CPCO Overview
We do loud. We do fun. We do awesome.

people
places
partnerships
progress
MEET OUR CREW

Meet the awesome staff of CPCO
CPCO is a family

What we do is important, and who we are is bigger than a staff of five. Between a student crew of seven, an SYP staff of 60+, a Mind Trekkers team of over 150 active, and countless other volunteers, the CPCO family is over **1100** strong!
OUR JOURNEY
The Places CPCO has traveled to.

February - Chicago

February - New Orleans

March - Munising

March - Iron River

April - Delaware

April - Washington DC

May - Ludington

May - Harrison

May - Alpena

May - Sheboygan

May - Tennessee

September - Midland

October - Minnesota

November - Gull Lake

March - Houston
How do we get there?

Get a bus!
OUR PARTNERS

Key Industry Sponsors of CPCO Projects

3M ($25,000, Women in Engineering)
Dow Corning ($20,000, Engineering Scholars Program)
Dow ($75,000, Mind Trekkers)
Kohler ($10,000, Mind Trekkers)
at&t ($15,000, Mind Trekkers)
State Farm ($80,000, College Access)
USA Science & Engineering Festival ($25,000, Mind Trekkers)
Chevron ($15,000, Mind Trekkers)
KEY CHALLENGES

While we deliver innovative, quality programming, it is worth identifying where obstacles reside for CPCO efforts and initiatives.

COMMON THEME: LIMITED RESOURCES

As Mind Trekkers continues to grow in popularity and demand increases, the prominent liability to vast delivery is availability.

With demand for quality summer academic programs growing and evolving, the need for industry support becomes increasingly important—and it can be difficult to find.
SPOTLIGHT: COLLEGE ACCESS

Local Events & Outreach Programs
Get WISE
February 24
Participants: 250
Schools Invited: CCISD, GOISD
Sponsors & Partners: WUPCSMEE, COE, CSA
Purpose: Hands-on STEM activities

TiViTz Tournament
March 18
Participants: 150
Schools Invited: CCISD
Sponsors & Partners: WUPCSMEE, Mathematical Sciences
Purpose: Fast-paced math challenges

Engineering Olympics
March 24
Participants: 100
Schools Invited: Entire Upper Peninsula
Sponsors & Partners: Engineering Fundamentals
Purpose: Project-based engineering competition
STATE FARM AFTER SCHOOL CLUBS
Partnered with Mind Trekkers

Participants: 165
Schools Invited: Lake Linden, Calumet, Hancock, L'Anse
Sponsor: State Farm Youth Advisory Board
Purpose: Regular hands-on STEM activities & lessons
Highlights: Met with SPIE to learn about photonics; Met with NECi to learn about nitrate elimination; Met with MSU Science Theatre; Actively researched and purchased demos for own school; Learned STEM skills from lasers to dissections, chemical reactions to properties of sound.

STATE FARM STEM Festival
May 15, 2014

Participants: 967
Schools Invited: CCISD Elementary students
Sponsor: State Farm Youth Advisory Board
Purpose: STEM festival facilitated by high schoolers
OUR PROGRAMS
College Access

GEAR UP

SCHOOLS: CCISD
STUDENTS: 380 - Class of 2017
LEADERSHIP: 1 teacher per school

Some examples of last year’s programs:
Meeting head coach Tom Kearly about student athletics
Attending Athletics events for free
Spending a day with GU students from LSSU
Michigan Tech department and campus tours
Tutoring / mentoring
Working with CDI on an MLK Day project / contest
Meeting spoken word artist Michael Reyes
Northern Michigan University campus visits
Financial literacy workshops
Receiving scholarships to attend SYP

HIGHLIGHTS
SPOTLIGHT: MIND TREKKERS

Events. Data. Proof.
OUR STORY
Dow partnership @ USASEF

See: http://youtu.be/b38h_AHpULI?list=UUVr65LanJ9vEiRu4OKxNsFA
Note:
Pre-Mind Trekkers
Note:
Mind Trekkers “born” at FIRST Robotics tournament in Minnesota.
Note:
First multi-festival tour - AT&T
Student organization born
2012
Mind Trekkers Footprint

Note:
Year of the celebrity - Senator Levin, Olympic athletes, NCIS LA cast
2013
Mind Trekkers Footprint

Note:
First trip taken via plane with supplies sent via cargo crate (San Francisco)
Note:
First dual-team simultaneous trips (Chicago/New Orleans; Washington, DC)
Note:
First Spring Break trip (Houston)
OUR DATA
Pre & Post Tests from recent Mind Trekkers events

AT&T + SHEBOYGAN SCIENCE & ENGINEERING FESTIVAL
Event Dates: May 5-10 - Collected by CPCO - Pre-Survey: N = 2154 // Post-Survey: N = 1689

Percent of Students Interested by Subject

<table>
<thead>
<tr>
<th>Subject</th>
<th>Pre-Event</th>
<th>Post Event</th>
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</thead>
<tbody>
<tr>
<td>Attending College</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Science</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Technology</td>
<td>45</td>
<td>45</td>
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<tr>
<td>Engineering</td>
<td>23</td>
<td>23</td>
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<tr>
<td>Math</td>
<td>45</td>
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PERCENT INCREASE: DURING EVENT
- Science: 12.3%
- Engineering: 9.9%
- Technology: 4.4%
- Math: 3.3%
- Attending College: 3.9%
OUR PROOF

Directly from the volunteers

http://youtu.be/cGOKmJufwVM?list=UUVr65LanJ9vEfRu4OKxNsFA
SPOTLIGHT: SYP

HIGHLIGHTS. FEEDBACK. TESTIMONY.
<table>
<thead>
<tr>
<th>SYP HIGHLIGHTS</th>
<th>Quick hit information</th>
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</thead>
<tbody>
<tr>
<td><strong>PARTICIPANTS</strong></td>
<td><strong>EXPLORATIONS</strong></td>
</tr>
<tr>
<td>1020</td>
<td>56</td>
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**PARTICIPANTS**
Total participant weeks, an increase of 20 students from 2013.

**EXPLORATIONS**
Total SYP explorations, including WIE, ESP, WICS, NSTI, and Rail competitive scholarship programs.

**WIE GPA**
2013 = 3.93

**ESP GPA**
2013 = 3.85

**TOTAL REACH**
A increase of 21 states over 2013. Additionally, 6 nations represented.
SYP Highlights
721 participants
86.3% say SYP increased confidence in college ability
96.2% would recommend the program to others
92.3% rated hands-on experience as good or excellent

WIE Highlights
151 participants
90.9% felt more likely to have a future in engineering
94.4% would recommend program to others
88.8% rated hands-on experience as good or excellent

ESP Highlights
148 participants
92.9% felt more likely to have a future in engineering
96.9% would recommend program to others
91% rated hands-on experience as good or excellent
MINING THE DATA
Digging Deep

MATRICULATION
Over the past several years, Michigan Tech has begun taking a closer look at the matriculation data of SYP alumni who return to Michigan Tech.
SYP-MICHIGAN TECH STUDENT MATRICULATION DATA

SYP Alumni enrolled at Michigan Tech - Academic Year 2010-2014 - Collected by CPCO

SYP ALUMNI : FIVE YEAR SCOPE

MINING THE DATA
Digging Deep

SYP-ESP

WIE

SYP

TOTAL

0 150 300 450 600

2010 2011 2012 2013 2014

128 143 147 147 152

32 51 83 147 120

402 298 295 306 335

458 499 466 499 558
“Attending SYP made Michigan Tech the only school I wanted to go.”

TOTAL SYP ALUMNI ON CAMPUS

- 558 total alumni
- 7.9% of student body
- 39% increase in 5 years

FEMALE: 241
FROM MICHIGAN: 81%
MAJOR IN STEM: 505
ENROLLED IN MEEM: 24%
“WIE confirmed Michigan Tech was the only place for me.”

TOTAL SYP 1st YEAR STUDENTS

161
20% increase over 2013

71
19% FEMALE

27.7
AVERAGE ACT

93%
MAJOR IN STEM

13.4%
OF 2014 CLASS
NEW INITIATIVES
2015 AND BEYOND
NEW INITIATIVES
2015 and Beyond

College Access: Events scheduled; Superior Ideas
Mind Trekkers: Houston; St. Louis; Maryland; 2016
SYP: Bahrain-WIE; WIAE; WICS funded; We’re LIVE!
KSEF: Sun, Sand & Science!
PARTNERSHIP OPPORTUNITIES
Review of Sponsorship Options

WOMEN IN AUTOMOTIVE ENGINEERING
Two of our most popular programs are WIE and SYP Automotive Engineering. WIE sees 150 young women; SYP AE rarely any. This provides an opportunity to specifically target women and showcase the field and careers in Automotive Engineering.
Estimated cost: $25,000

MIND TREKKERS SEF
Mind Trekkers Science and Engineering Festivals provide a platform for industry to give back to their communities and stakeholders, showcasing the immense opportunities an education and career and STEM can offer.
Naming sponsorship: $25,000

ENGINEERING KITS
With the Next Generation Science Standards becoming implemented across the nation, teachers are finding difficulty installing engineering activities into the curriculum. Our kits provide an easy onboard transition from science to engineering.
Estimated cost: $10,000-$30,000

WIE/ESP SPONSORSHIP
Hosting 150 high caliber students from across America, WIE and ESP each offer intensive, innovative engineering experiences that challenge students in a hands-on, discovery-based learning environment. Roughly 90% of attendees go on to STEM fields.
Estimated cost: $5,000-$25,000

ENTREPRENEURSHIP BOOTCAMP
Why wait until college to expose top notch students to the fundamentals of entrepreneurship? Absorbing STEM in morning followed by entrepreneurship grooming in the afternoon, students will gain insight and context of skills earlier.
Estimated cost: $10,000-$30,000

MIND TREKKERS TRUCK
To produce a science and engineering festival, Mind Trekkers utilizes over 150 hands-on demonstrations—each of which require countless numbers of supplies and materials, as well as a vehicle to transport the trailer carrying everything.
Estimated cost: $35,000
THANK YOU!
- CPCO