**College Student Outreach**

**7.17 University of Maine Student Ski Day – Maine Section**

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| **1. Section, Branch** | Maine Section |  |
| **2. Section/Branch Size** |  |  |
| **3. Project Contact** |  | |
| Name | Esther Bizier  Andrew Manzi | |
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| **4. Project Category** | College Student Outreach | |
| **5. Project Description** | Applied for and received a STAY Grant to hold out first Ski Day in 2016. We contracted with Sugarloaf for group rate tickets and subsidized ticket rates for student ASCE members and Maine Section members. Planned to do an ice breaker in the morning and networking lunch with presentation on maintaining an ASCE membership after graduation. | |
| **6. The Process**  (What you did, When and How) | Planning started in September 2015 when we applied for the STAY Grant to implement a new activity. Much of the planning took place in December 2015 & January 2016 where we advertised and took signups. The event was to be held January 30, a couple weeks after students returned from Winter Break. We were able to reserve a room for lunch and the presentation. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | The Student Chapter Practitioner Advisors budgeted and applied for the STAY Grant. They also made arrangements for tickets and lunch with Sugarloaf and served as the main points of contact. The Student Chapter was in charge of advertising to the students. | |
| **8. Time Frame**  (When Started, When Completed) | Planning started in September 2015 when we applied for and received a STAY Grant. Planning took place through the fall of 2015 and January of 2016. The event was supposed to be held January 30, however, due to no snow and low sign-ups, the event was postponed until March. | |
| **9. Success Factors**  (The Parts that Worked Really Well) | The group rate tickets and rentals made the event very affordable, especially since we were able to subsidize the rate even more for students and ASCE members. It also generated a lot of interest from Maine Section members, which had been difficult in the past when trying to plan events for students. By selecting a location somewhat geographically between where the majority of Maine Section members reside and UMaine, we had more interest in this event than in events held in proximity to UMaine. | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | The weather was a major factor. No snow, led to people tentatively signing up or saying they would be interested if conditions were better. There was also not enough time between when the students returned from Winter Break and the event and we didn’t receive any student signups for January. Between those two factors, we postponed until March. There was snow by then, but the skiing wasn’t great. Dates were also limited due to annual Maine events, spring break and holidays. We ended up with 2 student attendees, 5 ASCE members and 8 family/friend guests. | |
| **11. Creativity**  (This is something off the wall that we did) | Not necessarily off the wall, but tried doing free skiing for the first two student sign-ups. | |
| **12. Administration**  (What was most Important?) | Being sure to select dates that provide enough time between students return from Winter Break and the event. We tried advertising in December, but students aren’t thinking of January 30 during December. Also, keep a very organized list of the RSVP’s and how much each person owes. It is nearly impossible to have the students pay in advance, so everyone pays the day of the event before receiving their ticket. Make sure that you know what each person owes. Also, most students apparently don’t carry checkbooks, be sure to have change for cash payments or have a credit card payment setup. | |
| **13. Follow-Up**  (What was most important?) | Contact with the students was critical and making sure that they knew deadlines and schedule. Also, talking to them about what dates work well since they often have an idea of when a big exam week might be and what the different clubs on campus (like Concrete Canoe) are working on that might affect a lot of students who hope to attend. | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Definitely be sure to find group rate tickets, otherwise, it financially doesn’t work. Also, find a spot large enough for your entire group to gather for lunch. It’s hard to ski in a large group and not everyone arrives at the same time, so lunch is the best opportunity for networking and presentations with the whole group together. | |
| **15. Cautions**  (What you should NEVER do with this project?) | If it’s a poor snow year, you might want to cancel or find an alternate activity. | |
| **16. The Outcome** | While the 2016 event wasn’t the most successful, we did receive positive feedback from the two students who attended. Also, because the event was held in March, we financially made out very well by not only obtaining group rate tickets, but end of season deals as well. | |
| **17. Ongoing Activity**  (Would you do it again?) | We held the event in 2017, 2018 and it is in the works for Feb. 2019. In 2018, we had 9 Maine Section Members and 31 students, plus additional non-members. It is growing to be an expected event and we even get students who have never skied before attending (now we’re offering group rate ski lessons). Each year the event seems to evolve and generate more interest. | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
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| **19. Additional Comments** | **See photos below:** | |

 

