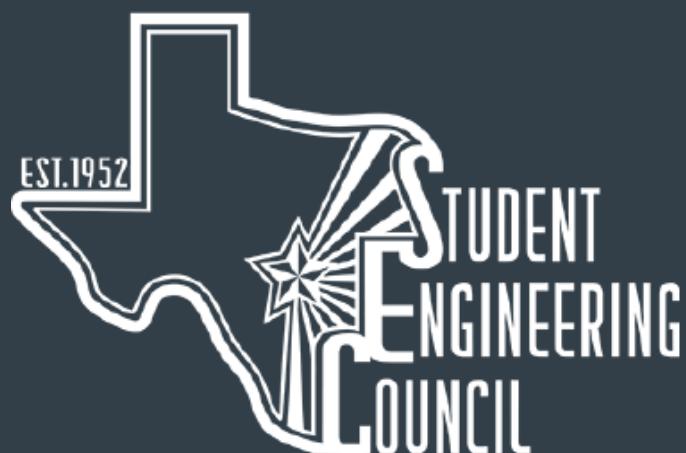
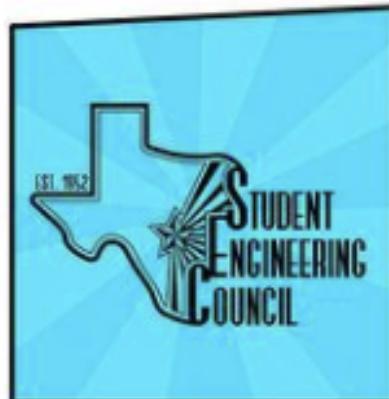


20  
21

# EWEEK REPORT

STUDENT ENGINEERING COUNCIL  
MARKETING AND ANALYTICS COMMITTEE  
RAHUL NAIK & COLLIN MCCLOSKEY



# A NOTE FROM OUR TEAM

In the 2020-2021 school year, the Student Engineering Council (SEC) sought to create Cockrell's first, and hopefully last, all virtual E-Week. Through all the hardships and uncomfortable changes brought on by the COVID-19 pandemic's ensuing transition to online learning, SEC wanted to have an E-Week that would be a positive experience and closely mimic the camaraderie, engagement, and fun of E-Weeks past. With help from all arms of SEC, and a special shout out to the Engineering Activities committee, E-Week 2021 was a novel success. It was so rewarding to see fellow engineers from across the different majors and organizations come together to celebrate our strength and unity as engineers. SEC is also proud to announce that our E-Week 2021 was deemed the BEST E-Week by the National Association of Engineering Student Councils. With this first ever E-Week report we hope to quantitatively summarize E-Week, celebrate notable successes, and suggest targets for future improvement. Here's to a great E-Week 2022!

Best,

**Rahul Naik & Collin McCloskey**  
Marketing and Analytics MALs, 2020-2021

**Aashay Patel & Adrian Jeyakumar**  
Marketing and Analytics Directors, 2020-2021

# CONTENTS

---

**4** E-WEEK BY THE NUMBERS

**5** PLANNING AND PUBLICITY

**6** ENGAGEMENT AND RETENTION

**7** ABOUT THE EVENTS

**9** FUTURE EWEEK TARGETS

**10** DR. RAMSHORN

**11** BANQUET

# EWEEK 2021 BY THE NUMBERS

## EWEEK

28330	TOTAL EVENT POINTS ACCUMULATED
325	UT ENGINEERING PARTICIPANTS
21	ENGINEERING ORGANIZATIONS
19	SYNCHRONOUS EVENTS
12	ASYNCHRONOUS EVENTS
2	WEEKS OF COMPETITION

## KICKOFF

135	KICKOFF PARTICIPANTS
10	MAJORS REPRESENTED
5	UNDERGRAD LEVELS

The collage includes:

- A QR code with the text "Welcome to Nitro-Type!" and instructions: "Remember to Sign in! Event Code: 9251. While we wait- change your zoom name to be "Org- Your Name" Also, create an account on Nitro Type!"
- A Zoom interface showing a video call with multiple participants, including Odile (Small Org Host), Jayvaughn Peter, Aryel (SNAP+ Judge), Whitney (Judge), and Aly Guerra.
- A slide from a presentation titled "COMIC CON @ HOME" with a QR code and the URL [bit.ly/snaprolcall](http://bit.ly/snaprolcall).
- A Zoom interface showing a video call with participants Michael Taleff (TBP), Aaron Lukose (SEC Judge), Tabitha Tran - SEC E..., and Tyler Dang - SEC E...
- A QR code for "TBP Texas Trivia" with the code 6625.
- A Zoom interface showing a video call with participants Rebecca Lin (she/h...) and John Acabado.
- A small text at the bottom right: "Carmen ASCE".

# PLANNING & PUB STRATEGY

## EWEEK PLANNING

---

### EFFICIENT COMMUNICATION

- PIAZZA, REMIND HELPED IN EA'S WORK

### DYNAMIC

- ADAPTED TO DELAY CAUSED BY WINTER STORM

### IMPROVE SYNERGY

- WORK TO BETTER EA-PUB COMMUNICATION

## EWEEK PUB STRATEGY

---

### WORD OF MOUTH

- MEMBER ORGS, CRC'S, FRIENDS

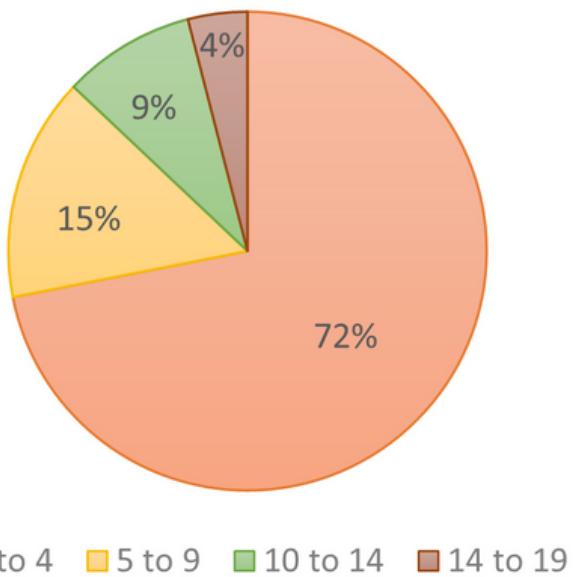
### EFFECTIVE SOCIAL MEDIA

- REACHED ~700 ACCOUNTS ON INSTA

- 25% OF ACCOUNTS WERE NEW VISITORS TO @SECTEXAS

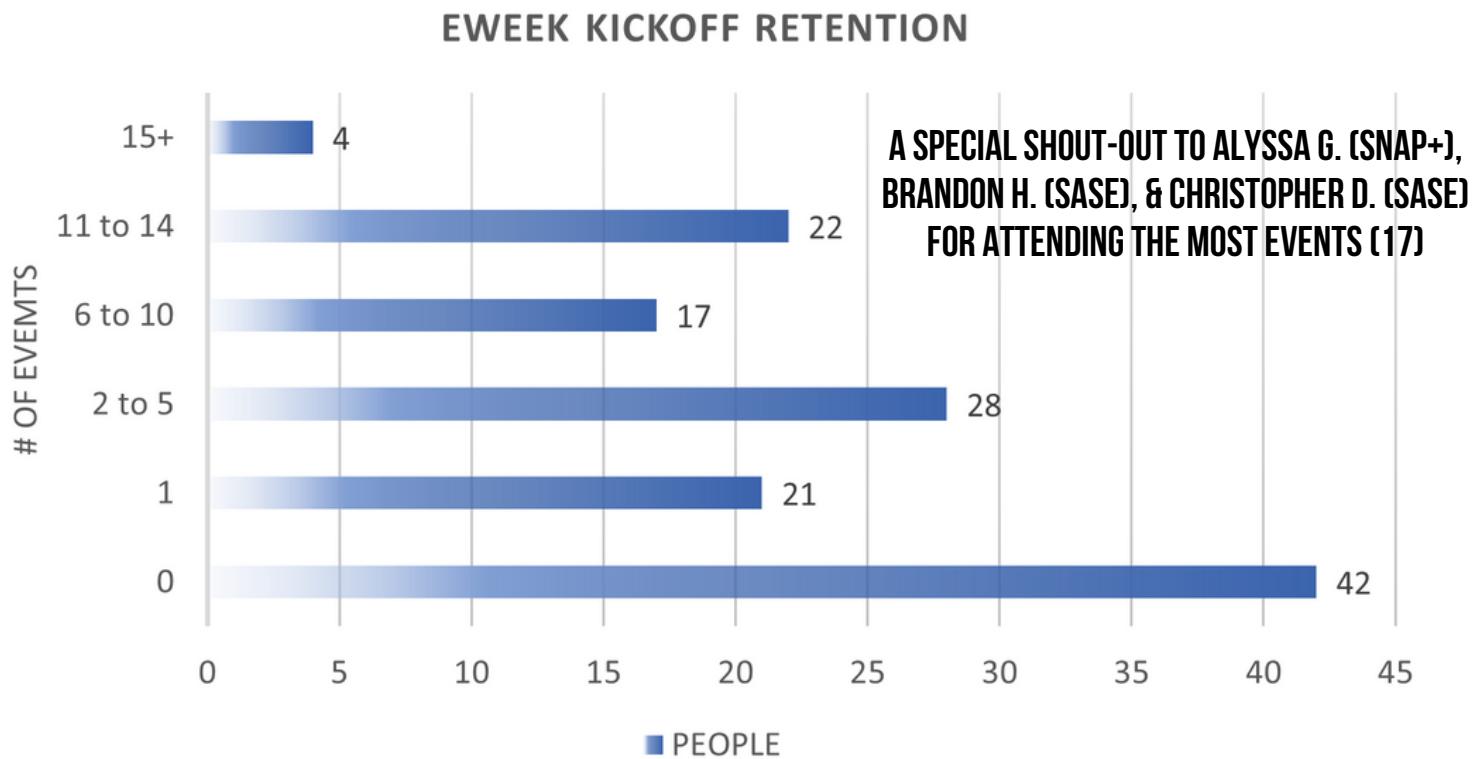
# ENGAGEMENT & RETENTION

## Engagement



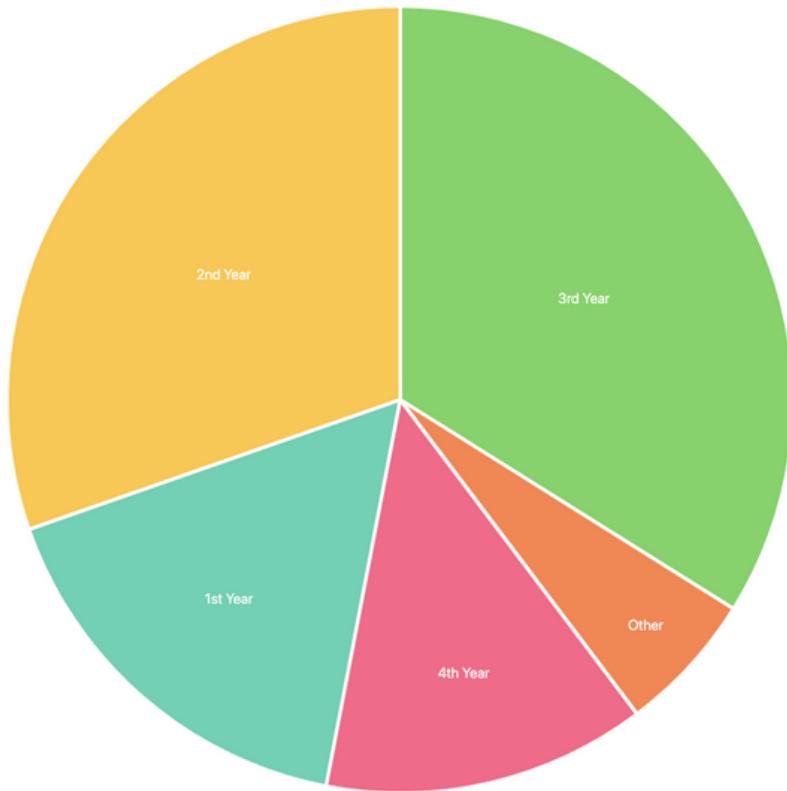
**LEFT:** Pie chart displaying the number of events E-Week participants went to

**BOTTOM:** Tracking the impact of Kickoff on attendance throughout the rest of the week



# ENGAGEMENT

## BY YEAR AND ORGANIZATION

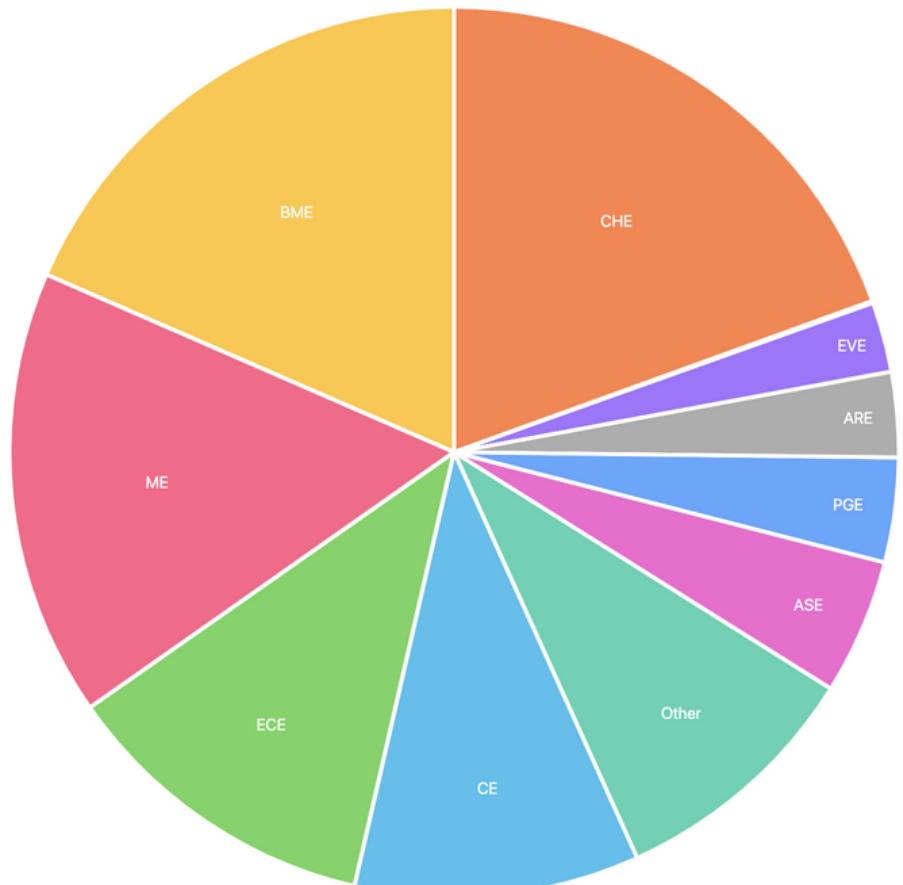


### LEFT (YEAR):

~60% of attendees were 2nd or 3rd Years, split evenly

Only 16% were 1st years

**RIGHT (MAJOR) :**  
BME, CHE had the most participation ~20% each



# EVENTS

## NOTABLE ONES & FUTURE GOALS

### HIGHEST SCORING EVENTS

---

THE WEAKEST LINK (HOST: ASCE) (SYNC) (TIE)

TEXAS TRIVIA TOURNEY (HOST: TBP) (SYNC) (TIE)

RIDE THROUGH A COMIC BOOK (HOST: TXTPEG) (ASYNC)

### HIGHEST ATTENDANCE

---

CROSSWORD PUSHUP CHALLENGE (HOST: HKN)

### NOTES/FUTURE ADVICE

---

- EVENTS THAT SCORED HIGHLY MADE SURE TO **RELATE TO THE E WEEK THEME**/COCKRELL
- HAVE A FUN EVENT THAT IS **HANDS-ON AND INVOLVED**
- ENSURE THAT **HOSTING REQUIREMENTS ARE MET** TO AVOID LOSING POINTS
- EVENTS IN THE EVENING HAD **HIGHER ATTENDANCE**

# THE FUTURE OF EWEEK

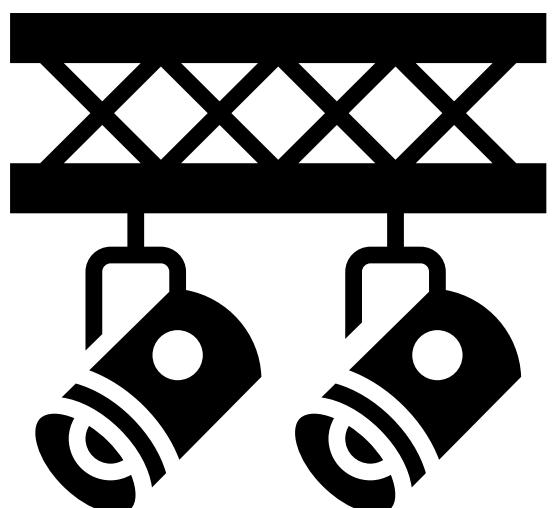
## TARGETS & IMPROVEMENTS

- Z** MORE EFFICIENT COMMUNICATION BETWEEN SEC AND ORGS  
SLACK, GOOGLE DOCS, (NOT EMAIL)
- O** LOCK IN EVENT RULES, LINKS, AND LOGISTICS EARLY  
TO AVOID SCRAMBLING AND OTHER ISSUES
- O** ENSURE PARTICIPANTS ARE ACTIVELY ENGAGED ON ZOOM  
TURNING ON CAMERAS, MICS, REACTIONS
- M** DISCOURAGE ANY AND ALL FORMS OF CHEATING  
MORE SURVEILLANCE, CAREFUL EVENT PLANNING

.....

## EWEEK SUBMISSIONS SHOWCASE

- HIGHLIGHT COOLEST SUBMISSIONS AND EVENT WINNERS ON WEBSITE
- SHOW BEST OF EVENTS ON SOCIALS TO PROMOTE EWEEK



# DR. RAMSHORN

## EVENT SUMMARY AND FUTURE TARGETS

### ABOUT THE EVENT

150+ YOUTUBE LIVESTREAMS

12 AMAZING CONTESTANTS

4 MAL'S INVOLVED

~600 ACCOUNTS REACHED  
THROUGH INSTAGRAM PUB

### LOOKING AHEAD

- **LIVESTREAM**

- GREAT WAY TO ENGAGE A BROADER AUDIENCE
- CLOSED CAPTIONS

- **SOCIAL MEDIA INTERACTION**

- AUDIENCE CAN PARTICIPATE THROUGH POLLS  
ON INSTAGRAM

- **REFINE JUDGING**

- TEST OUT USING A SCALE ON JUDGING RUBRIC

- **AIM FOR IN PERSON EVENT 2022**

- NO WAY TO MIMIC THE ENERGY OF THE IN PERSON EVENT



# BANQUET

## EVENT SUMMARY AND FUTURE TARGETS

### ABOUT BANQUET

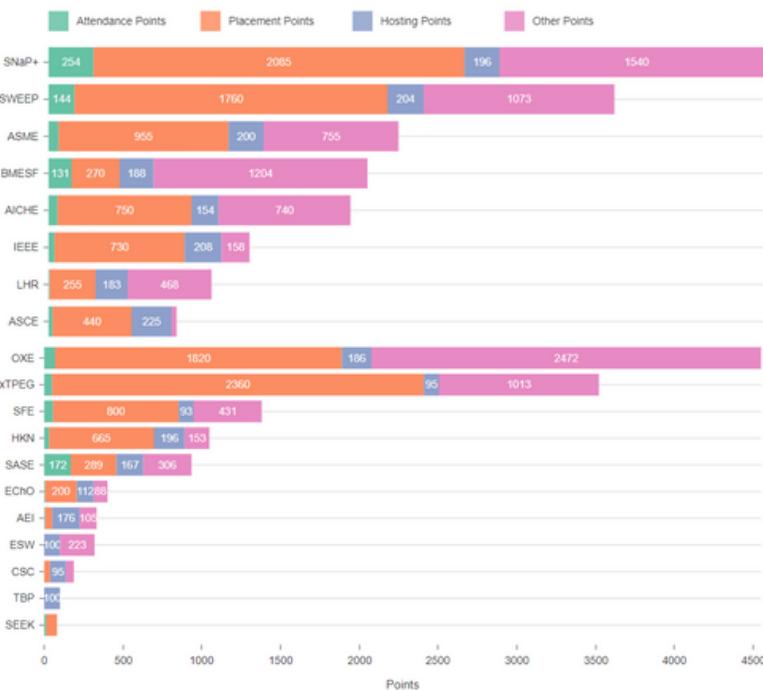
**~80** ATTENDEES

**3** MALS

**1** WICKED DANCE PARTY!!

### WHAT WORKED WELL

- CHILL AND LIGHT HEARTED ENVIRONMENT
- MULTIPLE EMCEES TO FACILITATE NATURAL CONVERSATION
- DANCE BREAK



### POTENTIAL IMPROVEMENTS

ENCOURAGE TURNING CAMERAS ON

INCORPORATE ENGAGING ACTIVITIES

- RANDOM MEMBER SPOTLIGHTS
- RAFFLES

START PLANNING EARLIER

A HUGE THANK YOU TO EVERYONE  
INVOLVED IN E-WEEK FROM MALS AND  
DIRECTORS ACROSS COMMITTEES, THE  
OFFICER TEAM, CRC'S, MEMBER  
ORGANIZATIONS, AND ALL THE FANTASTIC  
PARTICIPANTS!

