Accelerate Your WMU Experience* campaign is the Western Michigan University community; the specific key publics have been identified as WMU alumni, WMU students, and WMU faculty and administration members.

WMU Alumni: It is very important to develop a relationship between the Sunseeker team and the WMU alumni. Many alumni have a strong interest in student projects and would greatly appreciate any information that would keep them updated about events and developments in the university. We hope that, through this open communication, many WMU alumni will see the importance in what the Sunseeker team offers to students and the university and will decide it is important to support the team through monetary donations or a number of other ways: such as a donation of their time and assistance in the project, or a donation of material goods. This campaign will work to produce meaningful relationships with alumni and allow them, through the use of continued contact, to play a significant role in the success of the WMU Sunseeker program.

WMU Students: It is very important to promote the opportunities that the Sunseeker program offers to students on Western Michigan University's campus in order for the program to continue to thrive at WMU. Main campus is where the majority of WMU students will be informed about all of the benefits that the Sunseeker team offers students such as a chance to develop teamwork skills and the opportunity to gain hands-on project experience to advance their career portfolio. We will promote the Sunseeker program to both engineering and non-engineering students in hopes that more students will want to

take on an active role in the Sunseeker team. The students at Western Michigan University need to be informed of the Sunseeker's objectives in order to increase school pride and participation in the Sunseeker team.

WMU Faculty and Administration Members: The *Get on the Solar Track to Accelerate Your WMU Experience* campaign will also focus on the development of positive relationships with WMU faculty and administration members. It is key to educate the faculty and administration members about the incredible opportunity that the Sunseeker team offers students to gain experience and develop an edge for their future career endeavors. This education will cause the faculty and administration members to support the program and encourage more students to get involved. The Sunseeker team is also something the university could use as a point of pride to recruit new students and also to help with student retention. The administration could even take the information from our campaign and use it to promote the Sunseeker's efforts in solar energy to the Michigan legislators. It is possible that the government officials would give additional funds and support to the university because alternative energy development is such an important concept in the Michigan economy right now.

Campaign Objectives

WMU Alumni objectives:

- By October 2009, to increase the number of WMU alumni who are educated about the WMU solar car team's effort to provide students with the opportunity to further their education and increase future employment potential.

In order to complete this objective, we recommend that the future Sunseeker communication team members contact WMU alumni and send them the fact sheet (Appendix A) to inform them about the Sunseeker team in hopes that they will develop an interest in the Sunseeker program. Additionally, we recommend that the team members collect a list of alumni who would like to receive a monthly electronic newsletter (template found in Appendix B) that will give them up-to-date information about the Sunseeker program and its recent developments as the year progresses. The team can collect this list of alumni by having a sign-up sheet at all Sunseeker public displays and events, by posting a message on the wall of the Western Michigan University Alumni Facebook group, or by soliciting the help of the Alumni Relations department at WMU. The information that we will provide to the alumni will include the benefits of making a donation to the team; for example, we will recommend that each donor receive a 'thank you' gift of a Sunseeker nalgene bottle or a Sunseeker T-shirt (Appendix C). Also, it is important to let potential corporate sponsors know that if they donate a certain amount of money to the team, their company logo will be placed on the Sunseeker solar car.

- By October 2009, to increase the number of WMU alumni who believe it is important to support the Sunseeker team in its goal of creating a hands-on experience for students of all academic disciplines.

After the educational information has been distributed to the WMU alumni, such as the fact sheet and the monthly electronic newsletter, we hope that the alumni will see the many benefits the Sunseeker team offers the university and therefore believe strongly in the program. This educational information will persuade the alumni to support the Sunseeker team and truly believe in the importance of the program and the opportunities it gives to WMU students.

- By October 2009, to increase the number of WMU Alumni who monetarily support the Sunseeker team in its efforts to create an educational opportunity for WMU students.

We hope that the WMU alumni who receive information about the Sunseeker program will not only believe in the importance of the program, but also choose to monetarily support the student-led project. There will be an opportunity to make donations at all of the events that display the Sunseeker solar car, as well as a link on the monthly newsletter that allows the reader to make a contribution. We also want to encourage alumni to participate with the team or make a contribution in non-monetary ways as well, such as a donation of material goods or a commitment of their time.

WMU student objectives:

- By October 2009, to increase the number of WMU students who are informed about the benefits of participation in the WMU Sunseeker team and the many opportunities it provides to students from all different academic disciplines.

As part of our awareness campaign, we have produced a promotional flyer (Appendix D) that can be distributed throughout campus that will highlight the many

opportunities that the Sunseeker team provides to students, opportunities they otherwise may not have known about. We will primarily focus our campaign on WMU's main campus because there is a greater need for promotion to students on main campus than at the engineering college. We will also promote the Sunseeker team to students through the creation of a Facebook group that will send out updated information, much like the newsletter for the alumni. We will host an event at the flagpoles where the solar car will be on display and the team members will be present to promote the team and distribute other promotional materials, such as the current Sunseeker brochure that is used by the team and also a simple flyer about the benefits of getting involved with the team (Appendix E). We will also chalk promotional messages throughout campus to help educate and inform the students about the solar car team's goals and objectives.

- By October 2009, to increase the number of WMU students who believe in the importance of the role that the WMU solar car team can provide to further their education and future career opportunities.

The promotional messages that the Sunseeker team will distribute through flyers, the flagpole event, chalked messages, and the Facebook group will include important information about all of the benefits that the Sunseeker program offers to students. These messages will catch the attention of students and highlight the Sunseeker program in a way that will make students believe in the importance of the team.

- By October 2009, to increase the number of WMU students who are actively involved with the WMU Sunseeker team and take advantage of the educational opportunity it provides.

The promotional flyers and other messages will not only catch the attention and interest of the WMU students, but they will include ways for the students to get

involved with the WMU Sunseeker solar car team no matter what their major or field of study. The flyers will include all necessary contact information and team meeting times to encourage new members to join the team. We strongly recommend that the Sunseeker team establish a regular meeting time for the students who participate in the non-engineering aspect of the team so that the business related work can be more organized and get accomplished in a timely fashion. We also hosted a logo design contest to celebrate the 20th anniversary of the Sunseeker team that is coming up next year. We posted contest flyers (Appendix F) in many of the major academic buildings on campus and we also distributed the contest flyer to faculty members in the graphic design, imaging, and communication departments via email to pass on to their students.

WMU faculty and administration objectives:

- By October 2009, to increase the number of WMU faculty and administration members who are aware of the opportunities the WMU solar car team provides to WMU students.

In order to educate the WMU faculty and administration about the benefits and the opportunities that the Sunseeker team provides to the students and university, we will distribute the fact sheet and a power point slide (Appendix G) to them that will include all important Sunseeker information.

- By October 2009, to increase the number of WMU faculty and administration members who believe in the importance of the opportunity to apply classroom knowledge and gain hands-on experience in future career fields that the WMU Sunseeker team provides to students.

The distribution of the informational fact sheet and power point slide will not only educate the WMU faculty and administration, but will also convince them of the importance of the Sunseeker team in the Western Michigan University

community. Therefore, they will believe in the promotion of the Sunseeker team not only to current WMU students and alumni, but also to government legislators and prospective parents and students. The *Get on the Solar Track to Accelerate Your WMU Experience* campaign will also positively affect their opinions about the necessity of funds and support to keep this very important project alive at WMU.

- By October 2009, to increase the number of WMU faculty and administration members who encourage student participation in the Sunseeker solar car team in order to aid in professional student development and enhance WMU's reputation for academic excellence.

After the distribution of all of the beneficial information in regards to the relationship between the WMU community and the Sunseeker car, we believe that the WMU faculty and administration will not only see and value the importance of the Sunseeker team at Western Michigan University, but will be excited to actively encourage students to participate in the team in order to further their academic experience. We hope that the faculty will decide to post the power point slide on the classroom screen a few minutes before their classes begin so that the students can see the information and take down the contact information needed to get involved with the team. The faculty may also choose to print a few copies of the fact sheet to distribute to students who are really serious about becoming involved with the team. We also hope that the faculty and administration will not only encourage student participation, but will also use the Sunseeker as a way to promote and enhance Western Michigan University's reputation for academic excellence.

Recommended Public Display Opportunities

In order to attract new members to the Sunseeker team, we recommend that the Sunseeker team sign up to participate in three important events: New Student Orientation, Bronco Bash, and WMU Day at the Capitol. At all three events, the team should be able to display the Sunseeker solar car and also have a table or booth set up with additional information to pass out such as the fact sheet, flyer, and brochure that we have created (Appendix H). The brochure will be the most relevant at the WMU Day at the Capitol event because it specifically highlights all of the benefits that the Sunseeker provides to the university, such as the opportunity to use the solar car as a point of pride to recruit and retain students. It can also be used as a way to get the attention of legislators because of the advancement of alternative, renewable energy that is so important in the Michigan economy.

WMU Day at the Capitol is an event held on the lawn of the state capitol in Lansing where WMU departments, organizations, and students show off all of the great projects and programs found at Western Michigan University. This year, the event will be held on May 27. This would be a great opportunity for the Sunseeker team members to show off all of the hard work they have done on the solar car and to educate the legislators about the steps the team is taking to promote alternative forms of energy and possibly to gain the support needed for grants or other forms of government funding.

New Student Orientation is held throughout the month of June and is an opportunity for student organizations to educate approximately 4,300 students about the different opportunities available at WMU. The deadline to participate in the Involvement Zone at New Student Orientation is Friday, April 10 by 5:00 p.m. The available dates to

participate in the Involvement Zone are June 1, 2, 4, 8, 9, 11, 15, 16, 18, 22, 23, 25, 29, and 30. There is no charge to the Sunseeker team for its participation, but the team needs to work together to make sure that a few team members can be present each night to talk about the Sunseeker program and answer questions for any of the interested students.

Bronco Bash is a university-wide event that is held on the first Friday of the fall semester in which registered student organizations, university departments, volunteer organizations, and businesses from the Kalamazoo community can set up booth displays to create awareness about all of the opportunities available for the students at WMU. The next Bronco Bash event will be held on Friday, September 11 from 3-8:00 p.m. Booth applications will be available in May and one of the Sunseeker team members should visit the Student Activities and Leadership Programs website (www.salp.wmich.edu) in May to fill out the application and learn more about ways to get involved with Bronco Bash and to display the solar car.

Communication Strategy

Communication is the most important element in this public relations campaign. It is essential that we communicate all of the important information to our targeted publics about the benefits of participation in the Sunseeker program at Western Michigan University in order to change their attitudes and influence their behaviors. We will use many forms of communication to reach our targeted publics. We plan to use printed publications like brochures, flyers, and fact sheets, as well as electronic forms of communication such as a monthly electronic newsletter to the WMU alumni, a Facebook group to keep the students at WMU informed, and electronic distribution of a power point slide and fact sheet to educate the WMU faculty and administration members so that they can, in turn, inform their students about the Sunseeker program. Another effective form of communication will be the informational messages chalked on sidewalks throughout campus, which has become a popular way of event promotion at WMU. In order to promote the events that the Sunseeker team will attend, we will send out several press releases (previous examples attached in appendices) to the local media that reach the Kalamazoo area in order to gain more publicity and visibility in the Western Michigan University community. We have developed specific messages that will be consistently communicated to all of our key publics in the form of action statements.

Action Statements

- The Sunseeker car is designed, assembled, and maintained solely by WMU students.

We want the WMU community to know that the Sunseeker solar car is a project that is entirely student run. The students come up with the innovative design ideas, assemble the entire solar car, and are responsible for any and all maintenance that the car requires. The students completely run the team with only the occasional guidance or suggestion from the faculty advisor.

- The WMU Sunseeker team provides students with the opportunity to participate in a hands-on project that will give them the experience they need to succeed in their future career endeavors.

We want students to realize how important it is that they have some kind of hands-on experience in their field of study to complement their college degree upon graduation. Participation in the Sunseeker project will help separate the students at WMU from other students when they begin their job search because they will have gained additional knowledge and experience that will allow them to make great contributions to their future place of employment.

- We are proud to represent the academic excellence that is found not only in the outstanding engineering program, but throughout the many different disciplines at Western Michigan University.

Western Michigan University has an excellent engineering program and in the past the Sunseeker team was comprised of nearly all engineering students. While the engineers on the team design and build the solar car, the team would not be complete without the effort of the students who contribute their knowledge from other areas of

study such as communication, business, and health/nutrition. The Sunseeker team is proud to represent students with a diverse set of majors and hopes to continue the addition of new student membership.

- The Sunseeker team is proud to stand as a point of pride for Western Michigan University.

The Sunseeker team is one of the great projects that students are a part of at Western Michigan University. We are proud to represent WMU to prospective students and parents as a way to boost enrollment at the university. It is also a great project to display to our state legislators to showcase the many great aspects that Western Michigan University has to offer our Michigan community.

- Any and all donations made to the Sunseeker team are tax deductible and company donations over \$2,000 will receive their company logo displayed on the WMU solar car.

The success of the Sunseeker project depends on donations from our supporters. We want any possible donors to be aware that their contribution will be tax deductible. We also want corporations to be aware that the Sunseeker team will give them the benefit to have their company logo advertised on the Sunseeker solar car as a thank you for their large contribution to the program.

- For more information or to donate please visit our website at www.cs.wmich.edu/~sunseeker.

The Sunseeker team has set up a website that interested students, alumni, faculty, administrators, or possible donors may visit at any time for additional information or to make a contribution. The team is also currently at work on other ways to keep the lines of communication open such as the monthly newsletter.

October

2008

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
	6	7 Engineering Meeting 5:30 at Parkview	8	9	10 Team planning 12 at Parkview	11 Alternative Energy Expo at Kalamazoo
	13	14 Engineering Meeting 5:30 at Parkview	15	16	17 Team planning 12 at Parkview	18
	20	21 Engineering Meeting 5:30 at Parkview	22	23	24 Team planning 12 at Parkview	25
	27	28 Engineering Meeting 5:30 at Parkview	29	30 Send out the Yes! Expo press release	31 Team planning 12 at Parkview	

November

2008

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	3	4 Engineering Meeting 5:30 at Parkview	5	6 Yes! Expo Display	7 Team planning 12 at Parkview	8 Display on West Wood Field Football Clinic
	10	11 Engineering Meeting 5:30 at Parkview	12	13	14 Team planning 12 at Parkview	15
	17	18 Engineering Meeting 5:30 at Parkview	19	20	21 Team planning 12 at Parkview	22
	24	25 Engineering Meeting 5:30 at Parkview	26	27	28 Team planning 12 at Parkview	29

December

2008

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	8	9 Engineering Meeting 5:30 at Parkview	10	11	12	13
	15 Winter Break Starts	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31			

January

2009

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	
	Classes Begin 5	Engineering Meeting 5:30 at Parkview 6	7	8	Team planning 12 at Parkview 9	
	12	Engineering Meeting 5:30 at Parkview 13	14	15	Team planning 12 at Parkview 16	
	19	Engineering Meeting 5:30 at Parkview 20	21	22	Team planning 12 at Parkview 23	
	26	Engineering Meeting 5:30 at Parkview 27	28	29	Team planning 12 at Parkview 30	

February

2009

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	
	9	10 Engineering Meeting 5:30 at Parkview	11	12	13 Team planning 12 at Parkview	14
	16	17 Engineering Meeting 5:30 at Parkview	18	19	20 Team planning 12 at Parkview	21
	23	24 Engineering Meeting 5:30 at Parkview	25	26	27 Team planning 12 at Parkview	28

March

2009

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	
	9	10 Engineering Meeting 5:30 at Parkview	11	12	13 Team planning 12 at Parkview	14
	16	17 Engineering Meeting 5:30 at Parkview	18	19	20 Team planning 12 at Parkview	21
	23	24 Engineering Meeting 5:30 at Parkview	25	26 Put up logo design student flyers	27 Team planning 12 at Parkview	28
Start Facebook group for students	30	31 Engineering Meeting 5:30 at Parkview				

April

2009

On the Solar Track to Sustainable Energy

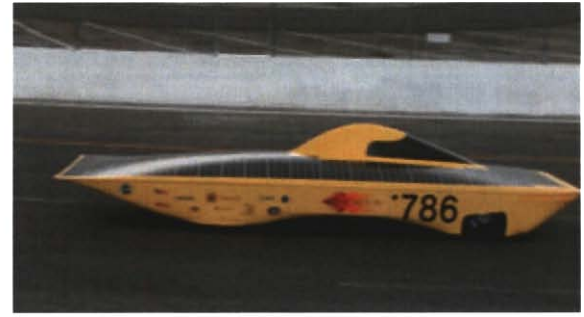


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
	6	7 Engineering Meeting 5:30 at Parkview	8 Print Flyers and Fact Sheets to hand out at flagpoles	9 Distribute slides to Faculty	10 Deadline to sign up for Orientation Involvement Zone	11
12 Chalk for the flagpoles display	13 Sunseeker Display at the Flagpoles	14 Honors Thesis Defense Date	15	16	17 Team planning 12 at Parkview	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

2009

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	
	4 Deadline to register for Bronco Bash Booth	5	6	7	8	
	11	12	13	14	15	
	18	19	20	21	22	
	25	26	27 WMU Day at the Capitol	28	29	

June

2009

On the Solar Track to Sustainable Energy



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Orientation Involvement Zone	2 Orientation Involvement Zone	3	4 Orientation Involvement Zone	5	
	8 Orientation Involvement Zone	9 Orientation Involvement Zone	10	11 Orientation Involvement Zone	12	
	15 Orientation Involvement Zone	16 Orientation Involvement Zone	17	18 Orientation Involvement Zone	19	
	22 Orientation Involvement Zone	23 Orientation Involvement Zone	24	25 Orientation Involvement Zone	26	
	29 Orientation Involvement Zone	30 Orientation Involvement Zone	31			

Campaign Timeline/Calendar Explanation

The timeline for this campaign spans from early October of 2008 to the end of April, 2009. We have also suggested further promotional activities that will continue through the summer and into September, with the start of the new academic year. Many of the dates scheduled on the calendar are recommendations to keep the campaign at a steady and successful pace, but some of the dates are strict deadlines that need to be met in order for the Sunseeker solar car team to reach its maximum potential of exposure. It is extremely important to be mindful of which deadlines cannot be extended. Throughout the next several pages we will explain in greater detail the campaign timeline.

In October, we attended a few solar car meetings and were introduced to the Sunseeker team members and started to become familiar with the solar car. Currently the team meets twice a week. Every Tuesday there is a meeting directed at the solar car's engineers that has an agenda focused on the design and build of the solar car. Every Friday the meeting is opened up to the whole team in order to discuss the team's direction, progress, and business such as preparation for public displays, races, etc.

On October 11, 2008 we attended the Sturgis Energy Fair (see attached press release) in Sturgis, MI where the Sunseeker team displayed solar car. People from the community came out to the energy fair to see demonstrations of various projects and inventions designed to promote alternative forms of energy. In order to create publicity for the WMU Sunseeker solar car, we sent a press release on September 30 to local media in order to inform them about the energy fair in Sturgis. In the press release, we also included information about the Sunseeker's participation in future events in order to increase the visibility of the solar car team in the area.

In November, the Sunseeker team traveled to the east side of Michigan to display the solar car at two different events in the same weekend to create as much exposure for the Sunseeker project as possible. The first event was the Yes Expo, an educational science fair for Michigan students in middle school and high school. The second event was the WMU Ford Field football game in Detroit. The solar car attracted a significant amount of attention at Ford Field and gave us the campaign idea to better educate the WMU community about the solar car through the distribution of an electronic newsletter.

Our active Sunseeker campaign, *Get on the Solar Track to Accelerate Your WMU Experience*, will last a total of seven weeks. It began February 23, 2009 with the launch of the pre-campaign surveys to our three key publics and will end on April 13, 2009 when we will publicly display the Sunseeker solar car at the flagpoles on WMU's main campus in order to educate Western Michigan University students. The main promotional actions of this campaign will take place in the end of March and into early April.

Back in February, we met with Sarah Dillon from Alumni Relations and Tonya Durlach from University Relations to inquire about ways to post our alumni and faculty survey links in the electronic newsletters that their offices send out to WMU alumni and WMU faculty. With the help of Tonya, we were able to send the faculty survey link via the WMU Today electronic newsletter which yielded our greatest response of all three surveys. We were not as successful with the Alumni Relations office and were only able to post the WMU alumni survey link on the event wall of the Western Michigan University Alumni Facebook group. In order to distribute our WMU student survey electronically, we created a Facebook event and sent messages that contained the WMU student survey link to students in the WMU community.

On March 26, 2009 we launched a logo design contest to celebrate the 20th anniversary of the Sunseeker program that will take place next school year. We designed logo design contest flyers and posted them throughout several of the major academic buildings on campus. We also distributed the contest flyer to several faculty members in the imaging, communication, and graphic design departments via email to pass along to their students who may be interested in the contest. On March 29, 2009 we developed a Facebook group for students interested in participation with the Sunseeker solar car team. The Facebook group includes basic information about the history and mission of the Sunseeker program, meeting times, contact information, and links to additional articles about past and future Sunseeker events. As of April 8, 2009 the group has already grown to over 70 members.

On April 8, 2009 we printed off several dozen copies of the flyers and fact sheets to distribute at our Sunseeker display at the flagpoles in the center of WMU's main campus on Monday, April 13 from 1-4 p.m. We will also display the Sunseeker car, along with picture boards and presentation boards to educate the WMU students about the Sunseeker program. In order to create awareness for the display, we will chalk messages that include the date, time, and location of the display across WMU's campus on the evening of April 12, 2009.

We have already registered the Sunseeker team for a booth space to display the solar car at the New Student Orientation Involvement Zone in order to generate excitement among new students. The Involvement Zone display takes place from 9-11 p.m. and is held three nights per week during the month of June. The specific dates for New Student Orientation are June, 1, 2, 4, 8, 9, 11, 15, 16, 18, 22, 23, 25, 29, and 30.

The Sunseeker team is not expected to attend every single Involvement Zone date, but it should attend as often as possible in order to take advantage of this opportunity to display the solar car.

Our involvement in the *Get on the Solar Track to Accelerate Your WMU Experience* campaign will conclude with our thesis defense on April 14 at 3:00 p.m. in the Dean's office of the Lee Honors College. However, we recommend that the Sunseeker team continue to implement the various components of this campaign plan throughout the summer and into the beginning of the fall semester. In May, the Sunseeker team needs to apply for a booth at Bronco Bash which takes place on September 11, 2009, which is the first Friday of the fall semester. We also recommend that the Sunseeker team participate in the WMU Day at the Capital event on May 27 in order to educate our Michigan legislators about the various educational programs and projects that take place at Western Michigan University. Lastly, we recommend that the team distribute the informational power point slide and the fact sheet to WMU faculty via email in the early part of September in order to educate new students about the Sunseeker solar car program in hopes that they will join the team at the start of the new academic year.

Budget for [*Get on the Solar Track to Accelerate Your WMU Experience*]

Expenses

	Estimated	Actual
Total Expenses		\$4,097.00

	Estimated	Actual
Promotional Activities (for campus events and student distribution)		
Hand-out Flyers 2000 (\$.8 each)	\$1,600.00	\$1,600.00
Event Flyers 100 (\$.59 each)	\$59.00	\$59.00
Totals	\$1,659.00	\$1,659.00
Promotional Activities (for external events)		
Brochure 250 (\$1.18 each)	\$295.00	\$295.00
Fact sht 250 (\$.10 each)	\$25.00	\$25.00
	\$320.00	\$320.00

Total Campaign Cost

\$4,097.00

	Estimated	Actual
Donor gifts		
T-shirts 150 (\$5.40 each)	\$810.00	\$810.00
Nalgene bottle 200 (6.54 each)	\$1,308.00	\$1,308.00
Totals	\$2,118.00	\$2,118.00

Proposed Budget Explanation

We propose that the Sunseeker team allocate approximately \$5,000 to successfully complete the goals of this public relations campaign. We divided the budget into two different categories to be distributed between promotional activities, which include on and off-campus public events, and donor appreciation gifts. What follows is a description of each category and the breakdown for the amount of money that should be spent on each item.

There are two sections of promotional funds that we developed. The first sub-section includes the items that are needed to complete publicity towards campus events which target the student and faculty publics. We recommend that the team create and distribute 2,000 black and white informational flyers to students at the upcoming display at the flagpoles, New Student Orientation Involvement Zone, and Bronco Bash. We also recommend that the team print 100 colored flyers to post around campus to recruit students to join the Sunseeker team. Total student promotional publications for the *Get on the Solar Track to Accelerate Your WMU Experience* campaign will cost \$1,659.00.

The second sub-section of promotional activities was created for events that the team will attend outside of the WMU community. We recommend that the team order 250 colored brochures and 250 colored fact sheets to distribute to onlookers, interested students, or potential donors at the WMU Day at the Capital events and other displays/fairs that the team will attend. The total cost for the off-campus event publicity is \$320.00.

The second category in our campaign budget is for donor appreciation gifts. We recommend that the team order 200 Nalgene bottles labeled with the newly developed

Sunseeker logo, from the logo design contest, to give to donors, as well as 150 Sunseeker T-shirts for team members to distribute to donors or sell at events that they attend. The total cost for donor gifts is \$2,118.00.

In regards to the alumni public, according to our survey results, approximately 60% of alumni expressed interest in WMU related programs and have donated to WMU programs in the past. However, approximately 70% replied that they are not interested in receiving additional information about the team and are not willing to donate or contribute to the team in any way. Therefore we have currently suspended the allocation of funds to reach the alumni public until further outreach strategies have been developed.

We estimate the total budget for the *Get on the Solar Track to Accelerate Your WMU Experience* campaign to be \$4,097.00, which falls below the \$5,000 that we originally proposed.

Methods of Evaluation

In order to measure the success of our campaign, we needed to find ways to evaluate the knowledge, beliefs, and behaviors of our key publics. In order to do this, we have conducted a preliminary online survey for each individual key public to determine their knowledge and attitudes towards the Sunseeker team and find out if they would ever consider participation with the team. We also asked general information about where they work, what their interests include, what student organizations they are/were involved with, where they receive their information, what factors persuade them to make donations, etc. (see appendices for surveys and results). We conducted this survey in early March before the start of the major campaign promotional activities and events. We recommend that the survey be conducted again at the end of October in order to determine how effective the informational campaign was to change the attitudes and behaviors of our publics and get more students, faculty, and alumni involved with the Sunseeker team. Another way that we recommend the future Sunseeker team members to determine where our publics stand in regards to the Sunseeker team would be to conduct a few small focus groups of students to find out what they know about the project, what it would take for them to participate in the project, and if they have any suggestions to improve the Sunseeker program. All of this data will be helpful to measure the success and effectiveness of the *Get on the Solar Track to Accelerate Your WMU Experience* campaign. Another way to determine if our campaign was successful will be to see if there is an increase in the number of students who participate in the solar car team. We recommend that the current Sunseeker team members focus on the creation of a business-oriented committee that is responsible for the public relations, media relations, display

registration, marketing, driver nutrition, sponsorship, and community education components of the team. Additionally, the Sunseeker team needs to receive \$150,000 in donations from sponsors to redesign and build the current solar car. This campaign can measure its success by whether or not the Sunseeker team reaches that amount of donations from the contacted alumni and/or large corporations.

Survey Evaluations

Alumni Survey: Since we were only able to distribute the survey to alumni via the Western Michigan University Alumni Facebook group, we had 44 responses. About half of the alumni that responded to our survey are members of the WMU Alumni Association and less than half of the alumni would consider themselves up-to-date on current events at Western Michigan University. The survey shows that the about 50% of the alumni receive their WMU information from the online WMU alumni newsletter. Other useful sources of information include the WMU website, Facebook, and word of mouth. Now that we know the top information sources for the alumni, we would suggest that the Sunseeker team members make an effort to contact the alumni via these channels of communication. We were surprised to discover that approximately 88% of the alumni responded that they are aware that WMU has a solar car team. Almost 60% of the alumni responded that they have an interest in supporting WMU related programs and that they have donated to WMU programs/organizations in the past, however approximately 70% of the alumni responded that they do not wish to receive additional information about the Sunseeker program and are not at all willing to contribute to the team in any way. We also requested information regarding what activities the alumni were involved with when

they attended WMU and what their current places of employment are (see attached survey and results in appendices).

Faculty Survey: We distributed the faculty survey via the WMU Today electronic newsletter through University Relations. As a result, we had 100 faculty, staff and administration members take our survey. The survey results show that over 60% have an interest in supporting WMU registered student organizations and almost 90% have an interest in alternative energy. Ninety-five percent are aware that WMU has a solar car team and about half would be interested in receiving a monthly newsletter about the team. The results also indicate that faculty would contribute to the Sunseeker program through the distribution of Sunseeker information to their students and through announcements in class. We are very excited that the majority of faculty members responded positively in their willingness to promote the Sunseeker solar car team to their students. The results of the other general demographic questions are listed in the appendices. One error we made in the development of the survey was not including staff as an response option for question seven.

Student Survey: We distributed the student survey via a Facebook event to various WMU students. We had 79 student responses to the survey. The survey results show that there are several factors that contribute to a student's decision to join an organization; the top three factors include personal interest, time commitment, and the opportunity to build a resume. The students stated that the best way to receive information is via Facebook, flyers on campus, word of mouth, and the Western Herald; therefore we will use these forms of communication to reach our student public. About 70% of students are aware that WMU has a solar car team, but approximately 50% are

not at all interested in learning about ways to participate with the team. The Sunseeker team's main challenge will be to educate the students about the benefits of team participation in order to recruit them to join the Sunseeker program. The survey results show that the majority of students are willing to donate 1-2 hours per week or no time at all to the Sunseeker team. The results to the other general demographic questions are listed in the appendices.

Conclusion

As of now, we have almost reached the end of our promotional campaign for the Sunseeker team. We have completed most of the plans for the *Get on the Solar Track to Accelerate Your WMU Experience* campaign and will execute the remainder of the promotional activities in April. We look forward to positive results from the educational aspect of the campaign and believe that because we have the chance to educate the WMU alumni, students, and faculty and administration members that they will see the importance in what the Sunseeker program has to offer the WMU community. Through this education, we hope to have changed their attitudes and influenced their behaviors and therefore look forward to increased student participation, increased support from faculty and administration, and increased donations from alumni. Even in the early stages of the *Get on the Solar Track to Accelerate Your WMU Experience* campaign, we have already begun to see some positive changes from the audiences to whom we've targeted and contacted. It is our desire that the plans and actions spelled out in this campaign will be carried out throughout the summer and into the fall semester and will yield positive results that will further the success and future of the Sunseeker solar car team.

Appendices



Western Michigan University Sunseeker Solar Car Team

The Sunseeker Solar Car Team 2008/2009

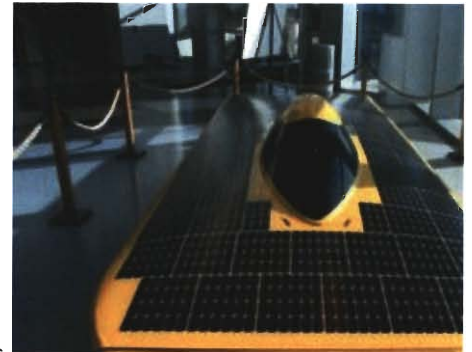
Fact Sheet:

History:

In 1990, the WMU solar car team competed in its first race that ran from Orlando, Florida to Warren, Michigan and took 8th place. In 1991 the Sunseeker competed in two North American solar challenges and took 5th and 2nd place. Every odd year since 1991 the team has competed in a national race. In 1995 the team built a new solar array, installed a new power train, refined the aerodynamics, and formed a new strategy. Then in 1999 the team created a more aerodynamic body design. In 2001 the Solar Car 95 was modified with a new solar array panel and more efficient solar cells and was renamed Sunseeker 295. For WMU's centennial in 2003 the team reduced the car's length and width and placed 5th in the an Open Class race, won the Inspector's Award for best mechanical and electrical design and EDS's Gold Award for Best Car Design. The team created another design for the 2005 race with a new canopy, stronger rear suspension, with improved aerodynamics and renamed the car, Sunseeker 05. In the North American Solar Challenge this car took 6th place and won the Aesthetics Award for the prettiest car. In the 2008 North American Solar Challenge the car faced technical difficulties and could not compete but the team traveled with other teams to learn new methods and ideas in solar design. Solar car racing has local, national, and international attention and media coverage. CNN, FOX, ESPN2, Popular Mechanics, and National Geographic are just a handful of spectators of the American solar challenge. National Geographic's included The Solar Car 295 in a documentary on solar vehicles that was aired on their national TV network

Future:

The team is currently working on a new design for their car. They plan to compete in the upcoming North American solar challenge but have many alterations to finish in order to be competitive at the national level. The team is also at work on its mission to educate the Kalamazoo community about solar energy and alternative renewable energy. Their ultimate goal is to attend the World Solar Race in Australia in 2011.



Quick Facts

- The car weighs 475 pounds without a driver. The ideal weight of driver is 176 pounds and if the driver is underweight he/she will carry ballast.
- On a "drag strip" the Sunseeker can reach 80 mph.
- The American Solar Challenge rules do not allow cars to go over 65 mph.
- The races take place on normal roads and expressways.
- The Sunseeker has 55 pounds of Lithium Polymer batteries for use in clouds, under tress, and in the morning and evening before the sun is high.
- In full sun, a full charge requires about 2 hours.
- The races run from 8 a.m. to 6 p.m.
- Cells and Arrays cost up to \$100,000 and thousands more are needed for motors, and electronics.
- Large support from industry sponsors and private donors is required to build a car.
- Up until the latest 2008 race, WMU was one of only four teams to have finished all American Solar Races.

Point of Contact:
Nick Kiloran
The WMU Sunseeker Team Captain
Western Michigan University
Kalamazoo, MI 49008
Nicholas.k.koloran@wmich.edu
<http://www.cs.wmich.edu/~sunseeker/>

ON THE SOLAR
TRACK TO
SUSTAINABLE ENERGY

SPECIAL
POINTS OF
INTEREST:

• text

WMU Sunseeker

VOLUME I, ISSUE I

NEWSLETTER DATE

Lead Sunseeker Story

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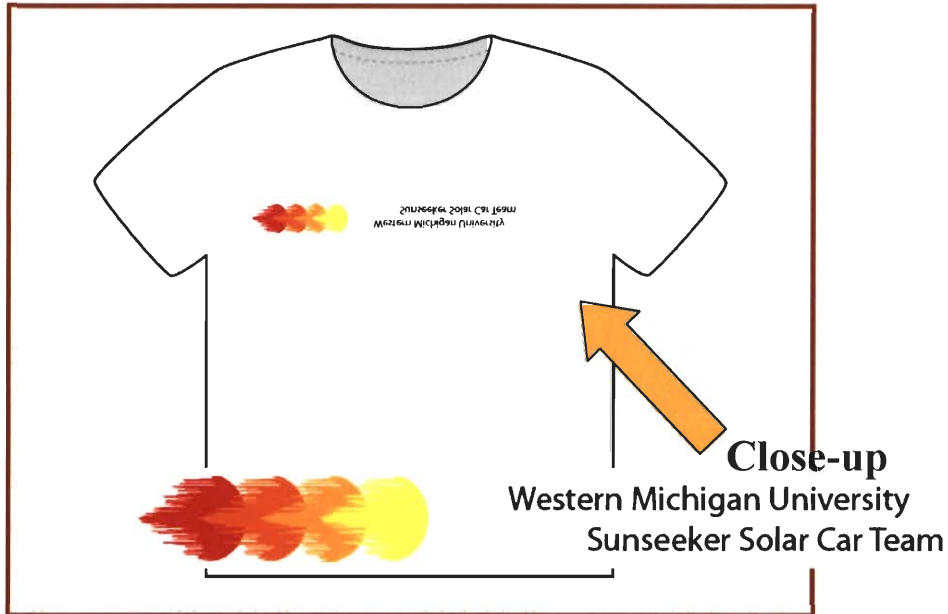
Other Sunseeker or Solar Energy News

Text

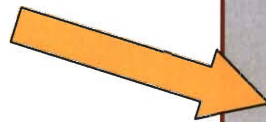
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Donor Gifts Recommendations



**Sunseeker
Nalgene Bottle**





Collaborate with peers from all disciplines

Apply classroom knowledge

- Gain an edge in future career endeavors
- Participate in national competitions which bring awareness to WMU achievements
- Build a competitive resume

To become a member of the Sunseeker team contact:

Amanda Jandahl at

amanda.j.jandahl@wmich.edu or

Andrea Sell at


a5sell@wmich.edu

Gain the Edge Needed to Compete

Join the Western Michigan University Sunseeker Team

The WMU Sunseeker team is a collaboration of students and faculty who are organized and motivated with the goal to design, build, and promote a solar car that utilizes and maximizes the technology of solar energy. Join this team effort and gain the edge needed to compete in the Michigan economy





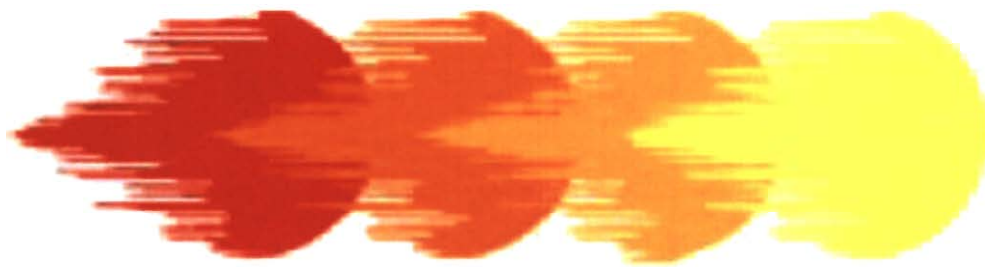
Interested in Joining the WMU Solar Car Team?

Did you know?

- The WMU solar car team is not only for engineering students! You can help out the team with your own area of expertise including marketing, public relations, business, event planning, graphic design, donor relations, fundraising, community outreach, nutrition, meteorology, etc.
- The WMU solar car team is a great opportunity to build your professional resume to give WMU students the edge and experience to gain employment in today's economy.
- The WMU solar car team explores the fascinating field of solar energy and participation with the team only requires a minimal time commitment.
- By joining the WMU solar car team, you will meet some amazing students and form great new friendships.

****For more information contact** Nick Killoran, team captain, at:
nicholas.k.killoran@wmich.edu
or Dr. Poot, team advisor, at: abraham.poot@wmich.edu





Current Logo

- Great Resume Builder
- Show off your talent
- Have your design published on Sunseeker materials
- Express your Creativity
- Expand your portfolio

20th Anniversary Logo Design Contest

Celebrate the 20th Anniversary of the WMU
Sunseeker Solar Car Team by designing their new logo!

(Sponsored by the WMU Sunseeker Team and The Lee Honors College)

www.wmich.edu/sunseeker/

Contact Nick Killoran with your ideas, formatting, or submitting a logo

Nick Killoran
nicholas.k.killoran@wmich.edu

Nick Killoran
nicholas.k.killoran@wmich.edu

Nick Killoran
nicholas.k.killoran@wmich.edu

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****For more information contact** Nick Killoran, team captain, at:
nicholas.k.killoran@wmich.edu or Dr. Poot, team advisor, at:
abraham.poot@wmich.edu

Sunseeker Team Benefits:

- Collaboration with peers from all disciplines
- Application of classroom knowledge
- Gain an edge in future career endeavors
- Participation in national competitions which brings awareness to WMU achievements



"Becoming a member of the Sunseeker Team allows students from all academic disciplines to express innovative ideas and develop WMU pride."

*~Abraham Poot,
Sunseeker
Team Advisor*



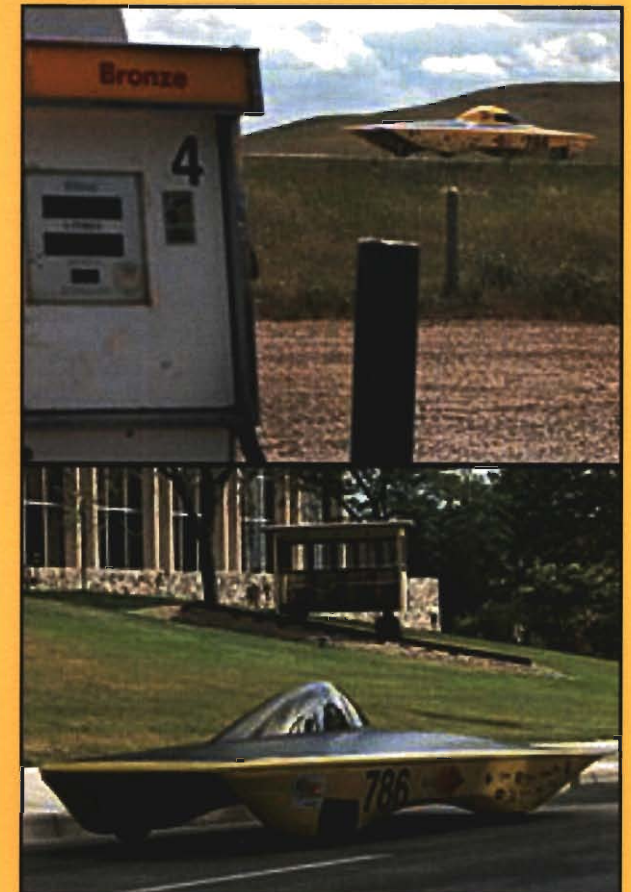
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008
www.wmich.edu

Sunseeker contact:
Nicholas Killoran
Sunseeker Team Captain
nicholas.k.killoran@wmich.edu



The Sunseeker Solar Car Team

Gives Student the Edge
Needed to Compete



"Since I have become a member of the team I have had the opportunity to apply classroom knowledge and I can see our tangible progress."

Sarah Carter, WMU student



JOIN OUR PROMOTION OF THE SUNSEEKER TEAM

The Sunseeker team believes that it is crucial to promote the opportunities that the Sunseeker program offers to students on WMU's campus. It allows for the development of teamwork skills and the opportunity to gain hands on project experience to advance their career portfolio. We hope that as faculty and administrators you will help us promote the Sunseeker program to both engineering and non-engineering students in hopes that more students will want to take on an active role in the Sunseeker team. The students at Western Michigan University need to be informed of the Sunseeker's objectives in order to increase school pride and give them an edge in their career aspirations.



History

The Sunseeker team began its journey in 1990 as a project for engineering students. The team competed in its first race the same year and took 8th place in the competition that stretched from Florida to Michigan. Since its start in 1990 the team has continued to gain membership to include students from other academic disciplines. The team has competed in every North American Solar Car challenge since its start in the 1990s and has experienced an increase in success as more team members were



added. Solar car racing has local, national, and international attention and media coverage. CNN, FOX, ESPN2, Popular Mechanics, and National Geographic are just a handful of spectators of the American solar Challenge. National Geographic's included the WMU's solar car in a documentary on solar vehicles that was aired on their national TV network.

Goals

The WMU Sunseeker team is a collaboration of students and faculty who are organized and motivated with the goal to design, build, and promote a solar car that utilizes and maximizes the technology of solar energy. This project has become more than necessary especially in the Michigan economy where alternative energy discoveries are crucial. Each year the Sunseeker team expands through new membership as they work to update their solar car to better compete in the annual cross-country race.

The program ultimately seeks to give students an opportunity to apply the knowledge they learn every day in their different majors and fields of study to gain real life application and experience. The team, as a whole, seeks to increase public education about renewable energy, especially solar, through the displays and races in which the Sunseeker solar car competes.



Western Michigan University
Sunseeker Solar Car Team

1903 W. Michigan Ave
Kalamazoo, MI 49008 USA

For Release
October 6, 2008

Contact: Amanda Jandahl
616-366-3485
Amanda.j.jandahl@wmich.edu

WMU Sunseeker solar car to be on display at the Sturgis Energy Fair

KALAMAZOO- Western Michigan University's Sunseeker Team prepares for the annual Sturgis Alternative Energy Fair to showcase this year's solar powered car. The group of WMU students and advisors hopes to raise funds and awareness in order to send the team to the World Solar Challenge in Australia next fall.

"We are very excited to participate in the energy fair again this year," says Abraham Poot, the team advisor. "It is always a great opportunity for our students to display all of their innovation and hard work to the community."

The team consists of students from all different academic areas of study who have come together to promote the use and education of renewable, alternative energy. Along with energy fairs, the team also presents the solar car at schools, museums, parades, car shows, and other special events.

"The best part of the project is the opportunity to meet people from all over the university and surrounding communities who have a passion for the advancement of energy technologies and a love for WMU," says Nick Killoran, team captain.

-more-

The Sunseeker will be on display at the Sturgis Energy Fair from 9 a.m. to 1 p.m., Saturday, October 11 at the Sturgis County Fair Grounds. There will be projects and displays from area high schools, universities and businesses, as well as food, games and music. There is no cost of admission to attend.

“We cannot wait for all of our supporters and donors to see the new car at the energy fair this year,” says Killoran. “They will be so impressed; it will definitely knock their socks off.”

###



Western Michigan University
Sunseeker Solar Car Team

1903 W. Michigan Ave
Kalamazoo, MI 49008 USA

For Release
November 4, 2008

Contact: Amanda Jandahl
616-366-3485
Amanda.j.jandahl@wmich.edu

WMU Sunseeker car to be displayed at Ford Field's YES! Expo

KALAMAZOO-Western Michigan University's Sunseeker solar car will be on display at the YES! Expo this Thursday at Ford Field. In order to increase alternative energy awareness, the Sunseeker team travels around to area fairs and expos to present the 2008 solar car.

"This will be our first year attending the YES! Expo," says Nick Killoran, WMU solar car team captain. "We are very excited to display our efforts to increase alternative energy sources, as well as the opportunity to get students fired up about the field of engineering."

The YES! Expo is an annual event that brings together state agencies, corporations, universities, youth organizations, professional societies, and business development organizations throughout Michigan to promote science and engineering careers among middle and high school students. The WMU Sunseeker team will showcase their solar car to educate students about creative career opportunities.

-more-

“It is very important to get students interested at an early age in possible career paths,” says Sue Oole, Sunseeker team advisor. “This expo opens the door to every opportunity related to the field of science and also is a great way to display WMU’s outstanding engineering program to the Michigan community.”

The event will be held Thursday, Nov. 6 from 8 a.m. to 2 p.m. at Ford Field. Tickets are free for student, chaperones, and accompanying parents and pre-registration is available online at www.yes.mtu.edu. The Sunseeker solar car will also be on display November 8 at Ford Field during the Western Michigan University football game against the University of Illinois.

“We are hopeful for a large turnout,” says Oole. “This is not only a great opportunity to educate students about alternative energy, but also to make the WMU community aware of our goal to reach the World Race in Australia during the fall of 2009.

###



Western Michigan University
Sunseeker Solar Car Team
1903 W. Michigan Ave.
Kalamazoo, MI 49008

For Immediate Release
May 24, 2009

Contact: Amanda Jandahl:
(616) 366-3485 or
Andrea Sell: (269)767-0630

WMU Sunseeker car to be displayed at second annual WMU Day at the Capital

KALAMAZOO- The Western Michigan University Sunseeker solar car team will be in attendance at the second annual WMU Day at the Capital. This will be the solar cars first/second appearance in Lansing with hopes to engage with lawmakers about the importance of their team and its goals to promote alternative energy.

“Having our car on display on the Day at the Capital will not only show our pride for the university but our dedication to solar power and alternative energy,” says Abraham Poot, WMU Sunseeker advisor. “We are putting in countless hours to have our newest car finished and groomed to demonstrate this pride at the Capital.”

The purpose of the Day at the Capital is to demonstrate the efforts WMU makes to create an educated work force and contribute to Michigan’s economy. WMU was the first university to host such a large scale showcase of its programs and organizations.

“We have Sunseeker flyers and brochures to hand out to Lansing legislators,” says Poot. “We are also plan to introduce the team on the Senate Floor and for those members of the team who are unaware of how our state legislative works this opportunity is will be memorable and helpful to the teams efforts.

-more-

The event will be held Thursday, May 27 from 10 a.m. to 3 p.m. at the front of the Michigan Capital in Lansing. Bus travel is available to the groups with displays and for accompanying WMU supporters. To be part of the solar car team and its efforts at the WMU Day at the Capital please contact Abraham Poot by email at abraham.poot@wmich.edu.

“We have made sufficient progress on our solar car design,” says Nick Killoran, WMU solar car team captain. “This event allows us to demonstrate the success of WMU’s engineering school and gives us the awareness we need at the state level.”

###

Alumni Sunseeker Survey

1. Default Section

1. Are you a member of the WMU Alumni Association?

☐ Yes

☐ No

2. How up-to-date do you consider yourself on WMU news and current events?

Not at all
up-to-date

Hardly
up-to-date

☒ Undecided

Up-to-date

Extremely
up-to-date

**3. Where do you receive the majority of your information regarding WMU?
(please check only your top three sources)**

Online Alumni Newsletter

Local Newspaper

WMU Herald newspaper

WMU website

Facebook/Facebook groups

Word of mouth

Other

If other (please specify)

4. Do you have an interest in supporting WMU related programs?

Not at all
Interested

Hardly
Interested

☒ Undecided

Interested

Extremely
Interested

5. Have you ever donated to any WMU related program and/or organization?

Yes

No

6. What activities were you involved with when you attended WMU? (check all that apply)

Athletics

Registered Student Organization

On-Campus job

Residence Life/Resident Assistant

Student Government

Religious Organization

Theatre/Music performance group

Not involved at all

Other

If other (please specify)

7. Are you aware that WMU has a solar car team?

Yes

No

8. Would you be interested in receiving a monthly newsletter about the WMU solar car team?

Yes, via online newsletter

Yes, via direct mail newsletter

No, thank you

9. In which of the following ways would you be willing to contribute to the WMU solar car team? (check all that apply)

Your personal time

Monetary donations

Material goods

Business contacts/Sponsorships

Not at all

Other

If other (please specify)

10. What is your current place of employment?

Done



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Response Summary

Total Started Survey: 44

Total Completed Survey: 44 (100%)

Page: Default Section

1. Are you a member of the WMU Alumni Association?

	Response Percent	Response Count
Yes <input type="text"/>	45.5%	20
No <input type="text"/>	54.5%	24
<i>answered question</i>		44
<i>skipped question</i>		0

2. How up-to-date do you consider yourself on WMU news and current events?

	Response Percent	Response Count
Not at all up-to-date <input type="text"/>	9.1%	4
Hardly up-to-date <input type="text"/>	34.1%	15
Undecided <input type="text"/>	11.4%	5
Up-to-date <input type="text"/>	38.6%	17
Extremely up-to-date <input type="text"/>	6.8%	3
<i>answered question</i>		44
<i>skipped question</i>		0

5. Have you ever donated to any WMU related program and/or organization?

No	<input type="text"/>	40.9%	18
answered question			44
skipped question			0

6. What activities were you involved with when you attended WMU? (check all that apply)

	Response Percent	Response Count
Athletics <input type="text"/>	13.6%	6
Registered Student Organization <input type="text"/>	47.7%	21
On-Campus job <input type="text"/>	45.5%	20
Residence Life/Resident Assistant <input type="text"/>	18.2%	8
Student Government <input type="text"/>	15.9%	7
Religious Organization <input type="text"/>	9.1%	4
Theatre/Music performance group <input type="text"/>	18.2%	8
Not involved at all <input type="text"/>	13.6%	6
Other <input type="text"/>	15.9%	7
If other (please specify) <input type="text"/>	view	10
answered question		44
skipped question		0

7. Are you aware that WMU has a solar car team?

	Response Percent	Response Count
Yes <input type="text"/>	88.6%	39
No <input type="text"/>	11.4%	5
answered question		44
skipped question		0

3. Where do you receive the majority of your information regarding WMU? (please check only your top three sources)

		Response Percent	Response Count
Online Alumni Newsletter	<input type="checkbox"/>	47.7%	21
Local Newspaper	<input type="checkbox"/>	13.6%	6
WMU Herald newspaper	<input type="checkbox"/>	11.4%	5
WMU website	<input type="checkbox"/>	38.6%	17
Facebook/Facebook groups	<input type="checkbox"/>	38.6%	17
Word of mouth	<input type="checkbox"/>	34.1%	15
Other	<input type="checkbox"/>	9.1%	4
If other (please specify) <input type="text" value="view"/>			8
answered question			44
skipped question			0

4. Do you have an interest in supporting WMU related programs?

		Response Percent	Response Count
Not at all interested		0.0%	0
Hardly interested	<input type="checkbox"/>	6.8%	3
Undecided	<input type="checkbox"/>	29.5%	13
Interested	<input type="checkbox"/>	59.1%	26
Extremely interested	<input type="checkbox"/>	4.5%	2
answered question			44
skipped question			0

5. Have you ever donated to any WMU related program and/or organization?

		Response Percent	Response Count
Yes	<input type="checkbox"/>	59.1%	26
answered question			44
skipped question			0

8. Would you be interested in receiving a monthly newsletter about the WMU solar car team?

	Response Percent	Response Count
Yes, via online newsletter <input type="checkbox"/>	20.5%	9
Yes, via direct mail newsletter <input type="checkbox"/>	6.8%	3
No, thank you <input type="checkbox"/>	72.7%	32
answered question		44
skipped question		0

**9. In which of the following ways would you be willing to contribute to the WMU solar car team?
(check all that apply)**

	Response Percent	Response Count
Your personal time <input type="checkbox"/>	4.8%	2
Monetary donations <input type="checkbox"/>	14.3%	6
Material goods <input type="checkbox"/>	2.4%	1
Business contacts/Sponsorships <input type="checkbox"/>	9.5%	4
Not at all <input type="checkbox"/>	69.0%	29
Other <input type="checkbox"/>	9.5%	4
If other (please specify) <input type="text" value="view"/>		4
answered question		42
skipped question		2

10. What is your current place of employment?

	Response Count
<input type="text" value="view"/>	42
answered question	42
skipped question	2

“Other” responses to question # 3 in the Alumni Sunseeker Survey

- 1.periodic mailings from the Geog. dept
- 2.from friends still in MI/kalamazoo
- 3.through their mailings
- 4.Western News
- 5.WMU Magazine
- 6.Relationship with Alumni Association members
- 7.Kalamazoo Gazette, Alumni magazines
- 8.friends, or online search

“Other” responses to question #6 in the Alumni Sunseeker Survey

- 1.Greek Life-little sister to Pi Kappa Alpha
- 2.Intramural
- 3.Solar Car Team, Flight Team
- 4.Broadcasting fraternity
- 5.Miller Usher Corps
- 6.Paying large tuition bills and incredible parking increases
- 7.Western Herald
- 8.very involved with my major
- 9.Le Cercle Francais
- 10.Sigma Phi Epsilon Fraternity; Intramural sports

“Other” responses to question #9 in the Alumni Sunseeker Survey

- 1.Support
- 2.word of mouth
- 3.Undecided
- 4.cheering the team on go broncos

Responses to question #10 in the Alumni Sunseeker Survey

- | | | |
|---|--|-------------------------------|
| 1. I am laid off, unfortunately | 21. Systex Products Corporation | 40. Perennial Software |
| 2. Macy's | 22. dominion enterprises | 41. Public Schools |
| 3. Princeton House Behavioral Health, Princeton NJ | 23. Own advertising agency | 42. Fiserv |
| 4. Writer | 24. retired | |
| 5. Wayne State University | 25. small private company in Dallas, TX - ES Holdings, LLC (dba Employ Solutions) | |
| 6. city of Kalamazoo | 26. Charlotte County Public Schools Florida | |
| 7. Van Buren Public Schools | 27. retired and live in SC | |
| 8. General Motors | 28. Henkel Corporation | |
| 9. Hamilton Southeastern Schools, Fishers, IN | 29. General Healthcare Resources, INC as RN | |
| 10. Michigan State University | 30. Verizon Communications | |
| 11. ADI | 31. Grand Valley State University | |
| 12. Stay at home mom | 32. San Diego, CA | |
| 13. a church | 33. W.E. O'Neil Construction Company - Chicago T | |
| 14. AKT Peerless Environmental Services | 34. Western Michigan University | |
| 15. Advertising agency | 35. Federal Government | |
| 16. self | 36. Starr Commonwealth | |
| 17. Western Michigan University | 37. IBS Financial Group | |
| 18. just retired from Chrysler LLC | 38. Insurance Company | |
| 19. Johnson Controls | 39. Kalamazoo Sportswear & Regalia | |
| 20. retired | | |

Faculty Sunseeker Survey

1. Default Section

1. How interested are you in supporting WMU registered student organizations?

☐ Not at all interested ☐ Hardly interested ☐ Undecided ☐ Interested ☐ Extremely Interested

2. Do you have an interest in alternative energy?

☐ Not at all interested ☐ Hardly interested ☐ Undecided ☐ Interested ☐ Extremely Interested

3. Are you aware that WMU has a solar car team?

☐ Yes
☐ No

4. Would you be interested in receiving a monthly newsletter about the WMU solar car team?

☐ Yes, via online newsletter
☐ Yes, via direct mail newsletter
☐ No, thank you

5. In which of the following ways would you be willing to contribute to the WMU solar car team? (check all that apply)

☐ Create class projects/ learning exercises based on the solar car team
☐ Give students extra credit for participation with the team
☐ Hand out information to your students about the WMU solar car team
☐ Make classroom announcements about solar car team news
☐ Not at all
☐ Other

If other (please specify)

6. In which department at WMU do you work/teach?

7. Which best describes your employment status?

Graduate Student

Adjunct Professor

Full-time Professor

☐ Administration

☐ Other

If other (please specify)

8. If you teach, approximately how many classes do you teach per semester?

1-2

3-4

5+

☐ Not Applicable

9. If you teach, approximately how many students do you have each semester? (If not applicable, please enter N/A)

10. Do you teach a large lecture class?

Yes

No

Done



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Response Summary

Total Started Survey: 100

Total Completed Survey: 100 (100%)

Page: Default Section

1. How interested are you in supporting WMU registered student organizations?

	Response Percent	Response Count
Not at all interested	4.0%	4
Hardly interested	11.0%	11
Undecided	24.0%	24
Interested	51.0%	51
Extremely Interested	10.0%	10
answered question		100
skipped question		0

2. Do you have an interest in alternative energy?

	Response Percent	Response Count
Not at all interested	0.0%	0
Hardly interested	4.0%	4
Undecided	7.0%	7
Interested	53.0%	53
answered question		100
skipped question		0

2. Do you have an interest in alternative energy?

Extremely Interested	<input type="text"/>	38.0%	38
answered question			100
skipped question			0

3. Are you aware that WMU has a solar car team?

		Response Percent	Response Count
Yes	<input type="text"/>	95.0%	95
No	<input type="checkbox"/>	5.0%	5
answered question			100
skipped question			0

4. Would you be interested in receiving a monthly newsletter about the WMU solar car team?

		Response Percent	Response Count
Yes, via online newsletter	<input type="text"/>	47.0%	47
Yes, via direct mail newsletter	<input type="checkbox"/>	4.0%	4
No, thank you	<input type="text"/>	50.0%	50
answered question			100
skipped question			0

**5. In which of the following ways would you be willing to contribute to the WMU solar car team?
(check all that apply)**

		Response Percent	Response Count
Other	<input type="text"/>	29.0%	29
Make classroom announcements about solar car team news	<input type="text"/>	30.0%	30
Hand out information to your students about the WMU solar car team	<input type="text"/>	33.0%	33
answered question			100
skipped question			0

5. In which of the following ways would you be willing to contribute to the WMU solar car team?
(check all that apply)

Give students extra credit for participation with the team	<input type="checkbox"/>	8.0%	8
Create class projects/ learning exercises based on the solar car team	<input type="checkbox"/>	8.0%	8
Not at all	<input type="checkbox"/>	28.0%	28
If other (please specify)	<input type="text" value="view"/>		29
answered question			100
skipped question			0

6. In which department at WMU do you work/teach?

	Response Count
<div><div></div><div>view</div></div>	100
<i>answered question</i>	100
<i>skipped question</i>	0

7. Which best describes your employment status?

	Response Percent	Response Count
Graduate Student	1.0%	1
Adjunct Professor	8.0%	8
Full-time Professor	22.0%	22
Administration	30.0%	30
Other	43.0%	43
If other (please specify)	<input type="text" value="view"/>	40
answered question		100
skipped question		0

8. If you teach, approximately how many classes do you teach per semester?

	Response Percent	Response Count
1-2 <input type="text"/>	27.0%	27
3-4 <input type="text"/>	16.0%	16
5+ <input type="text"/>	0.0%	0
Not Applicable <input type="text"/>	57.0%	57
<i>answered question</i>		100
<i>skipped question</i>		0

9. If you teach, approximately how many students do you have each semester? (If not applicable, please enter N/A)

	Response Count
<input type="text" value="view"/>	100
<i>answered question</i>	100
<i>skipped question</i>	0

10. Do you teach a large lecture class?

	Response Percent	Response Count
Yes <input type="text"/>	8.0%	8
No <input type="text"/>	92.0%	92
<i>answered question</i>		100
<i>skipped question</i>		0

“Other” responses to question #5 in the Faculty Sunseeker Survey

1.I don't teach - but would like to have info available for our students to pick up.

2.monetary donation

3.I am Staff so I don't have that type of interaction

4.presentation to RSO

5.Use information about it as a talking point for new student recruitment.

6.Extra credit is possible, depends on the class

7.small donation

8.I do not teach.

9.No class to tell; I would help publicize events / projects

10.I am not an instructor or professor. I'm support staff.

11.Post info in office

12.Try to organize physics students to be directly involved with the team

13.not a faculty member.

14.I am a staff member so I don't deal with students.

15.Hang flyer in my office (I am staff not faculty, but if I were faculty I would do the above).

16.attend an informational open house to see the car and talk to students about it

17.As a staff member, none of the above options apply

18.Not sure

19.Share news/updates about the solar car team with members of the community and prospective students.

20.financial donation, and/or hosting an on-campus event in Waldo Library

21.staff - don't work within classroom situation.

22.I don't teach so the above methods of contribution are n/a.

23.Have flyers in the department

24.Happy to post information at the Student Rec Center

25.Hang up posters around the office.

26.Not a faculty member so can not give classroom help.

27.N/A for my position

28.I let potential students know about our solar car team.

29.By passing the word along to the University community

Responses to question #6 on the Faculty Sunseeker Survey

1.BC & SS	21.College of Aviation College of Engineering	41.Marketing
2.EUP Grand Rapids Downtown Administrative Offices	22.School of Communication	42.Geography
3.Extended University Programs	23.Dance	43.faith & spiritual development
4.BIS Department of Haworth College of Business	24.HPER	44.Mathematics
5.Education	25.College of Arts and Sciences, School of Communication	45.WMUK
6.Waldo Library	26.Accounting Services	46.University Relations
7.Department of Dance, College of Fine Arts	27.Center for Disability Services	47.Physical Plant
8.statistics	28.Business Information Systems Haworth College of Business	48.College of Aviation
9.Student Financial Aid	29.Admissions	49. z
10.Family Consumer Sciences	30.CASP	50.Human Resources
11.Marketing	31.Academic Technology and Instructional Services (ATIS)	51.Marketing
12.Sindecuse Health Center	32.Department of Sociology	52.Student Activities & Leadership Programs
13.Communication	33.Registrar's Office	53.Children's Place Learning Center
14.Admissions	34.WMS	54.CELCIS
15.Admissions	35.Biological Sciences	55.Chemistry
16.Dept of Blindness and Low Vision Studies	36.Lee Honors College and Holistic Health	56.College of Arts & Sciences Dean's Office staff
17.Geosciences	37.HCOB	57.Biological Sciences
18.Libraries	38.The Evaluation Center	58.Physics
19.Military Science	39.International Student Services	59.Campus Facilities
20.IME, Industrial Design and Interior Design	40.Nursing	60.WMU Bookstore
		61.Mathematics
		62.Payroll
		63.Chemistry

64.Human Resources

65.COM

**66.College of Health &
Human Services**

**67. I work at Bronco
Express and am an adjunct
at Davenport University.**

68.Human Resources

69.Writing Center

**70.First Year Seminar -
Fall Semester**

71.University Libraries

**72.International
Admissions and Services**

73.HPER

74.Miller Auditorium

**75.Office of Information
Technology**

76.DPS

77.Prefer not to answer

78.University Recreation

79.English

80.Human Resources

81.Chemistry

**82.Development
(fundraising)**

83.Haenicke Institute

84.Lee Honors College

85.English/Grad College

**86.Disabled Student
Resources and Services**

87.Political Science

88.CEAS Advising Office

89.Aviation

90.Psychology

91.Accounting

**92.Extended University
Programs**

93.IT

94.OIT

95.Admissions

**96.First-Year Experience
Programs**

97.Development Office

98.Registrar's Office

99.university relations

100.University Relations

“Other” responses to question #7 in the Faculty Sunseeker Survey

- | | |
|--|---|
| 1. Staff, teach a couple classes a year. | 26. Both Full-Time Administrator and Adjunct Instructor of English 3050 |
| 2. full time instructor | 27. Manager OIT |
| 3. staff | 28. Staff |
| 4. staff | 29. Secretary |
| 5. staff | 30. staff |
| 6. Office Associate | 31. Office |
| 7. part time instructor | 32. Staff |
| 8. FTE | 33. Staff |
| 9. staff | 34. Part-Time Instructor |
| 10. office associate | 35. Staff |
| 11. Staff | 36. Full-time Staff |
| 12. campus minister | 37. full-time staff |
| 13. Staff | 38. staff |
| 14. support staff | 39. Staff |
| 15. Flight Instructor | 40. staff |
| 16. professional staff | |
| 17. Staff | |
| 18. staff | |
| 19. Staff | |
| 20. staff, business and finance | |
| 21. support staff | |
| 22. Office Associate | |
| 23. temporary employee - part time | |
| 24. staff | |
| 25. Staff member | |

Responses to question # 9 on the Faculty Sunseeker Survey

1.N/A	25.90	51.100	76.N/A
2.I don't teach	26.n/a	52.20	77.N/A
3.27	27.n/a	53.Teach only during Summer II	78.na
4.100	28.100	30-45 students	79.na
5.n/a	29.N/A	54.N/A	80.N/A
6.n/a	30.25	55.60	81.N/A
7.60	31.n/a	56.N/A	82.n/a
8.40	32.20-80	57.220	83.N/A
9.n/a	33.N/A	58.N/A	84.n/a
10.15	34.20	59.N/A	85.25-40
11.350	35.250	60.N/A	86.N/A
12.N/A	36.55	61.N/A	87.300
13.it varies from as high as 310 to as low as 46	37.200	62.N/A	88.N/A
	38.N/A	63.50	89.2
14.25	39.N/A	64.n/a	90.N/A
15.N/A	40.75	65.80	91.N/A
16.N/A	41.25	66.N/A	92.N/A
17.50	42.n/a	67.32	93.N/A
18.We see many students at the library	43.n/a	68.n/a	94.N/A
	44.30	69.22	95.N/A
	45.N/A	70.15-20	96.15-25
19.140	46.n/a	71.n/a	97.n/a
20.40	47.N/A	72.n/a	98.n/a
21.24	48.5	73.100	99.N/A
22.45	49.850	74.n/a	100.do not teach any classes or students
23.40	50.n/a	75.N/A	
24.100			

Student Sunseeker Survey

1. Default Section

*** 1. What factors contribute to your decision of becoming involved with a WMU organization? (check all that apply)**

Personal interest

Meeting location

Time commitment

Expenses

☐ Relevant to your major/field of study

An option to earn course credit

Visibility of the organization (popularity)

Social incentive

Resume building opportunity

☐ Other

If other (please specify)

*** 2. Which of the following sources of information are most useful to finding news about WMU events/activities (rank in the order of usefulness)**

	Not useful at all	Not useful	Undecided	Useful	Extremely Useful
Facebook messages/groups					
Flyers on campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chalked messages on campus					
The Western Herald	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word-of-mouth					
Classroom announcements					
Ads on the cafeteria tables					
Residence Halls					

If other (please specify)

***3. Are you aware that WMU has a solar car team?**

Yes

No

***4. Would you be interested in learning about ways to participate with the WMU solar car team?**

Not at all
interested

☐ Somewhat
interested

Undecided

Interested

Extremely
interested

***5. How much time would you be willing to spend if you joined the WMU solar car team?**

No time at all

1-2 hours/week

3-4 hours/week

5-7 hours/week

☐ 8-9 hours/week

☐ 10+ hours/week

***6. Please list all of the Registered Student Organizations (RSOs) that you are currently affiliated with.**

***7. What is your major?**

***8. What gender do you identify with?**

Male

☐ Female

Other

***9. What is your year/status in school**

Freshman

Sophomore

Junior

Senior

Other (please specify)

***10. Which of the following is your current student status?**

Full-time

Part-time

Done



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Response Summary

Total Started Survey: 79

Total Completed Survey: 79 (100%)

Page: [Default Section](#)

1. What factors contribute to your decision of becoming involved with a WMU organization?
(check all that apply)

		Response Percent	Response Count
Personal interest		98.7%	78
Meeting location		25.3%	20
Time commitment		77.2%	61
Expenses		49.4%	39
Relevant to your major/field of study		46.8%	37
An option to earn course credit	<input type="checkbox"/>	6.3%	5
Visibility of the organization (popularity)		22.8%	18
Social incentive		43.0%	34
Resume building opportunity		53.2%	42
Other	<input type="checkbox"/>	3.8%	3

If other (please specify) [view](#) 3

answered question 79

skipped question 0

2. Which of the following sources of information are most useful to finding news about WMU events/activities (rank in the order of usefulness)

	Not useful at all	Not useful	Undecided	Useful	Extremely Useful	Response Count
Facebook messages/groups	1.7% (1)	5.1% (3)	6.8% (4)	15.3% (9)	71.2% (42)	
Flyers on campus	10.0% (4)	10.0% (4)	17.5% (7)	52.5% (21)	10.0% (4)	
Chalked messages on campus	8.6% (3)	28.6% (10)	28.6% (10)	31.4% (11)	2.9% (1)	
The Western Herald	37.8% (14)	24.3% (9)	21.6% (8)	10.8% (4)	5.4% (2)	
Word-of-mouth	7.3% (3)	9.8% (4)	22.0% (9)	14.6% (6)	46.3% (19)	
Classroom announcements	22.9% (8)	25.7% (9)	20.0% (7)	22.9% (8)	8.6% (3)	
Ads on the cafeteria tables	20.0% (6)	26.7% (8)	16.7% (5)	26.7% (8)	10.0% (3)	
Residence Halls	20.9% (9)	23.3% (10)	25.6% (11)	27.9% (12)	2.3% (1)	

If other (please specify)

answered question

skipped question

3. Are you aware that WMU has a solar car team?

	Response Percent	Response Count
Yes <input type="text"/>	68.4%	54
No <input type="text"/>	31.6%	25

answered question 79

skipped question 0

4. Would you be interested in learning about ways to participate with the WMU solar car team?

Response Percent	Response Count
---------------------	-------------------

4. Would you be interested in learning about ways to participate with the WMU solar car team?

		Response Percent	Response Count
Not at all interested	<input type="text"/>	48.1%	38
Somewhat interested	<input type="text"/>	24.1%	19
Undecided	<input type="text"/>	17.7%	14
Interested	<input type="text"/>	10.1%	8
Extremely interested		0.0%	0
answered question			79
skipped question			0

5. How much time would you be willing to spend if you joined the WMU solar car team?

		Response Percent	Response Count
No time at all	<input type="text"/>	50.6%	40
1-2 hours/week	<input type="text"/>	38.0%	30
3-4 hours/week	<input type="text"/>	11.4%	9
5-7 hours/week		0.0%	0
8-9 hours/week		0.0%	0
10+ hours/week		0.0%	0
answered question			79
skipped question			0

6. Please list all of the Registered Student Organizations (RSOs) that you are currently affiliated with.

	Response Count
<input type="text" value="view"/>	79
answered question	79
skipped question	0

7. What is your major?

	79
<i>answered question</i>	79
<i>skipped question</i>	0

8. What gender do you identify with?

	Response Percent	Response Count
Male <input type="text"/>	43.0%	34
Female <input type="text"/>	57.0%	45
Other	0.0%	0
<i>answered question</i>		79
<i>skipped question</i>		0

9. What is your year/status in school

	Response Percent	Response Count
Freshman <input type="text"/>	15.2%	12
Sophomore <input type="text"/>	21.5%	17
Junior <input type="text"/>	17.7%	14
Senior <input type="text"/>	45.6%	36
Other (please specify)		2
<i>answered question</i>		79
<i>skipped question</i>		0

10. Which of the following is your current student status?

	Response Percent	Response Count
Full-time <input type="text"/>	100.0%	79
<i>answered question</i>		79
<i>skipped question</i>		0

10. Which of the following is your current student status?

Full-time	<input type="text"/>	100.0%	79
Part-time		0.0%	0
answered question			79
skipped question			0

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“Other” responses to question #1 in the Student Sunseeker Survey

1. Attitude/friendliness of Organization
2. Purpose
3. Positive Social Impact of group on Society

“Other” responses to question #2 in the Student Sunseeker Survey

1. GoWMU (Extremely Useful)
2. gowmu news
3. all the ones not are useful
4. This question won't let me answer in order...there aren't enough options.

“Other” responses to question #9 in the Student Sunseeker Survey

1. 2nd year, junior status, freshman year in the music school
2. Master's student

Responses to question # 6 on the Student Sunseeker Survey

- | | | |
|--|---|--|
| 1.Spring into the Streets, Alpha Omicron Pi | 18.none | 37.NONE |
| 2.have not found one that is good yet!!! | 19.Phi Sigma Pi, Russian Club, Hall Council | 38.N/A |
| 3.grassROOTS, Students for Barack Obama, College Democrats | 20.WSA, CJSA | 39.None |
| 4.Student Ambassador Program | 21.IVCF, Society of Manufacturing Engineers | 40.OUTspoken, WIDR |
| 5.Students for Life | 22.HSA, WSA | 41.Ad Club |
| 6.Western Herald | 23.Student Alumni Association, Ackley/Shilling Active People, Residence Hall Association | 42.American Humanics Student Association |
| 7.Alternative Winter Experience | 24.None | 43.WMU Waterski Club, AHSA |
| 8.AIGA, WSA, CAB, IPC, Japan Club | 25.none | 44.In HSA, Alpha Lambda Delta, Safe on Campus, but do not currently attend (lack of time) |
| 9.CAB, DSK | 26.Campus Crusade for Christ | 45.Campus Crusade for Christ, Honors Student Association, Psi Chi |
| 10.Res Life, DSK | 27.Drive Safe Kalamazoo | 46.Sigma Phi Epsilon, PRO |
| 11.Alternative Spring Break, WMU Women's Lacrosse Club, Alpha Lambda Delta, Eta Eta Sigma | 28.NSSLHA | 47.Drive Safe Kalamazoo & a sorority. |
| 12.SAP Office | 29.none | 48.Drive Safe Kalamazoo, Honors Student Association, Residence Hall Association, Henry Hall Council, National Residence Hall Honorary |
| 13.None | 30.... | 49.Western Student Association, Zimmerman Hall Council, Resident Hall Association, Phi Alpha Theta, Campus Activites Board |
| 14.alpha lamba da delta | 31.Campus Activities Board, Alternative Spring Break, Alternative Winter Experience | 50.Alpha Phi Omega |
| 15.Drive Safe Kalamazoo, Kalamazoo Tea Party, Students for a Sustainable Earth | 32.HSA, ALD | |
| 16.HSA and alpha lambda delta | 33.Burnhams Hall Council | |
| 17.N/A | 34.? | |
| | 35.Bronco Marching Band | |
| | 36.Honors Society Association, Omicron Sigma Lambda | |

51.Delta Sigma Phi,
Omicron Sigma Lambda

52.ASB, AMSA, DSK

53.none

54.CAB, French Club, Pre-
Law Society,

55.none

56.none

57.WMU Film Society

58.NRHH RAC

59.Student Vetran
Organization

60.Alliance for Socio-
Economic Justice (ASJ)

61.None

62.Alpha Xi Delta

63.WSA!

64.French Club

65.Honors Student
Association, WSA, CAB,
DSK

66.none

67.WMU SpeakOUT
Panel

68.HSA, WSA

69.LHC, Orchesis Dance
Society, Alpha Lamda
Delta

70.Society of
Manufacturing Engineers

71.ASTA

72.Alternative Winter
Experience, Alternative
Spring Break, Student
Education Association

73.Alternative Spring
Break, University Mother's
Against Drunk Driving,
Drive Safe Kalamazoo

74.Drive Safe Kalamazoo,
Campus Activities Board,
Western Student
Association, Omicron
Sigma Lambda

75.HSA, RHA

76.Alternative Spring
Break, American Society
of Civil Engineers, River
on Campus, CAB

77.Disney College
Program Alumni
Associatioin, Pre-law
society, Western Herald
Editorial Board, Honor
Student Association

78.Phi Sigma Pi, Sigma
Gamma Lambda

79.American Institute of
Chemical Engineers
(AIChE)

Responses to question #7 in the Student Sunseeker Survey

1.Early Childhood Education	21.Engineering Graphics and Design Technology, Spanish	41.Advertising/Spanish
2.Communications (Public Relations)	22.French and Political Science	42.Organizational Communication and Spanish
3.Political Science	23.Early Childhood Education	43.English, Philosophy
4.Criminal Justice and English	24.Biomedical Science	44.Theatre Performance
5.Family Studies and American Public Policy	25.math/spanish	45.Psychology
6.JRN and PSCI	26.Organizational Communications	46.Public Relations
7.Education	27.Occupational Therapy	47.Social Psychology
8.Graphic Design	28.speech-language pathology	48.Aviation Flight Science
9.marketing	29.business management	49.Secondary Education Student, History is my Major
10.Spanish	30.Envirnmental Studies & Biology	50.Interdisciplinary Health
11.Social Work and Spanish	31.Political Science	51.English and History Secondary Education
12.Interdisciplinary Health	32.Music, Spanish, Anthropology	52.Biomedical Science
13.Interpersonal Communication	33.Finance	53.finance
14.university	34.Computer Science General / Applied Math	54.French/Political Science
15.Film, Video, Media Studies and Environmental Studies	35.Computer Science	55.Management
16.undecided	36.Secondary Ed, French	56.Business
17.Public Relations	37.Biomedical Science and Spanish	57.Film, Video and Media Studies
18.Spanish	38.Pre Communications	58.Marketing
19.Journalism	39.Nursing	59.Organizational Communication
20.Criminal Justice	40.Psychology	60.Geography

- 61.Public Policy**
- 62.Music Education**
- 63.Org Com/Spanish**
- 64.French**
- 65.Political Science**
- 66.construction
engineering**
- 67.Elementary Education**
- 68.Political Science**
- 69.Public Relations**
- 70.Mechanical
Engineering**
- 71.Music Education -
Violin**
- 72.special education**
- 73.Organizational
Communication**
- 74.Business Management**
- 75.Pre-Speech Pathology
and Audiology**
- 76.civil engineering**
- 77.Organizational
Communications**
- 78.Music Performance**
- 79.Chemical Engineering**