

# Sponsorship Resources for Student Groups at WPI and the WPI SAE Team

An Interactive Qualifying Project  
Submitted to the Faculty of  
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## **Abstract**

Student clubs and professional societies at colleges are often limited by a budget. However, there are many resources universities provide that clubs and professional societies can take advantage of in order to help student organizations with fundraising and sponsorship. In particular, the WPI SAE team often finds itself limited by its budget. For this IQP we worked with many different resources around campus to better understand how clubs and societies at WPI could increase their funding and sponsorship. We also interviewed other SAE teams in order to determine if there is a relation between sponsorship work and competition placement

## **Executive Summary**

Many student organizations at WPI (Worcester Polytechnic Institute) receive funding from the Student Activities Office (SAO) in order to host events or student activities. For most organizations, funding from SAO is sufficient, but for organizations looking to supplement their budget, fundraising and sponsorship can help to do so. For organizations or students who have not previously done sponsorship work, this process can be daunting. For this IQP we researched what resources were available at WPI and worked with those resources to understand the process each organization would have to go through. In particular, the WPI Society of Automotive Engineers team runs on a tight yearly budget. Through our research, we worked to learn what resources are available for student organizations, and to learn how an SAE team works to obtain sponsors, and if there was a correlation between their sponsorship work and success at the Formula SAE (Society of Automotive Engineers) competition.

In order to understand what resources are available for on campus organizations, we began by reaching out to many different departments at WPI. During this project we worked with the Foisie School of Business, Undergraduate Admissions, the Career Development Center (CDC,) Alumni Relations (a subsection of the Department of University Advancement,) and with the Student Activities Office. For each of these departments we began by talking to the receptionist, if there was one, or by talking to a staff member. We then followed up with an email, often directed towards a few staff in the department, and worked with the WPI SAE team to understand what processes and resources are available in each department to student organizations.

To reach an understanding of how these issues face SAE teams in particular, we interviewed other SAE teams in the region. We were able to conduct interviews with SAE teams of Rensselaer Polytechnic Institute, Northeastern University, Boston University, University of New Hampshire, and Brown University. We asked to speak with the team's President, Treasurer, or other officers that were familiar with their team's sponsorship data, team structure, and team history.

From our research and experience, we found that it can be worthwhile to reach out to various departments on campus. If a student group finds themselves wanting to supplement their budget or is seeking sponsorship from a company, on campus resources can provide a place to start networking with companies. Although some of the departments can be difficult to work with, working with campus resources such as the CDC, or Alumni Relations, can help connect a team to many potential sponsors.

From speaking with the other SAE teams, we found that a longer team history affected a team's average performance in the long run. Rather than focusing on developing a specialized process to collect sponsors, a team may find it more worthwhile to focus on the competition events that they are weakest in and to maintain reliable information transfer as senior members graduate from the school and team.

## **Authorship**

Writing this paper, Collin drafted the following sections: first half of the Background chapter, most of the Methodology chapter, and about half of the Findings section as well as a little more than half of the Conclusions chapter. Collin was responsible for the interview transcript with the Brown University FSAE team and additional formatting help in Appendices A and B

John drafted the Executive Summary, Authorship, Acknowledgements, Abstract, and Introduction. He also drafted the second half of the Background, part of the Methodology, the second half of the Findings section, and the remainder of the Conclusions chapter. John was also responsible for the email transcripts in Appendix C through G, and helped to format Appendix A and B. John also created the references page.

Both Collin and John were responsible for reading over and editing each of the chapters.

Overall, Collin focused on contacting and working with other universities, and John handled contacting and working with departments on campus. Our writing reflects the area of the IQP we were more responsible for.

## **Acknowledgements**

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## Introduction

Many student organizations at WPI receive funding from the Student Activities Office<sup>1</sup> (SAO) in order to host events or student activities. In some cases, funding from SAO is sufficient, but clubs that need a larger budget often turn towards fundraising and sponsorship as a means to increase their budget. For this IQP, we looked at how clubs and professional societies at WPI can use on campus resources to help them more efficiently secure sponsorship.

During this IQP we chose to focus our research on collegiate race teams competing in the Formula SAE (Society of Automotive Engineers) competition. Formula SAE is an international collegiate engineering competition in which a “fictional manufacturing company has contracted a design team to develop a small Formula-style race car.”<sup>2, 3</sup> This car is then evaluated on it’s design and driving abilities. In addition, team members also prepare a business-logic case and present a cost analysis report of the vehicle they designed.

Previously, an IQP was submitted during the 2016 academic year that was focused on the management and structure of SAE teams.<sup>4</sup> While this IQP contributed beneficially to the structure of the SAE team at WPI, the WPI SAE team still finds itself with a tight budget and needing to find sponsorship.<sup>5</sup>

The goals of this IQP were split into two parts. The first goal was to contact and work with on campus departments to see what resources and services regarding sponsorship are available to clubs, and understand how clubs can work with those departments. The second goal was to research how local SAE teams received funding and went about contacting and working with sponsors. Ideally, with this information clubs will understand what on campus services are available for clubs and the process they will need to go through to take advantage of these resources. Additionally, we also learned what traits successful SAE teams have that allow them to recruit sponsors.

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<sup>1</sup> SGA Budget Process

<sup>2</sup> SAE, SAE

<sup>3</sup> About SAE International

<sup>4</sup> SAE Club Growth & Development

<sup>5</sup> Worcester Polytechnic Institute SAE Team



## Background

The Society of Automotive Engineers, known as SAE International, is a global organization that provides standards to professional engineers in the transportation industries. This includes aerospace, automotive, and commercial vehicle industries<sup>6</sup>. Housed within its many branches are the collegiate design series, a group of competitions between college teams to design, build, and race small-scale vehicles. Sub-disciplines within the collegiate level are primarily split into either Formula-style or Baja-style vehicles. Each discipline is governed by a rulebook that enforces safety and reliability of the student-built cars while encouraging innovative design and equal competition among teams.

Becoming a member of an SAE team provides significant benefits for a college student. The experience of being a part of a professional society allows for students to grow and learn, and to develop the skills necessary to pursue job positions in the industries that the students wish to work in. Having team experiences with an SAE team listed on a resume can greatly increase the odds of a student landing a successful job or internship.

The WPI SAE team requires more funding than what the school provides.<sup>7</sup> The challenge of creating a miniature formula-style racecar compliant with the competition's 175-page rulebook is a massive project and design challenge. The 2016 WPI Formula SAE car cost nearly \$13,000 in direct purchases. In addition, in-kind donations were valued at more than \$25,000.<sup>8</sup> The complexity of any automotive related project creates a massive list of individual parts and components, each with varying costs depending on the design team's decisions. An example of a single component with a high cost is the engine. At a discounted price, the engine was valued to more than \$1,600. Another example is one of the shock absorbers. The cost of one of the shocks installed on the WPI FSAE car is \$650, less than half of the cost of the engine, but there is one for each of the four wheel assemblies. Costs add up quickly, and it is easy to spend the remainder of the budget.

Even though the SAE team has an advisor, students must develop the proper skillset to help manage the team. An efficiently functioning team operates similar to a full-fledged race team or corporate business. Each competition encourages teams to examine more than just their car's mechanical performance. The most closely related is the Design Event. There are judges for each subsystem of the car that evaluate the concept, feasibility, and effectiveness of

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<sup>6</sup> About SAE International

<sup>7</sup> Worcester Polytechnic Institute SAE Team

<sup>8</sup> Worcester Polytechnic Institute SAE Team

each design. In addition, the competitions' static events include a Cost and Manufacturing Report and a Business Logic Case. The Cost and Manufacturing Report forces teams to minimize costs when manufacturing and assembling components. Because of this, teams aim to balance between cost and design. Meanwhile, the Business Logic Case has little relation to the actual performance of the car. It forces teams to examine a potential market that their car can be sold in and challenges students to create a sales presentation for their car. In an ideal situation, there is an individual member or subteam dedicated to each various aspect of the team. There may be an individual team member who is responsible for the business logic case, and he or she may not be familiar with the car's mechanical design. Students will learn how to communicate across departments and be part of an interdisciplinary team.

SAE Club Growth & Development, the predecessor IQP to this project, carried out during the 2015-2016 academic year, focused on a team's organization and leadership hierarchy. The results of this IQP found several factors that affect the WPI SAE team's performance. While student's technical and engineering skills are valuable, the group also found it important to reliably pass down information and to continuously recruit new members to the group each year.<sup>9</sup>

The WPI SAE team is constantly looking to improve the team by accumulating more funds and sponsorships. The team is classified as a professional society and special interest club by the school. As a Class I organization, it receives a yearly budget from the university's Undergraduate Student Government Association. However, this amount is not enough for the club to fund components for the FSAE cars, the Baja SAE cars, and other miscellaneous automotive related projects. The team also works to fund travel expenses for the week long trip to the SAE Michigan competition. Therefore, teams must raise extra money through sponsors. In the past, sponsors have donated in various ways. The team accepts monetary donations, but the most common form of contribution is through discounted or free parts and services. Each year, work must be done to acquire sponsors and work with the school departments to maximize available funds.

Although many colleges do not fully fund an SAE team, there are many resources in place at colleges that SAE teams can take advantage of. Specifically, student organizations at WPI can utilize many different parts of the school to help their SAE team gain reputation at the university and with local sponsors. Some of the more clear examples of school departments designed to help clubs with funding include SAO and Alumni Relations, part of the Department

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<sup>9</sup> SAE Club Growth & Development

for University Advancement. In addition to being the governing body of all on campus organizations,<sup>10</sup> SAO is the primary point of reference between clubs and any outside organizations. It is also a simple first point of contact should a club have any inquiries or requests directed towards any of the school departments. The majority of student expense reimbursements and large club purchases are processed through SAO, while any type of club travel is also regulated.

However, these are not the only resources available to clubs. In order to increase a clubs reputation, clubs can also take initiative and reach out to other areas of the university, such as the Division of Marketing and Communication, the Foisie School of Business, Undergraduate Admissions, and the CDC. The Department of Marketing at WPI primarily helps to advertise the school to people and companies in order to increase WPI's reputation. However, the Division of Marketing and Communications also works with members of the WPI community to create and refine visually appealing marketing materials for the university.<sup>11</sup> In order to support smaller communities within WPI, they also provide "tools and templates" as well as offering support for "design and project management" as well as an "array [of] other services."

The Foisie School of Business, while physically separated from the rest of campus, can offer many types of advice and support for clubs, as well as having an important set of business and management skills. A club could also work with the business department to develop an overall business and marketing strategy for the Business Logic Case, or to help better manage club resources. In specific, it would be a great benefit for SAE teams to work with the business school to produce well designed sponsorship and marketing material. The management and presentation skills business students have would also help SAE teams to be more competitive in their business logic case and during the Cost and Manufacturing event.

Clubs can even benefit from creating a relationship with Undergraduate Admissions team at WPI. By working with the admissions team, the club can put themselves on display during open house events and increase their reputation and familiarity with current students as well as gain the attention of prospective students. This also helps the admissions team by advertising what clubs and opportunities the university has to offer.

The career center at a college, such as WPI's CDC, should also be a resource for clubs and SAE teams. The career center is always in contact with many different companies and can act as a resource to coordinate visits with companies and potential sponsors. By reaching out to

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<sup>10</sup> SAE Budget Process

<sup>11</sup> Marketing & Communications

WPI's CDC, clubs can use the relationships the CDC has already built in order to better network with the companies recruiting at WPI.

## **Methodology**

The purpose of this IQP was to examine financial sustainability for school organizations. Almost any club will have expenditures for activities, club promotion, or raising awareness for a cause. A special interest club will have a plan or schedule of yearly events, along with a budget that varies little year to year. However, it's still beneficial for such clubs to fundraise to allow for extra events or higher quality events that increase the club's presence and reputation. Similarly, an SAE team, whether creating a formula style racecar or buggy style baja vehicle, will have costs to create the car and take it to the international competition(s). These costs have more variation year to year with different cars and competition schedules. It is beneficial for a team to have a sufficient allowance between their budget and expenses. For any school club, there are multiple methods to satisfy such conditions. To gather information, we needed to contact various sources, collect information, and review the results. The first steps to gather research was to contact multiple departments within WPI.

We decided to start within WPI to see what resources were available for student organizations, and what resources clubs could work with to improve their reputation at WPI or use to better secure fundraising and sponsorships. We found these on campus resources by talking to other clubs at WPI, looking through WPI's website, and through our personal experience at WPI. We felt that SAO, Alumni Relations, the Division of Marketing and Communication, the Foisie School of Business, Undergraduate Admissions, and the CDC would be able to improve a clubs reputation on campus and help a club to easily receive more sponsorship and funding. In addition to these departments helping on campus clubs, the clubs themselves can also support the department. For example, the CDC, which works with many companies looking to hire students, would be able to put these companies in contact with interested students. The clubs would benefit by connecting with the company, and the CDC would benefit from having companies meet directly with students.

We began contact with these departments first by visiting the receptionist for each department, describing what the FSAE team is and how we would like to work with the department. We then followed up by contacting the specific person or people we were directed towards. Many times, we contacted them through email, or visited them in their office, and tried to arrange a short meeting to discuss how clubs, and in specific, the WPI SAE team could work with that department.

After talking with WPI faculty, we began contacting other SAE teams to conduct in person interviews. This would be used to obtain up to date information on a team's financial

status and provide a more accurate benchmark of information. For the purposes of this study, it did not matter whether a team was Formula or Baja oriented. Both classes of teams face the same issues when it comes to funding a vehicle that students can safely drive to compete. The purpose of the interviews was to inquire about a team's financial process and recent performance at SAE competitions. A set of questions was created to evaluate such a status of a team.

Once interviews were conducted, we examined the responses from each team. Each school team was asked the same set of questions so the responses could be easily compared to each other and conclusions could be derived. The questions also excluded any reference to either Formula SAE or Baja SAE in particular so they could be presented to either type of team.

An additional focus on team structure was also considered during the research process. The previous IQP interviewed individuals who were currently involved with the WPI SAE team and individuals who had been involved in the past. The goal was to determine students' reasoning for joining the team and how it impacted the team's ability to work efficiently and effectively. The decision to conduct interviews was made so accurate data could be drawn from an individual's personal experience with the team. Because of a shared outcome of improving the WPI SAE team, our data was collected with the potential to build off the results of the precursor IQP.

If the data was sufficient, we would draw conclusions and derive a method SAE teams could use to improve fundraising. With enough SAE teams sampled at various degrees of success, we intended to identify processes that worked effectively, processes that failed to help a team, and any processes that were completely unique to an SAE team. If any notable trends emerged, a recommendation could be formed to offer to other SAE teams which struggle to provide sufficient competition to other teams.

We prioritized SAE teams to interview due to the large amounts of money that needs to be managed on a yearly basis. As many SAE teams were contacted as feasible. For logistical purposes, we selected SAE teams that are located in New England and eastern New York to interview. Once schools were considered, the first method of contact was by email, sent to either the team's general email or to the club's president and business manager (or equivalent position that handles sponsorships), requesting a meeting with an experienced member with knowledge of finance information for the team. In-person interviews were also requested to allow the team a chance to visit other teams' workspaces for a better understanding of the environment and conditions that other team's face on their campuses. By December, interviews were conducted with the SAE chapters of Rensselaer Polytechnic Institute, Northeastern

University, Boston University, University of New Hampshire, Brown University, and our own WPI team. The University of Connecticut and other schools in western New York were considered, and several were contacted with no response in return.

There was a common set of questions for each interview. The first questions established a relative standing of the team regarding history, size, and its campus environment. This provided a quick benchmark to distinguish larger teams and smaller teams. The next questions inquired about the campus resources available to the team, including machine shops, school funding, and the ability to receive school credit for SAE participation. The third set of questions was focused on the team's sponsors. Data was collected on the number of sponsors, how many sponsors are local, and the distribution of sponsors across the team's sponsorship tiers. A final set of questions was added to allow for additional commentary of the team's reputation and history.

Sponsor information from teams were received from accurate sources and are up to date at the time of writing. Interviews were conducted with team captains and, whenever possible, a Treasurer or Business Manager to help ensure accuracy of the information communicated. Each SAE team provided their ongoing sponsorship and funding information. That information was compared with the team's competition results over the past ten years (from 2007 to 2016) at SAE competitions in order to be able to draw any conclusions. For example, a process utilized by a team placing in the top 50% of teams might be considered more effective than one utilized by a team typically placing in the lower 50%.

The WPI SAE team was elated to be able to place within the middle third of the grid at SAE Michigan 2016. Despite placing in the bottom 50% both times the team attended SAE Michigan in the past two years, they considered it a resounding success<sup>12</sup>. With only 120 teams allowed to compete at Michigan, and with an additional 40 allowed on the waitlist, it is a challenge in itself simply to arrive at competition with a working SAE car.

In order to form a baseline for the data, we also interviewed the current President and President-elect of the WPI SAE team and added the data to the response tables. However, we must acknowledge that as current and/or former officers, we had access to this data and/or have contributed to it over the past year.

The scale of each response is difficult to evaluate for an individual team. The answers and data may also not be applicable to other clubs or teams depending on their individual conditions. For example, an SAE team examining the collected data may find information on

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<sup>12</sup> Worcester Polytechnic Institute SAE Team

team structure and hierarchy more useful than sponsorship donation values, and thus the importance scale will have to be adjusted. A reader by reader basis is necessary to determine whether the data collected in the interviews will provide insight to another group.

The sources of information were a select few SAE teams. With hundreds of active SAE teams internationally, it would have been ideal to interview several teams from different regions. The information was gathered from six SAE teams all within the northeastern region of the country. If a state contains more corporations than another, there are more opportunities for an SAE team to gather sponsors. For example, the majority of American automotive corporations are based in Michigan<sup>13</sup>, a state home to one of the FSAE competitions and multiple high performing Formula SAE teams.<sup>14</sup> If there is a trend that exists due to different regions and different populations, our data will not show it.

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<sup>13</sup> The Auto Industry in Michigan

<sup>14</sup> SAE Collegiate Design Series



## Findings

The group met with the RPI Formula SAE team captains in their workshop located on the outskirts of RPI's campus. The building had plenty of space in the rear half, where the group interviewed the team captain and business manager. The building's space is vast enough that despite the close quarters of the machining tools, workshop, and engine dynamometer spaces, the team still has room to store more than three Formula cars from past competitions in addition to the current car build. Since the team's beginnings in 1992, it has remained remarkably consistent, taking part in SAE Michigan almost once every year and placing 30th on average within the past ten years. Unlike WPI's SAE club, which is required to name managerial officer positions (President, Vice President, Secretary, and Treasurer), RPI SAE officers are labeled more accordingly with a race team. Outside of positions related to vehicle systems, the team has a Team Leader, Business Manager, Facilities Manager, and a Chief Information Officer. The Business Manager handles both budget and sponsorship information, effectively combining the two duties of the WPI SAE officers: Treasurer and Marketing Director.

As a more high profile team, the students of RPI have managed to gather quite a collection of both small and large sponsors. The RPI team has about 30 sponsor decals on their car year to year. One of the largest donations to the team was software, and according to the officers, Snap-on also donated more than \$30,000 of tools. On the other end of the spectrum, the team has more than half of sponsors contributing less than \$1,000. With sufficient funds, the team visits sponsors in person if the sponsor is local, regardless of monetary value donated. It appeared that sponsors were handled by solely by the Business Manager, with a small amount of assistance from other team members. Since the team has operated consistently over a long period of time, their sponsors will also remain relatively consistent, and will thus reduce the workload on the Business Manager. With less time spent gathering sponsors, this year's RPI Business Manager also has time to take up a design position focusing on aerodynamics. Thanks to this, the team appears to be successful in retaining sponsors and maintaining funding.

The next interview conducted was with the Northeastern University Baja SAE team captains. Their space, located in the basement of one of the school's academic buildings, was shared with the robotics team at the time of the interview. While their machine shop is small, there is still abundant space to work and use the tools. The team also utilizes an equally small room as a workstation area for computers and laptops.

For Baja SAE teams, storage for old cars is not as large of an issue as it is for FSAE teams. FSAE teams must bring a new chassis for each year, and Baja SAE can reuse frames across multiple years as long as it still meets the continuously changing regulations. This means that not only can powertrain and suspension subsystems (and potentially more) be reused, which is also allowed in FSAE, but also the cost decreases in the long run.

The Northeastern University SAE team also has a long history dating back to 1988. In the Baja competition, limited to 100 team registrations, Northeastern SAE has consistently placed in the top 20 teams, averaging 18th place over the past 10 years at various Baja events each year (the three Baja SAE competition locations are different each year). The long standing history of success has attracted 30 different sponsors, with more unlisted.<sup>15</sup> The team's two primary sponsors, Bose and Instron, are both located within 25 miles of the team's campus. In addition to most of the sponsors being local to the region (in Massachusetts), more than half of the sponsors donate at the team's Bronze level tier, defined as contributions between \$500 to \$1,000.<sup>16</sup> With momentum carried over the years, Northeastern SAE has stayed a competitive team.

Similar to the Northeastern Baja SAE team, the Boston University (BU) Formula Electric team was located in the basement of the campus's Engineering Product Innovation Center (EPIC). During our visit, we were able to interview the team's president and treasurer. The team also shared space with the school's Baja SAE team, which was unavailable to interview on the day of. Being a relatively new team, the primary workspace lacked many of the tool cabinets and drawers typically found in manufacturing spaces. However, the team does have access to CNC machining and a weld shop, both located in the same building.

The newly formed team have yet to fully partake in an SAE competition. The team has attended SAE Lincoln for Formula Electric once. By only partaking in the static design presentation, the team was able to receive feedback on their current designs from the design judges and improve the car before actively competing at SAE Lincoln. The team also have yet to establish yearly funding from the school, partly due to the similarity of the team's purpose to the adjacent Baja SAE team's. They have little academic credit available for working on the car, and have no reliable alumni to request design reviews from. Despite these hardships, the team has managed to accrue a number of sponsors so the car can be built. A banner in the team's workspace showed 15 current sponsors, with the team defining three of them as primary contributors. No sponsor tiers were defined at the time of the interview.

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<sup>15</sup> Northeastern Baja SAE

<sup>16</sup> Northeastern University SAE Team

The Formula SAE team of University of New Hampshire also shared a space with their school's Baja SAE team, also unavailable for interview the day of. We met the UNH Managerial Captain in their College of Engineering and Physical Sciences building, Kingsbury Hall. The team's workspace is a large garage bay with vehicle doors leading outside, making transport to the rest of campus or out of campus incredibly convenient. The bay also doubled as the team's desktop computer space, with shelves and desks along one wall.

The UNH SAE team was formed in 2003. Since then, the students have managed to complete one-year build cycles in order to attend SAE Michigan. To achieve this, the team has been cannibalizing previous cars and reusing as many components as possible, including powertrain, suspension, and more. Not only does this reduce time spent on redesigning and remanufacturing, but costs also decrease. As a result, the team features fewer sponsors on their car and sponsorship packet than each of the teams interviewed on this project, with the exception of the BU Formula Electric team. The school also provides \$1,500 to the club itself and \$200 per student on a senior capstone project. Over the past ten years at SAE Michigan, the team has managed to place 56th on average over the past ten years at SAE Michigan. While this appears far behind the RPI FSAE team, the UNH team has still produced an impressive amount of consecutive cars.

The final SAE team interview was held with the Brown University FSAE team in their School of Engineering building located among the majority of campus buildings. We spoke with the team's three captains, who are each also design leads, in a small space dedicated to the SAE team. The team's actual workshop that holds all the cars and tools was located approximately one mile from the school's engineering building within a "rough neighborhood"<sup>17</sup>. Despite the difficult journey to the team's workshop, the space is large enough to store multiple chassis, a weld shop, a composites workroom, machining tools, several computer workstations, and more.

Interestingly, the FSAE team at Brown University is considered an engineering department by the school. In addition, most of the team's funding is provided by the school, a flat \$40,000 per year for more than the past ten years.<sup>18</sup> Even though the team receives this generous contribution from the school, the team has also gathered more than 20 sponsors. Of these, the team defines four as primary. Primary sponsors were denoted as contributions valued at \$3,000 and above. The large amount given by the school itself seems ideal for an SAE team,

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<sup>17</sup> Brown University SAE Team

<sup>18</sup> Brown University SAE Team

which would be able to spend less time on sponsors and more time on preparing the team and car for competition.

Despite the contrast with UNH FSAE team's funding, Brown FSAE has also averaged 56th place at SAE Michigan over the past ten years. The team has placed above average six times. However, recent failures in the endurance event has decreased their placement in the past three years. With no data to suggest any particular causes, it seems to fall to either the team's technical knowledge each year or simply luck at competition, as the data suggests Brown FSAE has a stronger financial advantage over UNH FSAE.

The other section of our IQP research was to understand how clubs at WPI could use on campus resources to help them secure funding and more easily access sponsorships. For this IQP we contacted the Division of Marketing and Communications, the Foisie School of Business, Undergraduate Admissions, the CDC, and Alumni Relations. Additionally, we have worked with SAO in the past, and we continued to work with them for this IQP. It is also important to include that while we were researching the departments on campus and having conversations with faculty and staff, the university was working on transitioning to a newer website. Because of this, some of the information on the older website, including descriptions, files, directories, links, are unavailable, as they were lost or not included in the new website design.

The first department we contacted was the Division of Marketing and Communications. Locating the front desk of the Marketing Division was difficult as the WPI Marketing and Communications website does not list where in Boynton Hall they are. We began communication with the division by talking to the receptionist at the top of Boynton Hall. We spoke about wanting to work with the division to better develop and refine our team sponsorship packet and what services the Marketing and Communications team could provide. As listed on the university's website, the division "[provides] tools and templates, design and project management support, and an array of services." However when we spoke to the receptionist, she was not sure who we should contact within the marketing division to take advantage of these services. The templates and tools listed on the "Resources" page consisted of WPI logos, WPI branded items, and for Microsoft PowerPoint, and signatures for sending emails. Although these are useful, they did not help us to develop our sponsorship material as we had hoped.

The next department we contacted was the Foisie School of Business. Again we began by talking to the receptionist. She directed us towards a faculty in the department who was interested in the automotive industry and knew of the WPI SAE team. We met the faculty

member in person and he said he would speak with several other regarding the business school working with the SAE team. We followed up with an email but did not receive a response<sup>19</sup>.

We then reached out to another faculty member in the business department through email. They suggested we talk to a senior faculty regarding the sponsorship material for the SAE team. After speaking to the senior faculty, he pointed us to another faculty member who could help us integrate the school of business with the SAE team. We continued to work with the business school, although the specifics of recruiting a business student onto the SAE team was handled by team members and advisors outside of our IQP team. Overall, working with the business department was not difficult as the senior faculty were very willing to help us with what we planned to do.

After meeting with the business department, we spoke with the receptionists working for Undergraduate Admissions. We asked how the WPI Formula SAE team could be more involved with the campus tours and how the university could present clubs to prospective students. The receptionists working when we visited were very excited to show off the SAE team to prospective students. I was directed towards a senior Admissions faculty member, who at the time was on maternity leave, She explained how there was not currently a process for clubs to be involved with the university's open house events or campus tours; although she said she was open to discussing it further when she returned.<sup>20</sup>

Additionally, we contacted the Career Development Center on campus hoping to use the connections they have with companies to more efficiently secure sponsorships. Previously, companies visiting WPI, such as Uber and SpaceX, have reached out to the CDC to arrange a visit with clubs on campus, one of which was the WPI SAE team. Again we started by speaking to the receptionist, who gave us a few suggestions on staff to contact. We contacted two people, one of which suggested we set up a meeting to discuss it further. We never received a response after emailing them twice.<sup>21</sup>

The last department we spoke with was Alumni Relations, a section within the Department for University Advancement. We again tried to find the front desk of Alumni Relations however it was not clear to us where in Higgins House Alumni Relations is located. Once we found the section for Alumni Relations there was no front desk or receptionist to talk to. We ended up talking to the Senior Associate Director of the department who was happy to speak to us. We spoke about the SAE team connecting with companies and the WPI alumni

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<sup>19</sup> Garvin, also Appendix C

<sup>20</sup> Laurent, also Appendix D

<sup>21</sup> Ortendahl, also Appendix E

that Alumni Relations worked with. During our conversations we also learned that when alumni donate back to the school, they are able to send their donation to a specific club or sports team at the school<sup>22</sup>. From our conversations it was not clear if there was a method in place for clubs to advertise themselves to WPI alumni.

The faculty member in Alumni Relations we spoke to had us fill out a Student Request Form in order to receive alumni data. This data includes their names, emails, phone numbers, addresses, etc. of alumni members that match your request description. The first two times I filled this form out I did not receive a confirmation or a response letting me know the proper people had received the request. I filled out a request a third time and let the Alumni Relations staff member know that I had filled it out and copied over the request information in an email. It was later determined that the Student Request Form broke when the university moved to the new website. We decided it was best to have a meeting with our advisor, the Student Activities Office, and Alumni Relations. This meeting was extremely helpful and we discussed how we could work with Alumni Relations to receive the data for alumni we could contact. After a long process, we received data for about 25 alumni members, however this information was not helpful for us.

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<sup>22</sup> Valley, also Appendix F

## Conclusions & Recommendations

There are several notable trends that can be observed on the response table (Appendix B). Our results showed that the two oldest teams have achieved higher average placement at SAE Michigan since 2007 compared against the younger teams we interviewed. The SAE chapters of RPI and Northeastern University have both existed for 25 or more years and have been able to attend competition each year. As a result, the teams have also managed to obtain the most sponsors compared to the rest of the interviewed SAE teams. With many of sponsors spread across each of the team's sponsor tiers, they have been able to amass enough funds to build a successful car each year.

There are also trends that show consistency among the interviewed teams. With the exception of the young BU Formula Electric team, the active team size of these teams falls between 20-25 members. Each team also brings more than half of the participating students to every competition it attends. In addition to similar team size, each team has multiple alumni available for design review. Even workspaces were similar in size. No single team's shop was particularly small, and no team had excessively more space than what was needed to build the car. With regards to sponsor management, none of these teams employed the use of a dedicated team of students to gather sponsors. Instead, a single individual on each team took the responsibility of handling the processes and information, with additional help from the rest of the team to actually obtain sponsors.

Unfortunately, there are missing data points or inconclusive data trends that we have observed from the response tables. We are unable to extract correlations from the following aspects of an SAE team. We wondered whether students at the other schools are able to receive academic credit for their work on the car. The two more successful teams, RPI and Northeastern, have different responses while the two teams averaging the same placement, UNH and Brown, also have different responses. It is the same story with school funding to the team. Both pairs of similar teams have different situations, yet have similar competition results. Looking at the remaining data, there was not enough data regarding webpages, sponsor location, and sponsor donation values. Whether a team uses a Facebook page, a dedicated webpage, or both, it was difficult for every team to determine how much traffic they receive through their online presence, and how many sponsors make contact after viewing the team's public pages. There were also no distinguishable relations between competition placement and how a team's sponsors are distributed across their defined sponsor tiers. I.e. It didn't appear to matter if a team had more sponsors donating higher values or more sponsors donating at the

lowest sponsorship levels. Since all the team's we interviewed are located in the northeastern United States, we can not determine whether different teams with different local sponsors will show varying placement. It would be necessary to interview more teams from different regions and varying competition results in order to fill in the gaps in the response tables.

Examining our data, we see that the teams with a larger budget tend to be more successful. Top tier teams have a plethora of sponsor stickers plastered over their carbon fibre body panels and aerodynamic components. They take advantage of the many sponsorships provided and are able to create a more successful car. With build season time limited between competitions and with more sponsors, teams can elect to reduce in-house manufacturing by requesting a sponsor's services or purchasing items off the shelf. For example, the WPI SAE team uses an OEM BMW gas pedal<sup>23</sup>, while the Brown SAE team manufactured a custom pedal<sup>24</sup>. With more parts outsourced or purchased off the shelf, the team is able to save time for additional design and testing, both of which are crucial for maintaining the car's performance through competition.

Based of the data, we can also make a recommendation to improve an SAE team in the long run. Since we've seen the trends based off team history, and consequently number of sponsors, it appears more important that the team maintain momentum and attend competition on a regular schedule than focusing on particular methods to reach out and contact sponsors. When the team is able to establish a sufficient reputation and better competition success, they will have more sponsors contacting them first and be able to obtain more well known sponsors.<sup>25,26</sup> It takes time and patience for a team to establish itself as a competitive team and a reliable showcase for a potential sponsor to spread its own name and reputation.

From our research and experience we found that it can be worthwhile to reach out to various departments on campus. If a student organization finds themselves wanting to supplement their budget or is seeking sponsorship from a company, on campus resources can provide a place to start networking with companies. Although some of the departments can be difficult to work with, especially while WPI was transitioning to a new website, sometimes all a group needs is a single good sponsorship or large donor. Working with campus resources such as the CDC, or Alumni Relations, can help connect a team to many potential sponsors.

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<sup>23</sup> Worcester Polytechnic Institute SAE Team

<sup>24</sup> Rensselaer Polytechnic Institute SAE Team

<sup>25</sup> Worcester Polytechnic Institute SAE Team

<sup>26</sup> Brown University SAE Team



We recommend student organizations at WPI, looking to supplement their budget from SAO, to look into working with the Division of Marketing and Communication to help develop sponsorship material. Along with this we suggest working with the CDC and Alumni Relations to connect with companies. We found the most effective way to work with these departments is to talk to with a receptionist and set up a meeting with a faculty member. If the department does not have a receptionist, such as with Alumni Relations, it was most effective to speak directly with faculty and staff, following up with an email.

As a recommendation towards WPI, we believe that creating a structure for each of the departments dedicated to interfacing with students could greatly help students reaching out to potential sponsors. As an example, the Alumni Relations Student Request Form is not publicly displayed for students. Alumni Relations also does not have a front desk to greet and answer student questions. Another example is that the Division of Marketing and Communication says on their website that they offer “design and project management support, and an array of services”<sup>27</sup> but under the resources tab, only offer logos, WPI branded items, and templates for emails and PowerPoint presentations. In order to allow students to easily work with departments to develop sponsorship material and utilize the department’s connections, each of the departments and divisions should have an easy-to-follow process to work with students.

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<sup>27</sup> Marketing & Communications

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## Appendixes

### SAE Team Interview Data

#### Appendix A: Interview With Brown University

We met with the three captains of the Brown University FSAE Team, Philip Mathieu, Isaku Kamada, and Kelsey Sandquist.

***How long has your club been an SAE chapter?***

*Collectively: Since 1996, 20 years.<sup>28</sup>*

***How many officer positions do you have?***

*Philip: Our structure is basically...*

*Isaku referring to visual piece: This is our organizational structure, which is to say, there's not that much structure. There's basically three captains and then we have a whole bunch of design leads for different subsystems of the vehicle. It's very much design focused, we don't have much hierarchy above that.*

*Kelsey: We have safety officers, there's a general safety officer, machine safety officer, and a chemical safety officer as mandated by safety regulations.*

***Are you required by the school to have managerial positions, like President, Secretary, Treasurer?***

*Philip: We operate as an engineering department group. Most student groups at Brown are clubs.*

*Isaku: Most them are an organization under the Undergraduate Council of Students. We're funded under the umbrella of the School of Engineering. We have now also become registered with the Undergraduate Council of Students as well.*

*Philip: The general student groups require those positions, so we're technically co-presidents for their purposes. They don't require us to have a*

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<sup>28</sup> The team also competed once in 1986

Treasurer<sup>29</sup>. We currently don't get funding from them so we haven't had to deal with any of that. I know for other clubs they do require/recommend it.

Kelsey: They recommend it but they don't require it. A lot of groups on campus have an executive board rather than specific positions, then roles can be handed to certain officers.

Isaku: Because the amounts of money we work with is a bit higher than most of the groups', we have one of the secretaries in the School of Engineering who does the official accounting because we don't have direct access to an account. It's going through the School of Engineering for reimbursements for anything we buy or through our faculty advisor who has a purchase card for the team.

Philip: There's very little oversight of our spending, but we have to have our advisor place the order or we have to get reimbursed, which is a time consuming process.

**How many active members do you have?**

Collective: About 35 +/- 5.

Philip: We have about 23 captains/design leads, so those are people with direct responsibilities. Then we have a lot of other members that take on shorter term tasks.

**More voluntary?**

Philip: Yeah, they might just be doing general machining or we'll ask "do you two want to build the impact attenuator for the next couple weeks?" They'll build it and then get reassigned

Isaku: Then we have members that show up once a month or week just to check in, see what's going on

Kelsey: We have shop days once a week and weekly meetings.

Isaku: One half-hour logistical meeting and our official work days are Saturdays, say 10 to dinnertime.

**How many team members do you bring to competition?**

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<sup>29</sup> This is technically true only while the team is not receiving funding through them

*Philip: Our policy was to bring the whole team to competition. Last year we had a big increase in members, it used to be 20-25. The last year was 35, we did bring everybody, but it was wild, we had air mattresses in hotel rooms. This year we set a cap at 35 people, and there's discussion of reducing that in future years. The School of Engineering, their philosophy towards funding us is that we need to reach more students and help the students get something out of it. Additional financial costs of bringing more will potentially be increased if we argue that we're affecting more students. That didn't happen this year though.*

*Isaku: Our team has grown 30-50% last year, and we've had the same budget since 2005. Donations have gone up, so we've also pushed harder because our budget hasn't increased, and then there's inflation alongside that.*

**Can I ask, how have you done at competition in the past?**

*Philip: Our team overall has done pretty well long term, but the last three years, we didn't run in endurance, so we were in the bottom 20 th percentile.*

*Isaku: We've made it to top ten before, historically.*

*Philip: There's a low bar this year.*

<discussion related to FSAE team rankings, removed to shorten transcript>

**How many students on the team pursue majors outside of STEM or Engineering?**

*Philip: Very few.*

*Kelsey: We've had a few RISD students. So Brown and RISD are very closely linked, they're the Rhode Island School of Design just down the hill from us. A lot of the student groups are intermixed, so we'll have a few of them come up and work on the car.*

**Do you have any business majors/interests?**

*Isaku: Brown doesn't have a real business program, we have business entrepreneurship and organizations, which we have if you're interested. We don't have a traditional business track.*

**How much dedicated space do you have on campus?**

*Kelsey: On campus, you're looking at it.*

*Philip: This is effectively our space on campus, this is technically for all student groups, but this year for the first time, the student groups got together and organized who actually needs space, and we realized pretty much only our team needs space<sup>30</sup>. Other groups will have cabinets, but for now we get most of this space.*

*Isaku: This particular room, which was the only particular the School of Engineering could provide the students groups, our team was the only one who really had a good use for it.*

*Kelsey: We do have, I don't like to call it on campus, it's a 15-20 walk from here. It's a kind of machine shop, assembly, welding, composites area.*

*Philip: You'll see how far it is. It's not at all conveniently located, it's in a rough neighborhood as well. Last year, we've had two people parked there late at night had bricks thrown through their car windows. People don't walk there alone.*

*Isaku: Our trailer had its license plate stolen.*

*Philip: There's hope, there's a huge construction project right over here that's gonna be the new engineering building, I believe we may be on the list of groups that may get to move back into this building. We'd probably not get quite as big of a space, but everything at our shop would get moved back here, which would be amazing.*

*Isaku: Before 2012, our workshop was smaller, but conveniently located, basically right underneath where we're sitting. It kind of correlates with our performance at competition, we've done very poorly since we've moved to where we are.*

*Kelsey: With half an hour of work, it's not worth walking more than a half hour there and back.*

***Do you have your own machine shop or do you this space (referring to machine shop/makerspace)?***

*Philip: We mostly use that space, we do have some of our own machines. We'd say we have our own shop.*

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<sup>30</sup> "Brown Building Society (BBS)" and "Brown Space Engineering (BSE)" also require space. BBS has made it work by sharing space in the Brown Design Workshop. BSE currently has a temporary workspace, separate room.

***Does that area charge for time, space, materials?***

*Kelsey: We do get charged for using that space. It's not much at all in the grand scheme of things.*

*Isaku: It's 200-300 bucks a year, or something like that.*

*Philip: We do buy our own stock.*

*Isaku: We have asked for consulting and general help from our machine shop managers, that has been very valuable.*

*Philip: We also have access to an EDM which we get charged quite a bit to use. We get charged hourly so we're slowly trying to phase it out. It was two years ago they started charging hourly, about 45\$ an hour.*

*Isaku: As a team, we've negotiated getting ourselves into that shop, but there's only five members on the team that have card access, which you get after a semester long machine shop training. Actually I guess it's effectively two semesters.*

*Philip: It's a sequence of two classes that you need to take.*

***Are there senior capstone projects with SAE here?***

*Kelsey: There is definitely the possibility to do an independent study with SAE, it's been done in the past. Most notably in 2014, we changed to 10" rims and the suspension lead did an independent study and thesis.*

*Philip: There's no regular capstone like a lot of teams.*

*Kelsey: For many of us, it's totally divorced from our actual academic studies. I'm a biomedical engineering major.*

*Philip: I'm a physics major.*

*Isaku: Mechanical engineering.*

***This makes my next question pointless, "how much funding is obtained through senior projects?"***

*Philip: Sometimes we end up funding people's capstones though. Last year one of the captains developed a telemetry system, that didn't work.*



*May I ask, how much funding do you get from your school departments?*

*Kelsey: The School of Engineering gives us \$40,000 each year since 2005.*

*Philip: We typically get on the order of 10,000\$ on donations. In gifts in kind we get about another 10,000\$.*

<discussion related to specific sponsor donations, removed to shorten transcript>

***Do you charge club dues?***

*Collectively: No.*

***Do you know how much attention your online presence attracts?***

*Philip: Yes, would you like to see our stats?*

<Intermission to examine stats of the team's Facebook page><sup>31</sup>

***Do you have alumni available to help evaluate design or request sponsorships?***

*Kelsey: They've actually been really great about that this year. We've had alumni come down to visit and give us guidance on where to start in design as well as the critical parts of design once we've made them.*

*Philip: We implemented a new design review process this year as a part of trying to make sure that the car finishes endurance. One of the things we tried to do was make sure that at the final design presentation, whoever knows the most about it, whether it's an alum, professor, or current member, is there to critique our design. It worked out the best for suspension. We had the person who designed our 2011 suspension, which was the last endurance we finished and almost made design finalist, along with last year's suspension lead on Skype.*

<unintelligible from recording>

*Philip: We do have a database, not a very good database, a list of names and emails*

<unintelligible from recording>

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<sup>31</sup> <https://www.facebook.com/brownfsae>

**Do you have individuals dedicated to obtaining and managing sponsorships?**

*Isaku: It's effectively me. I say that mainly because our division of labor is: captains pick up slack on everything else, design, building, etc. There's no one dedicated, so sponsorships go through me.*

*Philip: The way a lot of our corporate sponsors work out, anyone on our team can place an order and we don't oversee it too much except to have awareness, but we encourage them to ask for discounts or items for free, and that's how a lot of our corporate sponsorships end up happening. We don't have anybody directly seeking out sponsors.*

*Isaku: As a team, we're not at the performance level where we can be asking big name companies for sponsorships, we have alumni in places like automotive companies, and more. But the typical response I get is: We'd be happy to sponsor you, just make it up to the top ten first.*

*Philip: We almost also have no financial donations from companies.<sup>32</sup>*

<unintelligible from recording>

**Do you know if the school has departments to help you look for sponsors?**

*Philip: That's a good question, so we don't know, but probably.*

<discussion related to School of Engineering, removed to shorten transcript>

**Can I ask how many sponsors you have?**

*Philip: We have 20-25 I believe*

<intermission to look through sponsorship packet, removed to shorten transcript>

**Do you know how many of the sponsors are local?**

*Isaku: Almost all of our composites sponsors are.*

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<sup>32</sup> [The team] used to at one point. Companies such as Sensata and DPR Construction used to provide monetary sponsorships to the team. But this is no longer happening.

*Phillip: A lot of these are multi-nationals with local offices.*

<intermission to discuss and mark local sponsors in sponsor packet, physical copy given from Brown>

***How many primary sponsors do you have?***

*Phillip: It's usually the School of Engineering and often the composites. We have tiers, it's \$3000+. In the past years it's been the composites companies because of the value of what they're donating.*

***Do you have sponsor events at all?***

*Phillip: Not per se, but we are going to have a reveal this year for the car, which we'll definitely invite all our sponsors to.*

***Do you have methods to get new members involved and motivated?***

*Isaku: One of the big ways we do it is new member projects, like the impact attenuator, firewall, chain-guard, other smaller components. We'll give them as a project to one or two new members so they can take ownership of that. Whenever new members come onboard, we teach them how to machine, weld, or any skill they would need or are interested in.*

***Do you find most of your members have heard of SAE before?***

*Phillip: Probably not*

*Kelsey: A very selective number. The way we get most people is that there's a huge activities fair at the start of every year and we'll take racecar parts and park the old car in front and say "Do you want to build a racecar?" I literally will take a wheel package and stand in front of our booth intercepting people. It works pretty well.*

*Phillip: Almost everybody joins the team because of that. We used to also talk in classes and such. This year we actually went around and asked everyone how they joined the team and we realized that almost everybody joins because of the activities fair.*

*Isaku: There's a small subset of mentorship/class TA to student relationship that tends to recruit a few. I was an advisor for a couple engineering students and I got a few members through that.*

*Kelsey: Mainly it's just us reaching out to individuals.*

*Philip: We've gotten one or two emails a year from interested students, but I don't know if any of them actually ended up at Brown.*

*Kelsey: There's also an admitted students event in the spring, and we also reach out to newly admitted students.*

*Isaku: I think it's more word of mouth as well.*

*Philip: I think that part of it is that if [a student] does know about the SAE competition, you're probably going to go to a school that's done better than we've done.*

## Appendix B: SAE Team Interviews

Recent competition placement in last 10 years, SAE Michigan					
WPI	RPI	Northeastern	BU	UNH	Brown
Placement: 67, 74, X, W, W, 69, X, W, 91, 92 Number of Competitions Attended: 5 Best Placement: 67 Worst Placement: 92 Average: 79	Placement: 52, X, 71, F, 49, 26, X, 20, 16, 9 Number of Competitions Attended: 7 Best Placement: 9 Worst Placement: 71 Average: 30			Placement: 63, W, 67, 26, 32, 74, 55, 41, 97, 51 Number of Competitions Attended: 9 Best Placement: 26 Worst Placement: 97 Average: 56	Placement: 104, 87, 91, 82, 36, 25, 38, 25, 47, 27 Number of Competitions Attended: 10 Best Placement: 25 Worst Placement: 104 Average: 56

Other competition placement					
WPI	RPI	Northeastern	BU	UNH	Brown
		Placement: 29, 18, 20, 23, 8, 24, 14, 3, 30, 19, 23, 4, 37, 22, 15, 6, 16, 12, 28, 23, 16, 23, 10, 5 Number of Competitions Attended: 24 Best Placement: 3 Worst Placement: 37 Average: 18	FSAE Electric, attended one competition for presentation event only		

How long has your club been an SAE chapter?					
WPI	RPI	Northeastern	BU	UNH	Brown
Since 2012, although we had capstone projects before 2012	Since 1992	Since 1988	Three years old	Since 2003	Since 1996

How many officer positions do you have and what are they?					
WPI	RPI	Northeastern	BU	UNH	Brown
President, Vice President, Treasurer, Secretary, New Member Coordinator, Business Manager	Team Leader; Business Manager; Facilities Manager; Chief Information Officer; Design Lead and Project Manager for Chassis, Suspension, and Aero; Design Lead and Project Manager for Engine, Drivetrain, and Electrical	Captain, Design Leads for Frame, Suspension, Drivetrain, Electrical, and Business	President, Vice President, Secretary, Treasurer, Mechanical Lead, and Electrical Lead	Managerial Captain, Tech Captain, and Business Captain	3 Captains, Design Leads for subsystems, 3 Safety Officers

How many members do you have actively working in the club? And what do you define as an active member?					
WPI	RPI	Northeastern	BU	UNH	Brown
about 20 An active member is one who works in the shop during the week or weekend as well as attends weekly meetings	23 'full members' who attend weekly team meetings and shop cleanups and contribute time and effort to the car each week. 'Full members' are chosen by application	25, weekly contributions	12 members (including leaders) that show up almost daily, total team size is roughly 15-20 students	20-25 members, weekly contributions	23 members are captains or design leads (direct involvement) that attend two weekly meetings

How many team members do you bring to competition? How often do you go to competition?					
WPI	RPI	Northeastern	BU	UNH	Brown
17 brought to two recent competitions, irregularly attended SAE Michigan	Attending competition once a year, bringing ~16 members each year	As much of the team as possible brought to three competitions per year	One single Formula Electric competition	Goes through one-year build cycles	Attempt to bring the entire team, usually 20-25, to competition each year

What have your competition results been? (specific events?)					
WPI	RPI	Northeastern	BU	UNH	Brown
Placement slowly increasing, however do poorly in Cost and Business presentations	Placement has been up and down, related to the funding year by year.	Typically top 20	attended only for static events (first car is currently still being built)	Variable, within middle of grid	Long term results have been strong, but recent endurance failures

How many students on the team are pursuing majors outside of engineering?					
WPI	RPI	Northeastern	BU	UNH	Brown
No other majors, some minors or concentrations	Several Computer Science majors	Two non-STEM majors	The treasurer is a business major	Several students in Accounting & Finance and Business majors	Few from RISD

How much dedicated space is your team allotted on campus? Is it conveniently located?					
WPI	RPI	Northeastern	BU	UNH	Brown
About 600 sq. ft. on campus and another 300 sq. ft. down the hall from the first shop	Given front portion (about 1800 sq.ft.) of large warehouse, inconveniently located 10-15 min walk from center of campus; the car needs to be trailered if brought to campus	1000-1500 sq. ft. in basement of academic building. A machine shop is located adjacent to team's space and there is an easy path out of campus to move the cars	~1000 sq. ft., shared with Baja SAE team. Located in basement of engineering building, but easily rolled out to loading dock	~1500 sq. ft. shared with Baja SAE	~250 sq. ft. workspace/lab in engineering building, ~1500-2000 sq. ft inconveniently located far off campus

Do your machine shops charge for time and/or materials?					
WPI	RPI	Northeastern	BU	UNH	Brown
CNC, Laser, no charges	CNC on campus charges \$150 for parts	No charges	No charges	No charges	<\$500 charge per year



Are there senior capstone projects associated with SAE?					
WPI	RPI	Northeastern	BU	UNH	Brown
Yes, most senior members are doing their senior project with the team. We have one currently, next year we will have 4 separate capstones	No academic credit given	Senior projects available for Baja SAE	No senior projects available, independent study projects are available but not fully established by school	Capstones exist for Mechanical Engineering and recently Electrical Engineering	No senior capstone, independent studies exist

How much funding is obtained through senior projects?					
WPI	RPI	Northeastern	BU	UNH	Brown
~\$12,000 total for all SAE MQPs	N/A	Unknown	N/A	\$200 per student for senior capstones	N/A

How much funding is obtained through various school departments (eg. ME dept, Dean's office)?					
WPI	RPI	Northeastern	BU	UNH	Brown
\$6,200 obtained from Mechanical Engineering and Dean's Offices, listed as sponsors	~\$8000 from Aeronautical and Mechanical departments	None	\$1500 from Engineering department, recent funding from SAO but was a one-time deal (so far)	Additional \$200 from Mechanical Engineering department	\$40,000 per year from School of Engineering

How much funding is provided to the club itself?					
WPI	RPI	Northeastern	BU	UNH	Brown
~\$5,000 club budget, slowly increasing each year	see above	see above	see above	\$1500 from the school	see above

Do you charge club dues?					
WPI	RPI	Northeastern	BU	UNH	Brown
No	No dues, but students pay \$150 each to attend competition	Yes	No dues	No dues	No dues

How much attention does your online presence attract? (i.e. how many hits from FB pages, school website, etc.)					
WPI	RPI	Northeastern	BU	UNH	Brown
Unsure of website, Facebook reaches 500 to 1200 people on each post	averaging 800 views per Facebook post, unknown data on school website	200-300 website hits per month	Unknown website traffic	Facebook page gathers attention from companies. Process to update school-hosted website is slow (team needs to apply to update page)	~20 view per month on Facebook page

Are alumni available to help evaluate design or to ask for sponsorships?					
WPI	RPI	Northeastern	BU	UNH	Brown
Yes, a few alumni from last year	Designs run past an alumni review board	An alumni association is available for design review and fund donations	Only one alumni, not in automotive industry and hard to reach	Strong connection with recent alumni for design review and information pass down	Alumni available for design review

Do you have individual members dedicated to obtaining and managing sponsorships? How many?					
WPI	RPI	Northeastern	BU	UNH	Brown
Yes, business manager, other members help with it	Managed by business manager	One member is assigned, but responsibility is effectively shared among the team	No dedicated individual or process	Each student in the team is asked to gather sponsors, Managerial Captain takes responsibility for management	No dedicated individual, so one captain takes responsibility

Does the school have departments to help with obtaining sponsors?					
WPI	RPI	Northeastern	BU	UNH	Brown
It does exist, but it isn't helpful	Unknown	A department exists to help students learn how to obtain sponsors	None	None	Unknown

How many sponsors do you typically have?					
WPI	RPI	Northeastern	BU	UNH	Brown
29 listed, including WPI departments	~30 sponsors showcased on car each year	~25-30 sponsors each year, more that give SAE discounts on parts/services	15 current sponsors	10-15 sponsors recently	20-25

How many local sponsors do you have?					
WPI	RPI	Northeastern	BU	UNH	Brown
8 local sponsors	~ 10 local sponsors	Most sponsors located in MA area	Most sponsors are located in MA with a few in NH	~75% of sponsors are located in NH or MA	Most of composite sponsors are local

How many sponsors would you consider as primary contributors? And how do you define a primary sponsor?					
WPI	RPI	Northeastern	BU	UNH	Brown
Platinum sponsors defined at values \$5,000+, one sponsor contributed at this tier, but showcased both them and Yamaha on front of team apparel	Top level sponsors defined as \$3000+ contributions, team has six currently	Top tier defined as \$5000+ donations, team has two: Bose and Instron	Three primary sponsors, no tiers defined	One primary contributor, small automotive business	~4, defined as \$3000 and above

How many sponsors donate less than \$1000 worth of parts, services, etc.?					
WPI	RPI	Northeastern	BU	UNH	Brown
19	~20 sponsors for under \$1000 contributions (three lower tiers out of five total)	13 sponsors (two lower tiers out of four total)	Unknown at time of interview	Unknown at time of interview	Unknown at time of interview

Do you hold sponsor events? If so, with how many sponsors?					
WPI	RPI	Northeastern	BU	UNH	Brown
Usually no, although we did visit our largest sponsor last competition	The team will visit the sponsors in person if they are local	The team will showcase for Bose and Instron at the company sites	None	One showcase for primary sponsor	No events dedicated to individual sponsors, but sponsors invited to roll-out event

Can you comment on if any of the above situations have changed throughout the years?					
WPI	RPI	Northeastern	BU	UNH	Brown
N/A	N/A	Bose, after being contributing more than double what Instron gave, will start to cut donations	A large portion of funding from SAO was given once the team was established but regular funding from that is nonexistent	After 2015, a number of sponsors left but the team raised more for the 2016 year	Constant funding from the school with increasing expenses and inflation

Can you comment on your team's reputation within the school population?					
WPI	RPI	Northeastern	BU	UNH	Brown
Somewhat known to students, however not well known to faculty and staff Small reputation	Well known and well liked by student body	Well known in the engineering school and to the Dean's office, nonexistent elsewhere	Since the team is new and has yet to produce a working vehicle, the reputation within the school is extremely small	The team appears somewhat neglected by the school, but well liked by the Mechanical Engineering department.	FSAE is considered an entire engineering department

Can you comment on your team's reputation with the local community (e.g. businesses, police, etc.)?					
WPI	RPI	Northeastern	BU	UNH	Brown
Very little		No problems with on campus events as long as campus police approves and safety regulations are followed	None	None	None

Do you have methods to get newer members motivated and/or involved?					
WPI	RPI	Northeastern	BU	UNH	Brown
Show off car at activities fair and during Open House events					Use of new member projects that are smaller components on the car, teaching skills to them

Do you find most newer members have heard of SAE before joining?					
WPI	RPI	Northeastern	BU	UNH	Brown
No					Very few

## Email Transcripts

### Appendix C: Foisie School of Business

9/20/16, Collin Chen:

*"Hi Mr. Garvin,*

*John Russell and I spoke to you earlier today about getting in touch with Norm and Sandy. We are looking to connect the business school with the Society of Automotive Engineering (SAE) in order to provide opportunities for business students, undergraduate or graduate. We feel that collaborating with the SAE club would benefit both parties.*

*While SAE competitions involve a lot of technical, engineering experience, there is also a significant role for business experience. At competition, each SAE team is judged as if they were a small company designing and marketing a formula style vehicle. This includes presenting a business logic case and cost analysis.*

*In the past we have been lacking a focus on business and we feel that this provides plenty of experience and opportunities for both students and faculty with any interest in automotive industry. The competition offers real world business experience that many companies value in new employees.*

*We look forward to working with the business department!  
Collin Chen"*

9/26/16, John Russell:

*"Hi Mr. Garvin,*

*My IQP partner, Collin Chen, and I spoke to you last week about getting in touch with Norm and Sandy to begin collaboration between the business school and the WPI SAE chapter. Have you spoken to Norm or Sandy about this opportunity? Collin and I would be happy to meet in person to discuss the idea further.*

*Looking forward to working with the Business School,  
John Russell"*

After talking to a student in the business program at WPI, he recommended I also contact Ms. Deffely in the business department about integrating a business IQP or MQP into the SAE team.

11/1/16, John Russell:

*"Hello,*

*I am the current secretary for the WPI Society of Automotive Engineers and am contacting you on behalf of the team and partly about my IQP, focusing in sponsorship and fundraising. I saw your email listed on the WPI website regarding sponsoring student projects. The WPI SAE team currently sponsors two MQPs with our advisor, Professor Planchard, and we have sponsored multiple MQPs for the past few years. In addition to sponsoring MQPs, the club, along with our advisor, also sponsor and support an IQP, and an ISP.*

*This and next year, we are focusing on improving our business logic case, cost analysis and business presentation for the international FSAE competition in Brooklyn Michigan. The WPI SAE team feels having a team member dedicated in business would be extremely beneficial. Do you have suggestions on faculty or staff we should meet with? I would be happy to talk in person about what the club needs, and the benefits and experience it would offer a business student.*

*Thank you very much,  
John Russell”*

11/2/16, Ms. Deffely:

*“Hi John:*

*Thank for your note. I would recommend you contact Dr. Frank Hoy, Beswick Professor in the School of Business at [REDACTED]*

*If he isn't the right person, he can certainly direct you to the right person.*

*Best of luck!  
-Sharon”*

11/2/16, John Russell:

*“Hi,*

*Thank you very much for pointing me in Dr. Hoy's direction. He was very quick to respond and schedule a meeting with my IQP partner and I.*

*Thank you again,  
John Russell”*

11/2/16, Ms. Deffely:

*“Hi John!*

*Wonderful to hear. Frank is a really nice person and very knowledgeable in his area. I've always enjoyed working with him and I am sure you will as well.*

*Best of luck.  
-Sharon"*

As per Ms. Deffely's suggestion, I also reached out to Dr. Hoy.

11/2/16, John Russell:

*"Hello, Dr. Hoy,*

*I contacted Ms. Deffely and she pointed in me your direction. I am the current secretary for the WPI Society of Automotive Engineers and am contacting you on behalf of the team and partly about my IQP, focusing in sponsorship and fundraising. The WPI SAE team currently sponsors two MQPs with our advisor, Professor Planchard, and we have sponsored multiple MQPs the past few years. In addition to sponsoring MQPs, the club, along with our advisor, also sponsor and support an IQP, and an ISP.*

*This and next year, we are focusing on improving our business logic case, business presentation and cost analysis for the international FSAE competition in Brooklyn Michigan. The WPI SAE team feels having a team member dedicated in business would be extremely beneficial. Do you have suggestions on faculty or staff we should meet with? I would be happy to talk in person about what the club needs, and the benefits and experience it would offer a business student.*

*Thank you very much,  
John Russell"*

11/2/16, Dr. Hoy:

*"Thank you for contacting me, John. By way of this email, you can see that I am including Dean Ginzberg and Professor Towner in our conversation. Dean Ginzberg is very supportive and encouraging of having business students on teams from other departments explicitly for the purpose you describe. Professor Towner coordinates MQPs for the Foisie School of Business, so he is adept at identifying prospective students for these projects. And I'm happy to serve as a co-advisor or assist in any other way where I can add value.*

*Give me a couple of days and times when you would like to meet. I'm tied up today as well as the next two afternoons. I do have some schedule openings Thursday and Friday mornings. Next week is reasonable open.*

*Frank Hoy"*

11/2/16, John Russell:

*"Hi,*



*My IQP partner and I are free the following times:*

*11/3: 9:00am-10:00am*

*11/7: 12:00pm-3:00pm*

*11/8: 9:00am-10:00am & 12:00pm-3:00pm*

*11/9: 12:00pm-1:30pm*

*If you happen to be busy all of these times, I can list additional times. I have also included my IQP partner as part of this email chain.*

*Thank you,  
John Russell*

11/2/16, Dr. Hoy:

*"Ok, John. Let's do tomorrow at 9:00. My office is in [REDACTED].*

*Frank"*

11/2/16, John Russell:

*"Great!*

*See you then,  
John Russell"*

On November 3rd I met with Dr. Hoy to discuss the possibility of a business student working with the WPI SAE team to help develop our business logic case.

11/3/16, John Russell:

*"Hi Dr. Hoy,*

*Thank you for taking the time to meet with me this morning. I appreciate the advice and knowledge you shared. I'll craft a brief outline for a business MQP or ISP and contact Dr. Towner.*

*Thank you again,  
John Russell"*

## Appendix D: Undergraduate Admissions

We spoke with two of the receptionists at the Undergraduate Admissions front desk about featuring the WPI SAE club at WPI open house events. They told me to reach out to Ms. Laurent.

9/21/16, John Russell:

*"Hi Ms. Laurent,*

*I am reaching out to you on behalf of the WPI Society of Automotive Engineers (SAE) club. My name is John Russell and am the secretary for WPI's SAE club. I was looking to promote the club to prospective students. I spoke to the Admissions Office and was pointed in your direction.*

*Formula SAE is an international collegiate level competition challenging students to design an onroad formula style vehicle for potential sale to automotive enthusiasts. Every aspect of the production is evaluated, from the business model and cost of production, to the design and performance of the vehicle.*

*Many of our club members who chose to attend WPI saw the SAE team first during the admitted students day, and said that seeing the club helped them choose to attend WPI. As a club, we feel it would be beneficial to both WPI and the club to show off the vehicles we design and the workshops we use. In the past, the SAE club has brought a vehicle to the Admitted Students Day, but the club would happy to do more to promote WPI and show off what opportunities the university has to offer.*

*I also saw that WPI is having an open house Wednesday the 28th. I understand it is short notice, but the club would be happy to help promote WPI at the event. I've also attached a picture from the competition last year held at the Michigan International Speedway.*

*Thank you,  
John Russell"*

9/21/16, Ms. Laurent:

*John,*

*Thanks for your email. I am on maternity leave right now but would be happy to think of some other ways with you when I return.*

*As for the open house on the 28, we do not have a student activities portion during the fall events so that won't be the most appropriate time to formally to the club on display.*

*I am sure we could think of some other ways. I will be back at WPI on October 11 and can be back in touch when I return.*

*--Liza*

We spoke to the receptionists again and they asked us to show off our car in front of the admissions building where guided campus tours meet.

The receptionists also told us to reach out to Mr. Epstein in order to have the SAE team featured on WPI's social media pages.

9/20/16, John Russell:

*"Hi Mr. Epstein,*

*I am reaching out to you on behalf of the WPI Society of Automotive Engineers (SAE) club. My name is John Russell and am the secretary for WPI's SAE club. I was looking to promote the club on WPI's social media. I spoke to the Admissions Office and was pointed in your direction.*

*Formula SAE is an international collegiate level competition challenging students to design an onroad Formula style vehicle for potential sale to automotive enthusiasts. Every aspect of the production is evaluated, from the business model and cost of production to the design and performance of the vehicle.*

*Many of our club members who chose to attend WPI saw the SAE team first during the admitted students day and said that seeing the club helped them choose to attend WPI. However there are only a few admitted students days each year, and the club feels that we could help we could help to promote WPI to prospective students.*

*Thank you,  
John Russell"*

9/26/16, John Russell:

*"Hi Mr. Epstein,*

*My IQP partner, Collin Chen, and I emailed you last week about helping to promote WPI on social media using the WPI SAE chapter on campus. Previously, the MQP teams that collaborate with the club members have often*

won the Provost Award. Collin, my IQP partner, and I would be happy to meet in person to discuss this further. I have attached a few pictures of last years Formula SAE car.

Looking forward to working with Admissions,  
John Russell”

9/27/16, Mr. Epstein:

“John & Collin— thanks for your messages and your patience. I'm traveling and have been working on email in intervals. Have you contacted university marketing? They manage WPI university wide social media accounts. I am copying my colleague Evan Brunell on this message who works most directly with social media in Admissions. Do you have any members of your organization who are also tour guides or who work or volunteer in the Admissions Office?

--Adam”

9/27/16, Mr. Burnell:

“Hi John and Collin,

Thanks for reaching out! We'd love to get you involved.

As far as the way it would work with Admissions social media, we are focusing on posting only deadlines/events and things of that nature. Beyond that, we want to retweet/reshare other accounts so we can bring awareness to other handles. If there is anything specific you ever want to be shared specifically on Admissions social media, you can give us a yell when you have posted something and we will reshare it to the admissions audience. If there's something else you'd prefer to do with Admissions social media, let me know.

As far as ways to promote on WPI social media, I have copied Tyler Gibbs, who oversees the Crimson Key program and may be able to facilitate posting on the CK account, as well as Stacie Murray, who is the point person for the main university account. Stacie would be who you facilitate with the global WPI account.

I'll also echo Adam here: If you have friends who work in Admissions or Crimson Key, that would be another way in.

I have no doubt between all of us we can work something out.

Thanks!  
Evan”

## Appendix E: Career Development Center

9/26/16, John Russell:

*"Hi Ms. Rand,*

*I am reaching out to you on behalf of the WPI Society of Automotive Engineers (SAE) professional society. My name is John Russell and am the secretary for WPI's SAE club. I spoke to Ms. Gallant late last week and I was looking to meet with you and discuss the possibility of the SAE society working with the CDC to help draw in more companies, promote WPI, and connect companies with students they looking to hire.*

*In short, the Formula SAE competition is an international collegiate level competition challenging students to design an onroad Formula style vehicle for potential sale to automotive enthusiasts. Every aspect of the production is evaluated, from the business model and cost of production to the design and performance of the vehicle.*

*In the past, the companies we have reached out to have been excited to sponsor the SAE team and to advertise their companies on campus. Many companies who choose to sponsor SAE teams also end up hiring students who were part of an SAE team. I believe that by working with the CDC the WPI SAE team could help bring in more companies looking to hire WPI students. In addition, companies we have worked with have been excited to advertise their company to students, and the SAE club would like connect with more companies who are already familiar with WPI students.*

*Thank you,  
John Russell"*

9/26/16, Mr. Odendahl:

*"Hi John-*

*Thanks for reaching out. Bailey forwarded your email to my attention as we do have a process in place for these types of requests. Last year we partnered with SAE during the SpaceX visit as they were keen on hiring / connecting with SAE students. The good news is that WPI impressed them enough on their first visit, that SpaceX plans to be back in late October/early November. Stay tuned there as they may ask for a connection with SAE again.*

*As for soliciting sponsorships, there is a process where our team at the CDC collaborates with and informs Institutional Advancement in order to coordinate monetary asks. This is in place to ensure different parts of WPI aren't asking the*

*same person at a company for 3 different fund requests! Perhaps we can connect in a meeting to discuss partnerships / collaborations and sponsorship in the next couple of weeks? Thoughts?*

*Dave”*

9/26/16, John Russell:

*“Hi Mr. Ortendahl,*

*I would be very happy to meet with you in person to further discuss plans regarding the SAE chapter, CDC, and the Institutional Advancement.*

*I have already talked to part of the Institutional Advancement department at WPI, and they asked me to fill out a Student Request form, listed here. I filled the form out earlier today. Perhaps it would be best if the SAE chapter could meet with the proper section of Institutional Advancement, and the CDC at the same time.*

*In the meantime, my IQP partner and I would appreciate discussing this further in person. What time and dates work well for you?*

*Thank you,  
John Russell”*

## Appendix F: Alumni Relations, Department for University Advancement

We visited the Alumni Relations department in order to connect with WPI alumni and companies who might be interested in sponsoring the WPI SAE team.

Because we had a meeting with both SAO and Alumni Relations present, the end of this section is continued in the SAO transcript.

9/20/16, John Russell:

*"Hi Ms. Valley,*

*Collin Chen and I spoke to you earlier today about connecting with alumni regarding sponsorships and fundraising for the Society of Automotive Engineering (SAE) club. Is there anyone specific we can get in touch with to help us take the next step in contacting alumni?"*

*Thank you,  
John Russell"*

9/21/16, Ms. Valley:

*"Hello!*

*It depends on why you're contacting them. If it's a simple newsletter or invitation to an event then we send the request one way; if it's fundraising related we send the request another.*

*I'll need some more information before I can pass you along to someone.*

*Regards,  
Aubrey"*

9/21/16, John Russell:

*"We would primarily be asking alumni about possible sponsorships from them, or to be put into contact with companies they are working for. These sponsorships could be a monetary donation, a donation of specific services, or possible discounts for our club and MQP projects.*

*Thanks,  
John Russell"*

9/21/16, Ms. Valley:

*"Okay – so this needs to go through Student Activities and through my boss before we can go any further. I will bounce them an email.*

~ A”

9/26/16, Ms. Valley:

*“Hi again, John,*

*Hope you’re well. My boss has asked that the club complete and submit [THIS FORM](#) on our website to move ahead with our assistance.*

*Once the form is submitted, someone will be in touch.*

*Thanks!*

*A”*

9/26/16, John Russell:

*“Great! Thank you so much. I have submitted the online form.*

*Thanks for your time and pointing us in the right direction,*

*John Russell”*

10/3/16, John Russell:

*“Hi Ms. Valley,*

*I filled out the form last Monday, but no one has gotten in contact with me. Is there someone I can meet in person with to discuss getting in contact with alumni and companies? I have reached out to the CDC last Monday, but they haven't followed up yet either. Additionally, part of my IQP is to research and find ways to secure year to year funding for on campus clubs and professional societies. I have Cc'd my IQP partner and my advisor on this email.*

*Thank you,*

*John Russell”*

10/3/16, Ms. Valley:

*“Hi there,*

*I will give the folks who receive the requests a poke – unfortunately this is outside of my ballpark at this point.*

*Thanks!*

*A”*

10/3/16, Ms. Valley:

*Ho John,*



*I just checked our system. We don't seem to have your request. Did you receive a confirmation email that you can send to me?*

*~ A"*

10/3/16, John Russell:

*"Hi,*

*I don't see a confirmation email, I might have missed something filling it out then. I'll fill it out again right now.*

*Do you know who in the request area/department I could meet with in person? I feel like our request isn't a typical request, as we'd like to be in continuous contact with many alumni and the companies they work for.*

*Thanks,  
John Russell"*

10/3/16, Ms. Valley:

*"Please put as much information into the form as possible, even if you have to use a field that isn't for what you need to tell us. Once we have all the info someone will be in touch. I'll let them know that you think an in-person discussion may be needed.*

*~ A"*

10/3/16, John Russell:

*"Hi again,*

*I filled out the form, but I have not received a confirmation email, however I did see a "Thank you for submitting this form." So I am sure that it was filled out and submitted.*

*Thanks for all the help!  
John Russell"*

After this email we setup a meeting to meet with part of SAO and with Alumni Relations. The transcript for this email is listed below the emails with Ms. Sharry, who helped organize the meeting.

## Appendix G: Student Activities Office

As a note, because we had a meeting that included SAO and Alumni Relations, this email chain can be slightly confusing. I have tried to organize it in an order that is easier to read without jumping between the SAO and the Alumni Relations sections.

We also met with the receptionist in SAO who scheduled a meeting for us with Ms. Sharry.

10/25/16, Ms. Sharry:

*“Good afternoon –*

*I wanted to set up a time for us to connect to discuss SAE’s sponsorship needs. Please let me know if this date and time does not work for your schedule.*

*Best,  
Christine”*

Ms. Sharry included an Outlook invite in this email. I accepted this date and time for our meeting.

10/30/16, John Russell:

*“Hi Sharry, sorry for the delayed response, this date works for Collin and I, as well as our advisor.*

*See you then,  
John Russell”*

10/31/16, Ms. Sharry:

*“Great, thank you John!*

*Best,  
Christine”*

The next emails are a followup to the meeting we had with Mr.s. Sharry, Mr. Thomas, and Professor Planchard, the WPI SAE team advisor.

11/7/16, John Russell:

*“Hi Mr. Thomas and Mrs. Sharry,*

*Thank you for taking the time to meet with part of the SAE team and our advisor, Professor Planchard, I appreciate the advice and being pointed in the correct direction regarding sponsorships.*

*Mrs. Sharry,*

*Thank you for helping us each year with our trip to Michigan. Our Fund account number is [REDACTED], and our Organization number is [REDACTED].*

*Mr. Thomas,*

*The team is working to draft a letter, update our sponsorship package, and create a list of filters to help sort out what companies we would like to contact. Once we have that, we will send it your way.*

*I have this link to fill out a Student Request Form, is this the correct link?  
<http://wpi.imodules.com/studentrequestform>*

*Thank you for meeting with the SAE team,  
John Russell”*

11/7/16, Mrs. Sharry:

*“Hi Mr. Thomas and Mrs. Sharry,*

*Thank you for taking the time to meet with part of the SAE team and our advisor, Professor Planchard, I appreciate the advice and being pointed in the correct direction regarding sponsorships.*

*Mrs. Sharry,*

*Thank you for helping us each year with our trip to Michigan. Our Fund account number is [REDACTED], and our Organization number is [REDACTED].*

*Mr. Thomas,*

*The team is working to draft a letter, update our sponsorship package, and create a list of filters to help sort out what companies we would like to contact. Once we have that, we will send it your way.*

*I have this link to fill out a Student Request Form, is this the correct link?  
<http://wpi.imodules.com/studentrequestform>*

*Thank you for meeting with the SAE team,  
John Russell”*

11/8/16, Mr. Thomas:

*“Hi John,*

*It is the correct link. Would you please send me an e-mail after you place your on-line request so I can see if something is broken?*

*Thanks,  
Peter”*

11/11/16, John Russell:

*"Hi Mr. Thomas,*

*I have filled out the Student Request form. I have attached our sponsorship package, a sample letter we plan to send / email, and a list of potential companies we'd like to contact, or have worked with last year. I have also copied my responses from the Request Form and attached those as well in case that never went through.*

*It's worth noting that companies that WPI is working with now might still want to sponsor the SAE team. Companies such as Microsoft, Google, SpaceX, GE, Uber, etc. have special SAE sponsorship programs and might be willing to sponsor the team specifically, even if university is already in contact with them. This list of companies will continue to grow as we need more specific items and services.*

*Thank you,  
John Russell"*

11/11/16, Mrs. Sharry:

*"Thank you John,*

*Peter - I believe this looks good on my side.*

*Best,  
Christine"*

11/11/16, Ms. Valley:

*"Hi John,*

*Hope this email finds you well.*

*I wanted to shoot you a note to apologize for all the trouble our request form has caused – I can see today that we finally received a transaction for you, yet none of your prior attempts were recorded.*

*The information we received today came through incomplete, however – which is quite strange considering that nearly every field on the form is required. It literally came through with about three fields worth of data, and I am assuming that you filled out both pages completely. This tells me that there is a much bigger problem going on with the form, so I've bounced a help desk request to our web service for their assistance. We can't see anything from our side of things that indicates that it should be malfunctioning.*

*In the meantime, we're going to try to process your request outside of the system. I can see from what did come through that you requested an email communication – that means that we would send an email on your behalf. If this is not correct please let us know – if you are sending the email on your own then we'd process a data request for you. If you could, please reply all to this email to provide the information below for the type of request that you're submitting. You can underline or highlight in the fields that have multiple choices.*

Your Name:

Email Address:

Phone Number:

Department/Organization Name:

Requesting: *Alumni Data / Email Communication / Event Posting / Other*

Purpose of Request:

Fundraising: Yes / No

Fundraising Audience: *Alumni / Corporations or Companies / Foundations / Not Applicable - Not a Fundraising Initiative*

Company Names:

*DATA REQUEST (meaning, SAE is sending the email themselves)*

Date Needed:

Data Will Be Used For: *Email / Event Invitation / Print Mailing / Phone Calls / Other*

Choose Type of Alumni: *Undergraduate / Graduate / Alumni without a Degree / Certificate Program Alumni / All Alumni*

If Requesting Alumni Data, Please Provide Class Years:

If Requesting Alumni Data, Please Specify Geographic Region:

If Requesting Alumni Data, Please Specify Majors:

If Requesting Alumni Data, Please Specify Student Activities:

Provide Any Additional Criteria:

*EMAIL REQUEST (meaning Alumni Relations will send the email for SAE)*

Purpose / Description of Email:

Email "From" Name:

Subject Line:

Approximate Send Date:

For This Email: *I will provide the list of recipients / I don't have a list of recipients and will specify criteria below*

Choose Type of Alumni: *Undergraduate / Graduate / Alumni without a Degree / Certificate Program Alumni / All Alumni*

If Applicable, Please Provide Class Years:

If Applicable, Please Specify Geographic Region:

If Applicable, Please Specify Majors:

*If Applicable, Please Specify Student Activities:  
Provide Any Additional Criteria:*

*Attach all relevant documents/files including email list(s), sample(s) of letters, appeals or invitations, and graphics.*

*Thank you so much – and again, I'm sorry for all the trouble this has caused.  
~ A”*

11/11/16, John Russell:

*“Hi,*

*Ms. Valley emailed me explaining the differences between "Alumni Data" and "Email Communication." as "EMAIL REQUEST (meaning Alumni Relations will send the email for SAE)" and "DATA REQUEST (meaning, SAE is sending the email themselves.)"*

*I chose email communication in the form, but the SAE team would like to be the ones sending the email so that we would be able to directly communicate with alumni. As a note, I chose Email Communication, but I never saw any of the below fields while filling out the request. I have copied them below and filled them out with as much detail as I can.*

*Purpose / Description of Email: The Society of Automotive Engineers would like to connect with alumni and the companies they work at to ask for sponsorship. The sponsorship could be an in-kind, part, service or cash donation. It could also be sharing of knowledge or access to specific tools.*

*Email “From” Name: [REDACTED] (this email would be from my personal email, as I don't know a way to setup an email account for our team as a whole. If there is a better way of doing this, please let me know.)*

*Subject Line: Sponsoring the WPI Society of Automotive Engineers*

*Approximate Send Date: 12/1/16 (ideally we would send it as soon as possible)*

*For This Email: I will provide the list of recipients / I don't have a list of recipients and will specify criteria below*

*Choose Type of Alumni: Undergraduate / Graduate / Alumni without a Degree / Certificate Program Alumni / All Alumni*

*If Applicable, Please Provide Class Years: 2016 and before*

*If Applicable, Please Specify Geographic Region: any/all*

*If Applicable, Please Specify Majors: ME, Aero, RBE, CS, ECE, BUS, Industrial Eng.*

*If Applicable, Please Specify Student Activities: Society of Automotive Engineers, and two MQPs*

*Provide Any Additional Criteria:*

*Thank you for all the help,  
John Russell"*

I have omitted several emails exchanged with Ms. Valley regarding troubleshooting the Student Request Form.

11/15/16, Mr. Thomas:

*"Hi John,*

*We are working on the list request. The corporate outreach has been approved. One comment that SolidWorks in now Daussault Systems in Waltham.*

*The alumni appeal is ok too during the month of January as we have an appeal going out shortly after that.*

*Peter"*

Peter also emailed me letting me know that MQP participants are not recorded in the Alumni Database, and asked for additional information. I believe I passed this information onto Ms. Valley.

11/17/16, Mr. Thomas

*"Hi John,*

*MQP participants are not recorded in the Alumni Database. Is it possible to get the student names from a faculty member and we can append with their contact info?*

*Thanks,  
Peter"*

Ms. Daigle responded quickly with the alumni data we had requested. The email is copied below.

11/18/16, Ms. Daigle:

*"Hello John – Attached is the report you requested. Anyone with exclusions has been removed. If there are people you know who do not appear on the list, let me know so we can get them coded correctly.*

*Regards,  
Jenn*

*Jennifer Daigle”*

We have not included the original report because it contains a significant amount of personal information.