

Organizing a Team

Organization of your project is up to the individual participant (School, club, etc.). Organization is the key to success in the Iowa Electrathon. If your team is not a well-oiled machine, completing your car(s) may prove to be extremely difficult. Here are our suggestions.

Whole-School Involvement

One way to organize your team is to identify as many current classes in your high school that you feel would contribute to the Electrathon project. Once these classes have been identified, approach the instructor of each of these classes informing them of the project explaining to them what you would like to do and how they could help. Next, announce the project idea in these classes and ask students if they would be interested in joining the Electrathon team. You could also announce what the project is during your school announcements and hold an after school meeting. There are a number of routes you can take to get students interested.

Observe the flow chart on the next page. This flow chart can be organized in a number of ways. It is important to choose an organizational pattern that works best for your team.

1. Marketing Classes

The Iowa Electrathon frequently employs marketing students from the College of Business from the University of Northern Iowa to promote our program and races. Students interested in marketing from your school could come-up with an effective way to announce the program to the public and to solicit donations for sponsorship of the electric vehicle. These students would be responsible for entering the community to try to get money or donations towards your project. They would need to stress the who's, what's, where's, when's, why's, and how's of the program and they would also need to develop a marketing plan to present to these people who may donate money, supplies, or time. They also would need to stress what their donation to the Electrathon team can do for their business (i.e. name on the car, name on publications, public acknowledgement, improving education, etc.). Marketing students could also come-up with ways to get fans to come watch their team race at various locations. Most importantly, marketing students would need to let your community know what you are doing. The more people in your community that know about the Electrathon project, the more support you and your team will have.

2. Journalism and English Classes

The Iowa Electrathon employs an English student from UNI to write our newsletter. Your journalism and English students could be responsible for report writing, coming-up with time-lines, taking minutes at team meetings, writing project plans for marketing students, and reporting progress in school newspapers and to other local media. They could also construct an individual team newsletter to be distributed throughout your school and community. They could also be responsible for taking team photos, as well as making videos for entertainment and marketing purposes.

3. Art Students

The Iowa Electrathon employs art students to create posters and for other design purposes when running the Iowa Electrathon. Art students could be involved in a number of design areas in your high school such as the construction of the body shell as well as the exterior schematic of the body shell. Students interested in graphic design could be involved in CAD and the overall physical design of the vehicle. If the body shell is not aerodynamic, the car may not go as fast (physics students could also be in place here). If the vehicle does not look good, businesses that donated money or materials could be disappointed and cease donations in the future. The body shell design and color schematic is important. This car is a representation of your school and the businesses helping you. A great looking vehicle is important for show and pride in what you have accomplished.

4. Business and Accounting Students

The Iowa Electrathon utilizes three marketing students from the College of Business to help promote our program and our races. These students have an extremely wide range of duties that they perform such as web page design, advertising in newspapers, radio, and TV, and letter writing. These students could aid the marketing students in how to make your team more attractive to potential sponsors. Your business students could be responsible for keeping a balanced budget of both money and materials. These students could also be responsible for ordering parts and keeping inventory of materials and tools. These students could be assigned managerial positions to aid in overseeing the entire project. A project manager could be appointed to aid the instructor and so on. The sky is the limit when coming up with tasks for business students to undertake.

5. Math and Physics students.

The New Iowa Electrathon Director is a physics teaching major at the University of Northern Iowa. She will be a key player in providing information to participants who may be having problems with their

mathematical and physical formulas in the car planning and design. Math and physics students are extremely important in the designing of the electric vehicle. Efficiency is the name of the game when building any type of vehicle and these students can help out in crunching the numbers and formulas that will be utilized when setting up your car. Friction, drag, gear ratios, weight, aerodynamics, and electricity to name a few all need to be considered. The most efficiently built car is usually the most successful in competition. Teams that have not considered the math and physics in their car construction have not done very well in Electrathon races. Physics and math students and teachers may be the key to your success in the Iowa Electrathon program.

6. Speech Students

Speech students in your high school can work alongside the marketing students. This group will be responsible for preparing speeches for solicitation of sponsorship. What better people to solicit sponsorship than students skilled in public speaking?

Electrathon High School Team Flow Chart

