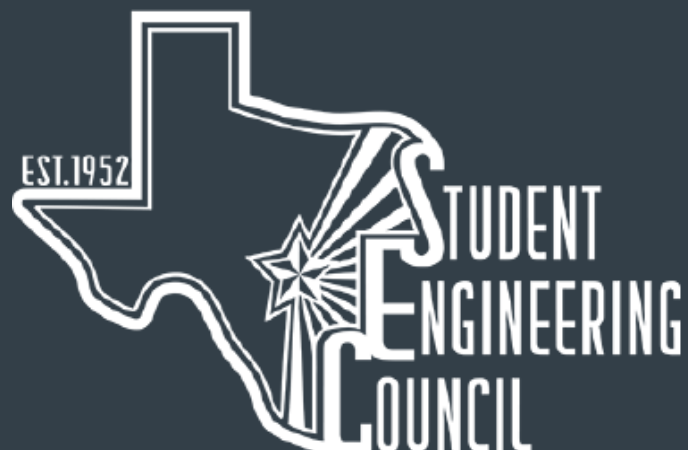
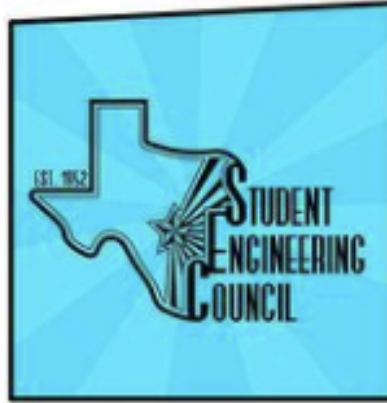


20 21

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

C O N T E N T S

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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

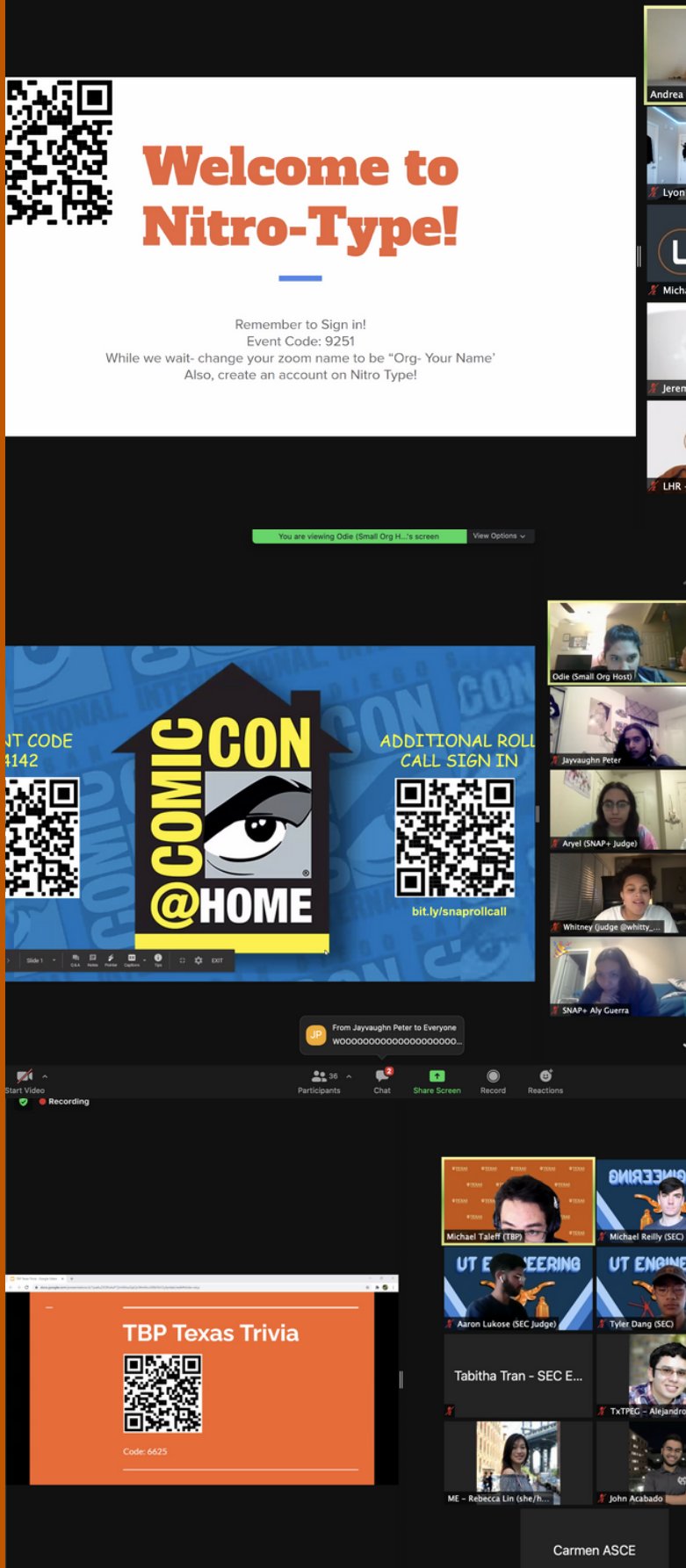
KICKOFF PARTICIPANTS

10

MAJORS REPRESENTED

5

UNDERGRAD LEVELS



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

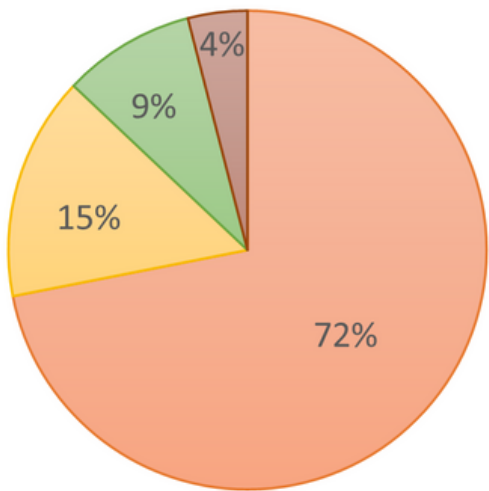
- MEMBER ORGS, CRC'S, FRIENDS

EFFECTIVE SOCIAL MEDIA

- REACHED ~**700** ACCOUNTS ON INSTA
- 25%** OF ACCOUNTS WERE NEW VISITORS TO @SECTEXAS

ENGAGEMENT & RETENTION

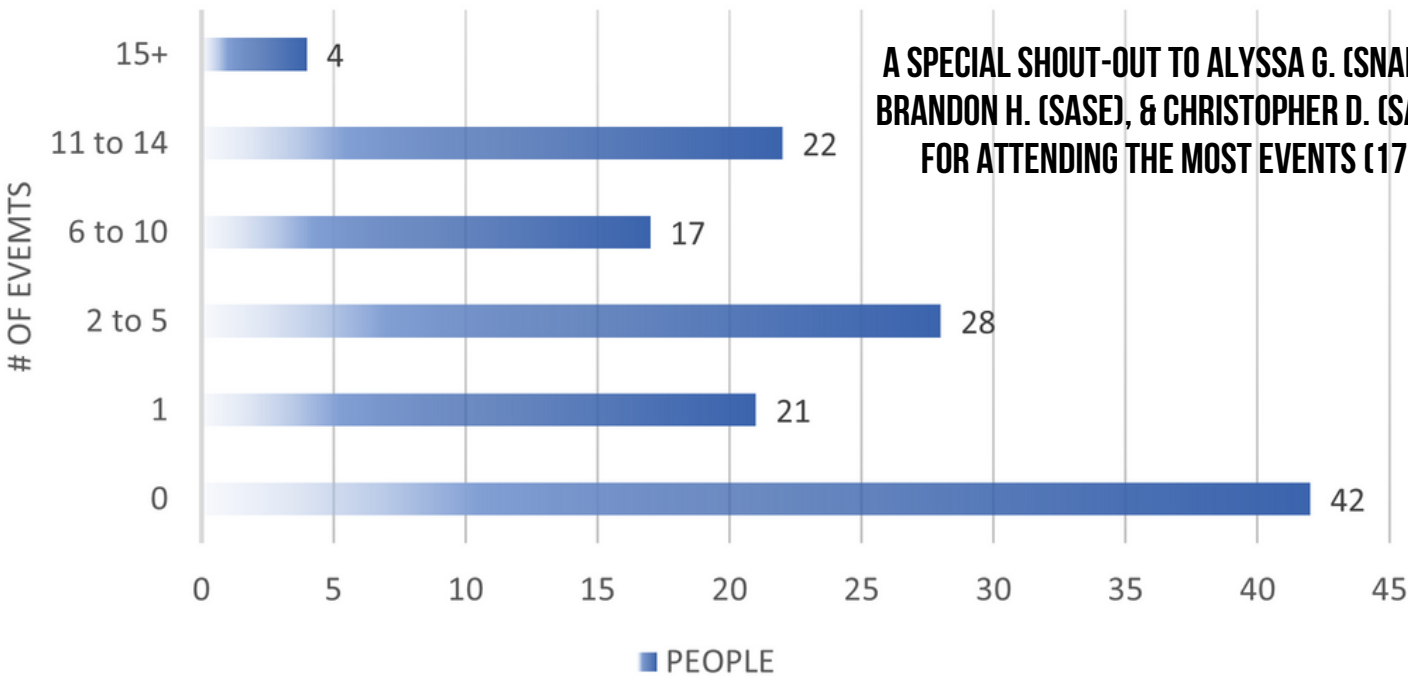
Engagement



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

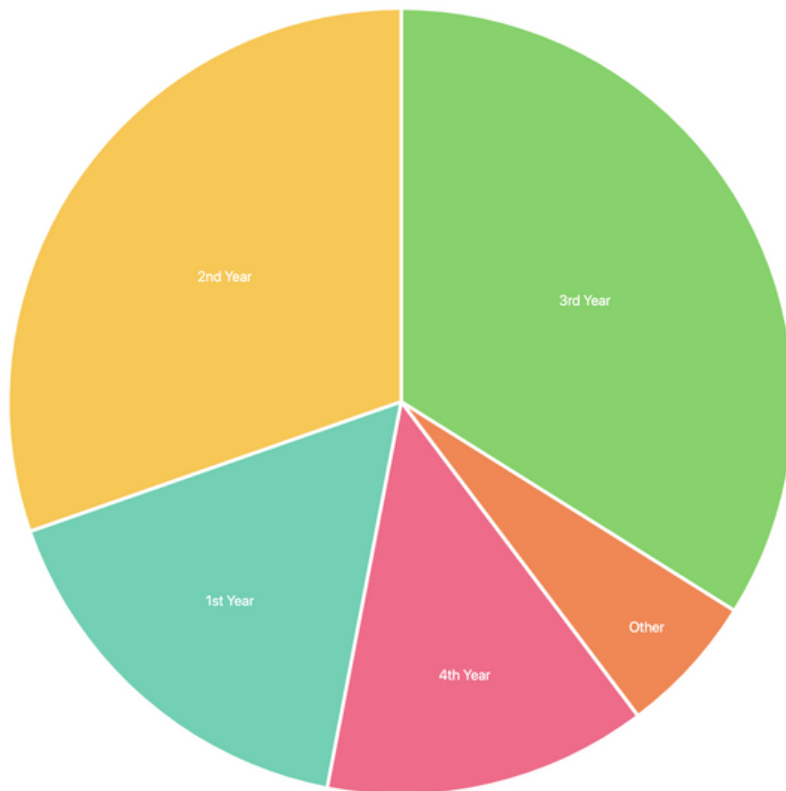
Eweek Kickoff Retention



A SPECIAL SHOUT-OUT TO ALYSSA G. (SNAP+),
BRANDON H. (SASE), & CHRISTOPHER D. (SASE)
FOR ATTENDING THE MOST EVENTS (17)

ENGAGEMENT

BY YEAR AND ORGANIZATION

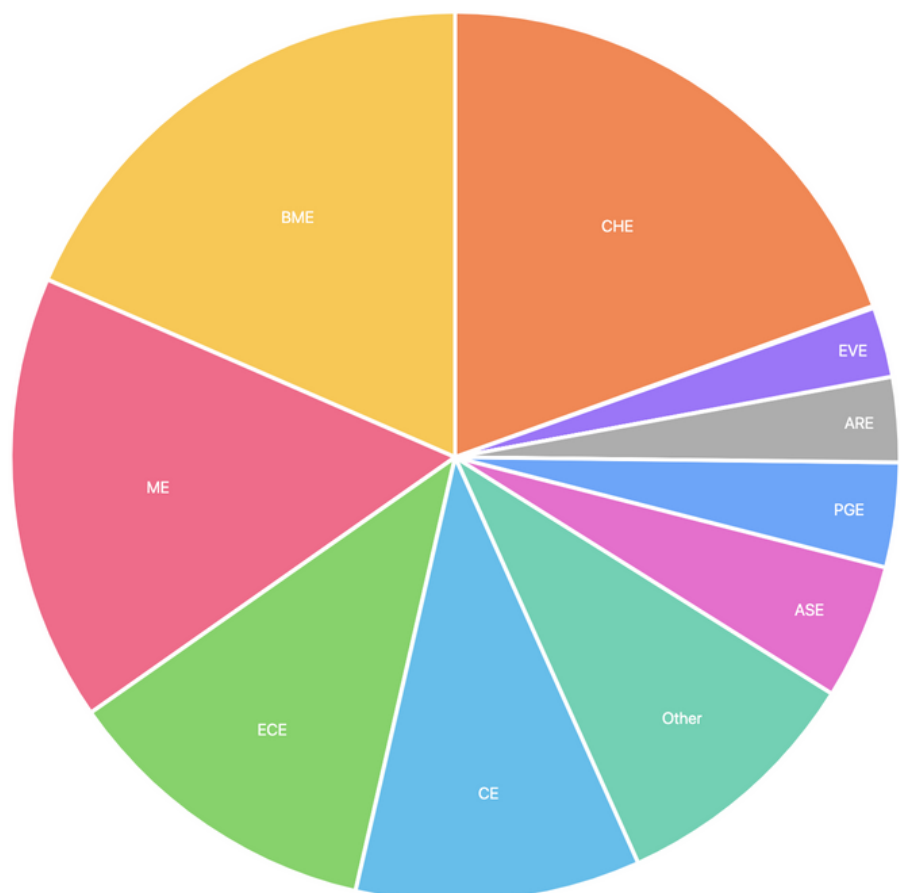


LEFT (YEAR):

~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 EWEK 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

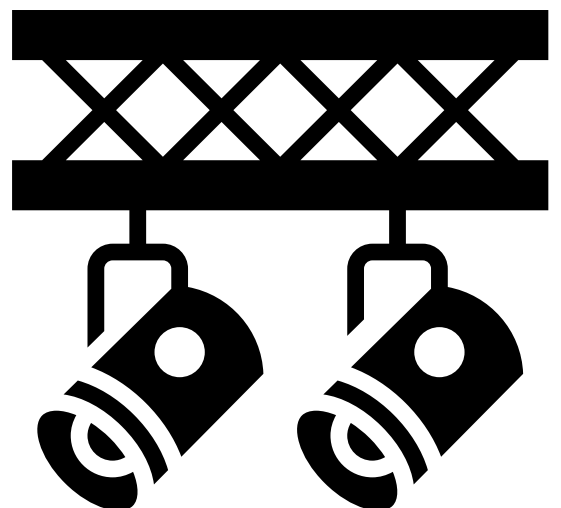
O ENSURE PARTICIPANTS ARE ACTIVELY ENGAGED ON ZOOM
TURNING ON CAMERAS, MICS, REACTIONS

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

DR. RAMSHORN



UT

REONA

SRIKAR

@SRIKAR035

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

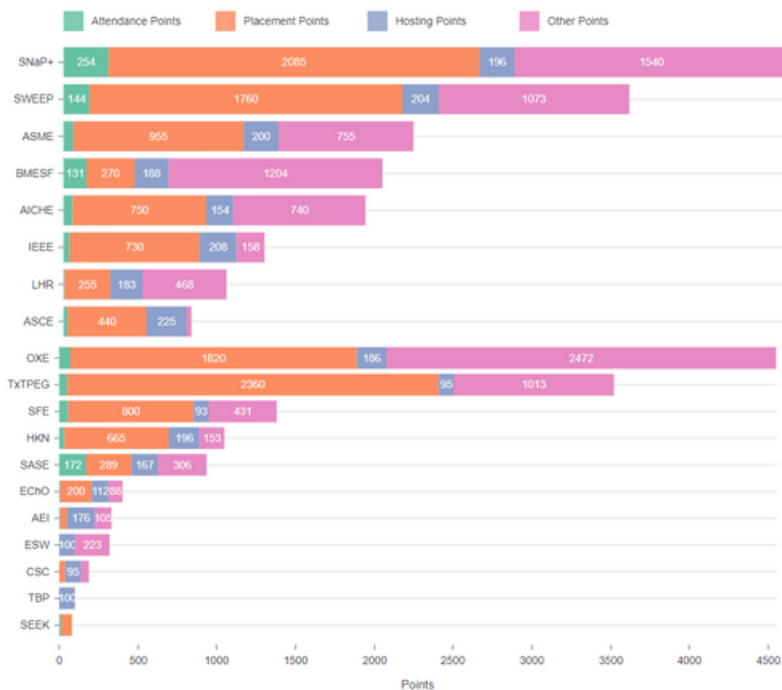
ENCOURAGE TURNING CAMERAS ON

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!

