Inaugural Year 2016/2017
American Velocity Challenge

An Opportunity

Space Grant community has an interest in new areas to contribute to the effectiveness of STEM higher education within each consortium, including:

• Internships for industry and NASA
• Community college projects
• STEM student recruiting and retention
• Support for hands-on projects
• More effective involvement of under represented minorities
• Multi-consortia projects
• STEM teacher preparation
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The Amazing Race of STEM
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Engineering Challenge
1 Engine, 3 Machines
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1. AIR
2. WATER
3. LAND
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AUGUST 2017 RACE TIMELINE

Air
- Transition to Water Leg: 2 days, 1 night
  - Take-off from EAA Air Venture: 3 days, 2 nights

Water
- Race at Lake Mead: 3 days, 2 nights

Land
- Transition to Land Leg: 2 days, 1 night
  - Race in Mesa County, Co: 3 days, 2 nights

Total Race Time: 12-15 days
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Media Coverage

- Digital – Owned & Earned
  - Duplicated Audience: 557,000,000
  - 18,000 Social Media Posts
  - 17 Hours of original video content

- Paid Media
- Broadcast TV
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STEM Opportunities

• AVC Build Season – academic year-long university-level engineering project
• Designed for incorporation into core academic program for academic credit
• Entire project based on opportunities for project-based learning
• Parallel “Track the teams” high-school curriculum content
  • Documenting and exemplifying the entire engineering lifecycle
  • Driven by digital media products from the teams
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Registration

• **16 Slots Available**

• Top Half earn automatic invitation to 2017/2018 event
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Registration

Entry fees for AVC inaugural year

- $50,000 due April 15, 2016
- $50,000 due August 15, 2016
- $50,000 due October 15, 2016
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Registration

• An opportunity for voluntary participation in the AVC inaugural year (and beyond) by teams composed of one or more USG universities and/or consortia.
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For More Information

Americanvelocitychallenge.com