

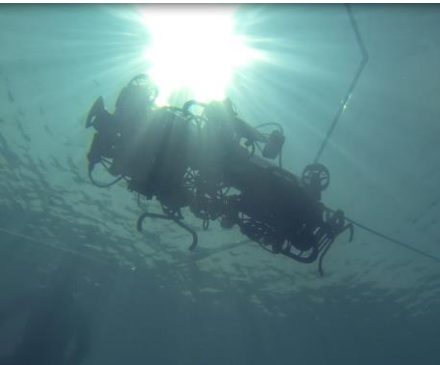


CORNELL UNIVERSITY AUTONOMOUS UNDERWATER VEHICLE

Outreach and Influencing Others

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December 13, 2014





Agenda

- About Me
- CUAUV and outreach
- Getting started
- Types of outreach events
- Establishing a schedule and team organization
- Attending events
- Running an event
- Tools and techniques for presentation
- Long term strategy
- Miscellaneous tips
- Q & A

Have a question during the presentation? Send it to clc282@cornell.edu.



About Me



- Senior studying B.S. Electrical and Computer Engineering
- Hometown: Philadelphia, PA
- Business and Public Relations subteam leader
- 4th year of CUAUV
- Organize outreach and giving programs for team



CUAUV and Outreach

- CUAUV Business/PR team: 5 members
- Participate and organize over 15 events per year, mostly in Spring
- All 40 members required to attend one event per semester
- Lab tours, workshops, craft activities, vehicle showcase



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Getting Started

- **Define your team's goals and long-term vision**
 - What is the purpose of your team and the events you're doing?
 - Who is your intended audience?
 - Who do you have access to and how do you reach them?
 - What do you leaving in the minds of your audience when they walk away from your event?
- **Assess your team and its resources**
 - How many people do you have own your team?
 - How many people do you have who are willing to dedicate the time to an event? Required?
 - What kind of resources do you have? Your submarine, presentations, posters, demonstrations, etc.
 - What is your budget?



Types of Outreach

- **Attending events organized by others**
 - University-wide technology events: showcase of vehicle
 - Formal vehicle presentation, academic research, conferences
 - Offering manpower or resources your team has
 - Something entirely unrelated to AUVs (volunteer work)
- **Organizing your own event**
 - Workshops: engineering or robotics
 - Specialized vehicle showcases
 - Consulting
 - Something entirely unrelated to AUVs (volunteer work)

Or anything else you can think of!

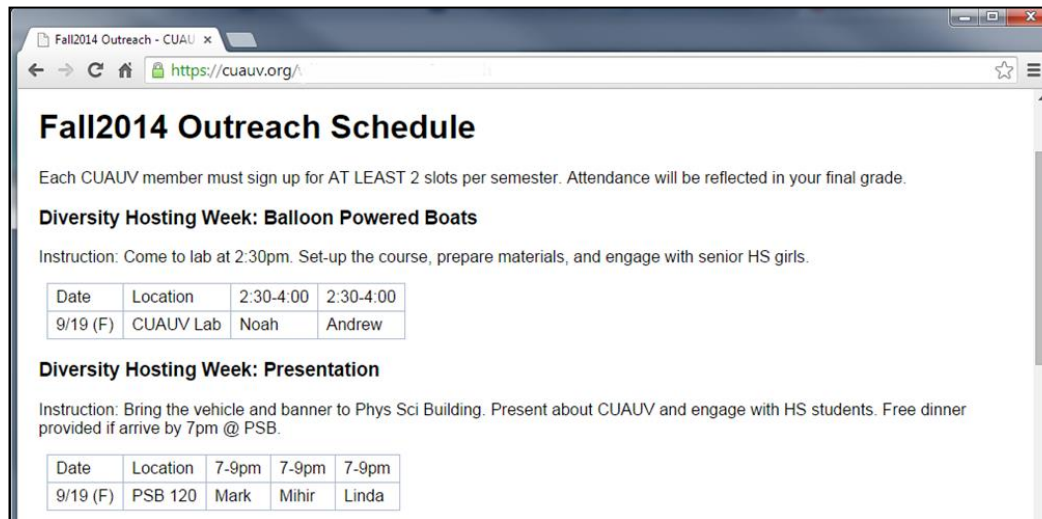


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Scheduling and Organization

- Consider and frame events in the context of all your other events
 - Variety, resource reuse, ramp-up time

A screenshot of a web browser displaying the 'Fall2014 Outreach Schedule' page. The page title is 'Fall2014 Outreach - CUAUV' and the URL is 'https://cuauv.org/'. The page content includes a heading 'Fall2014 Outreach Schedule', a note that each member must sign up for at least 2 slots, and two event listings. The first event is 'Diversity Hosting Week: Balloon Powered Boats' with an instruction to come to lab at 2:30pm. The second event is 'Diversity Hosting Week: Presentation' with an instruction to bring a vehicle and banner to Phys Sci Building. Both events have associated tables with columns for Date, Location, and time slots, listing specific dates, locations, and names of participants.

Fall2014 Outreach - CUAUV x

← → ↻ 🏠 🔒 https://cuauv.org/

Fall2014 Outreach Schedule

Each CUAUV member must sign up for AT LEAST 2 slots per semester. Attendance will be reflected in your final grade.

Diversity Hosting Week: Balloon Powered Boats

Instruction: Come to lab at 2:30pm. Set-up the course, prepare materials, and engage with senior HS girls.

Date	Location	2:30-4:00	2:30-4:00
9/19 (F)	CUAUV Lab	Noah	Andrew

Diversity Hosting Week: Presentation

Instruction: Bring the vehicle and banner to Phys Sci Building. Present about CUAUV and engage with HS students. Free dinner provided if arrive by 7pm @ PSB.

Date	Location	7-9pm	7-9pm	7-9pm
9/19 (F)	PSB 120	Mark	Mihir	Linda

- How are you going to schedule your events? How will you hold participants responsible for attending? How do you deal with no-shows? Do you need someone with certain skills to be there?

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Attending Events

- Know your audience
- Number of attendees, time commitment (shifts if needed)
- Materials required to convey message
- Attire and behavior
- Schedule of events, expectations
- Communicate with your team and convey information early

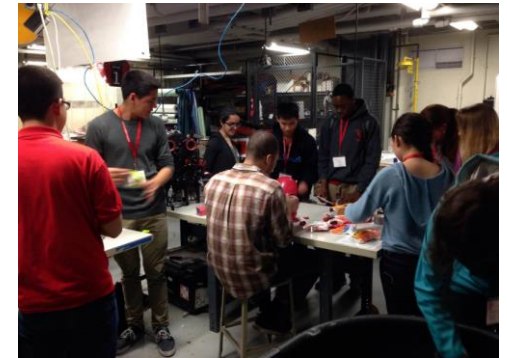


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Running an Event

- **Who is taking charge of organizing this event?** They should be available on the day-of and know all the details of the event
- **Understand your intended audience** and how you'll reach them
- **Define a goal for the event** and what people will walk away and think about
- **Determine the requirements volunteers,** how many you'll need, what time of the day they'll be needed, and what they'll be expected to do
- **What spaces will you be using?** Reserve a room if needed and consider how you'll move people from place to place





Running an Event Cont'd

- **Detail out the materials** you need do what you plan on doing. Be specific and find out what you still need to get and how you'll be getting them. Thinking about knick-knacks? Define and stick to a budget.
- **Hash out a detailed schedule of events** including how long each section should take, what materials you'll need at that step, and which volunteers will be at that section. Do they need to break for a meal and have you allotted time/space for it?
- **Relay the information you need** to your team mates, attendees, and anyone else in a prompt manner. Everyone should be clear on the details going into the event
- **Act professional** and be courteous when interacting with anyone, especially outside the team



Techniques for Presenting Yourself

- Always know your audience and tailor your language and presentation
- If you're using your vehicle: do you have some go-to demonstrations that work well in communicating what your vehicle does? What about props and tangibles that the audience can interact with?
- If you're talking about your team, have a couple main introductory points about your team ready to go
- Look good! Wearing team uniforms and apparel go a long way in influencing a presentation
- Establish a "brand" with media, publications, posters, apparel, etc.
- If you are asked a question that you don't know the answer to, admit it but find someone who may know



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Long Term Strategy

- Establishing a tradition of outreach takes work but can be extremely rewarding
- Allows for continuous improvement and community relationship building
- Save names of important contacts as you develop your event and make an effort to reach out to them outside of the event
- Leave a lasting impression on your audience so events get bigger
- Get feedback from events
- Document your procedures well

CUAUV Business and Public Relations

6 Open Pool Test Preparation

6.1 Basic Information

- Allow members of the Cornell and Ithaca community to learn about CUAUV
- Competition between two teams of three freshmen software subteam members to help them test what they have learned about coding the AUV
- Begin making use of our new sponsorship with Dominos Pizza

6.2 Instruction

The planning for this event began about four weeks before the event. The idea was to hold an open pool test so that the public could see what CUAUV was about and how the AUV works. It was to be held on the final pool test of the year, December 7, 2014.

The process began by asking the software subteam if they would be ready for an open pool test by the end of the semester. After it was confirmed, the planning began. Subteam members spoke to the software subteam leaders during pool tests and via email in order to discuss how the event would be organized. The six freshman software subteam members were split into two

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More Tips

- Communication is key! If you don't know what is happening, ask before it's too late
- Start planning early: many attendees and organizers need time to make things happen
- If you're on a budget, consider finding a sponsor who may help subsidize equipment or donate food
- Collaborate with other campus groups to run an event together
- If you're holding a public event, publicize well! Consider quartercards, posters, Facebook, mailing lists, lecture slides
- Capture the moment with photos, videos. Ask the local newspaper if they'd like to do a story
- Make it fun: events outside the normal environment is great for team bonding



Questions?