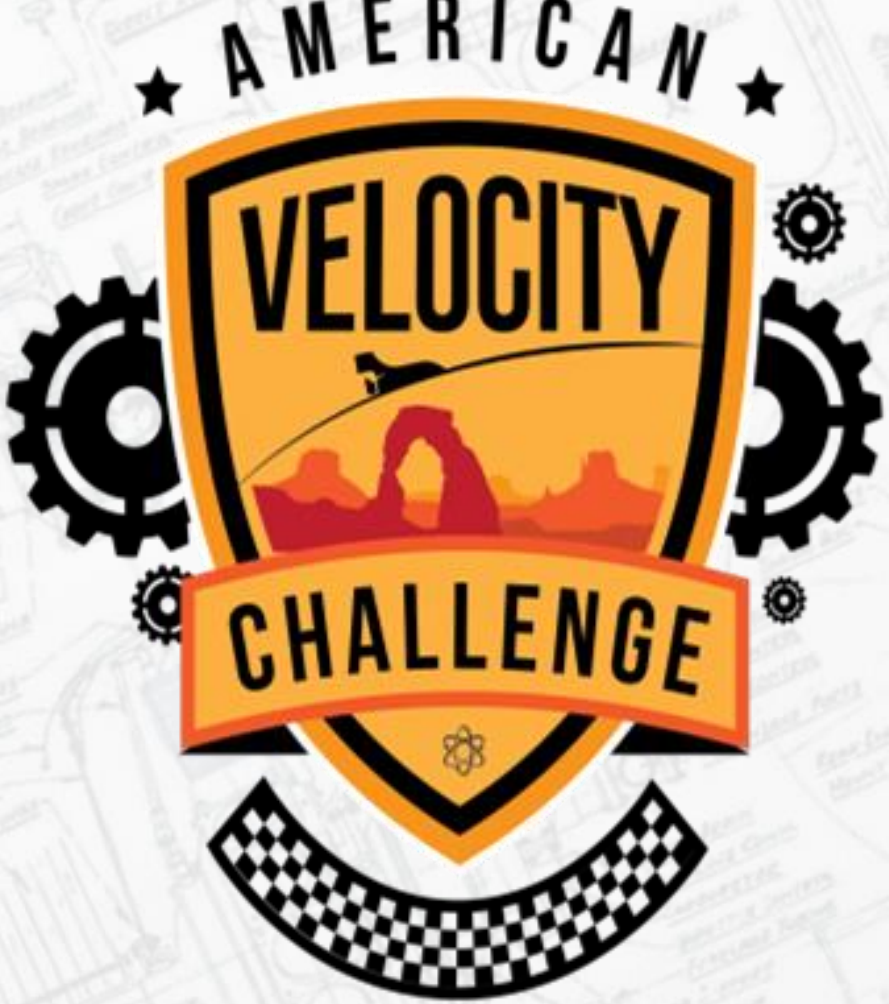


Inaugural Year 2016/2017

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

National Space Grant Foundation

American Velocity Challenge

The Amazing Race of STEM

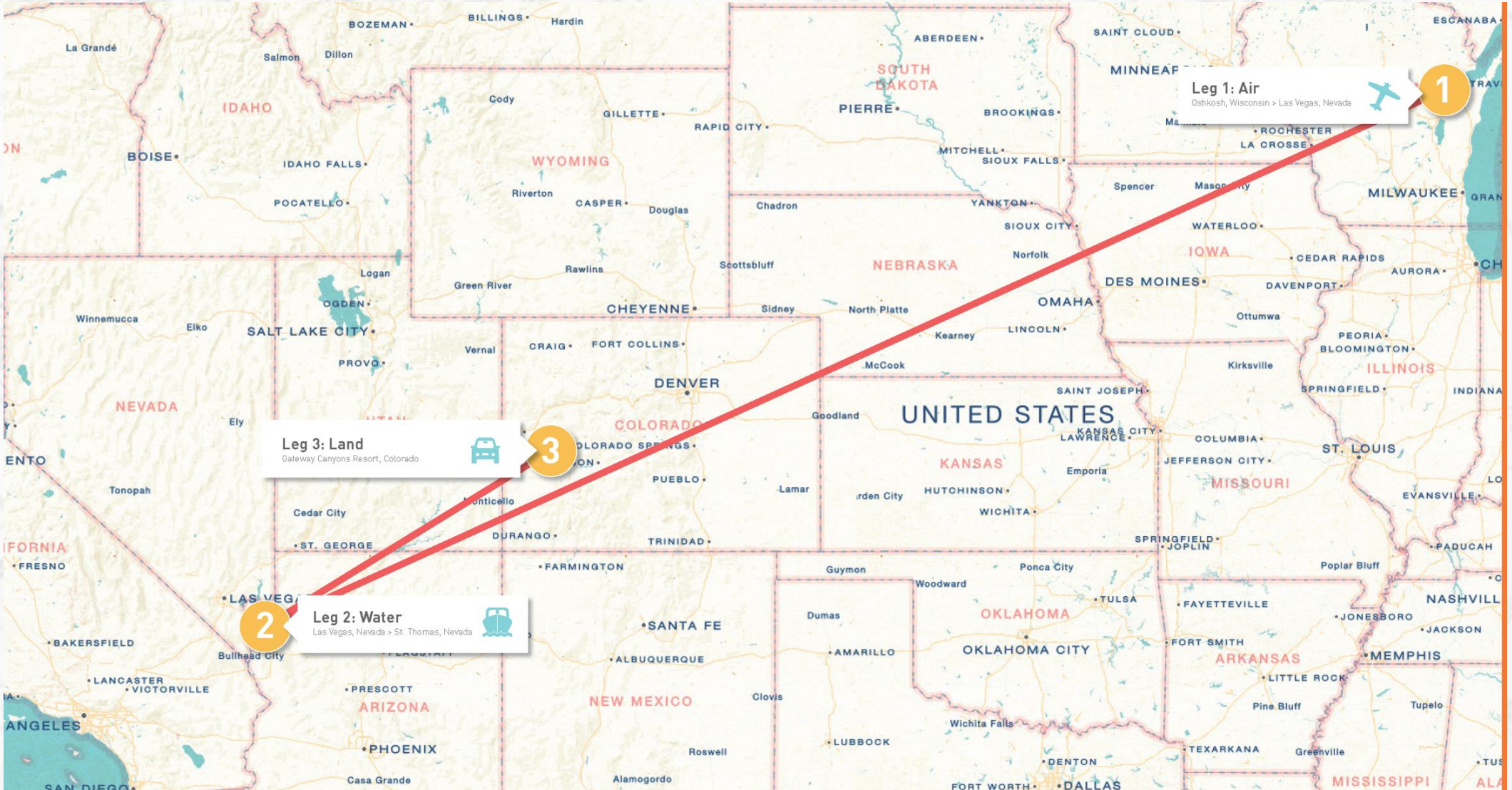
American Velocity Challenge

Engineering Challenge

1 Engine, 3 Machines

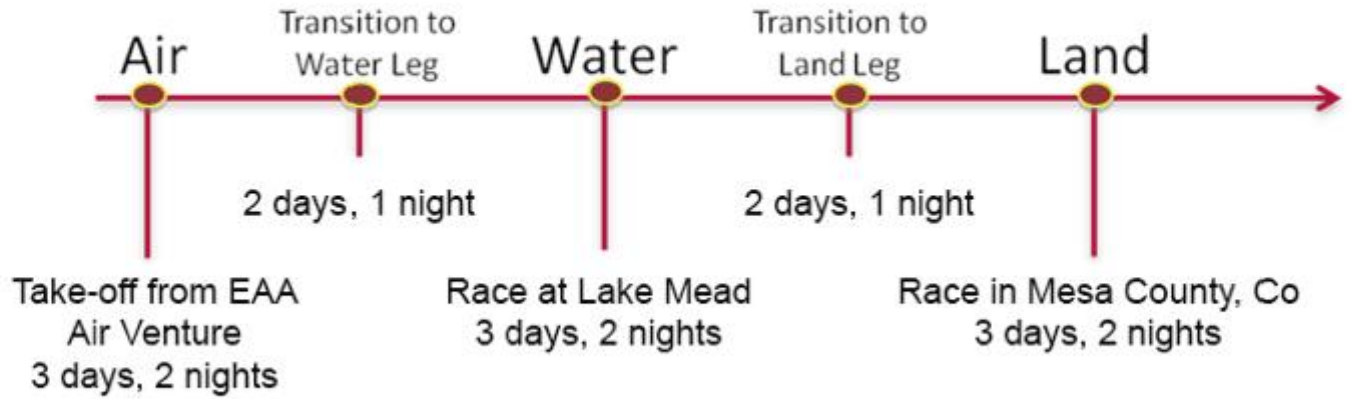
American Velocity Challenge

American Velocity Challenge



American Velocity Challenge

AUGUST 2017 RACE TIMELINE



Total Race Time : 12-15 days

American Velocity Challenge

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

American Velocity Challenge

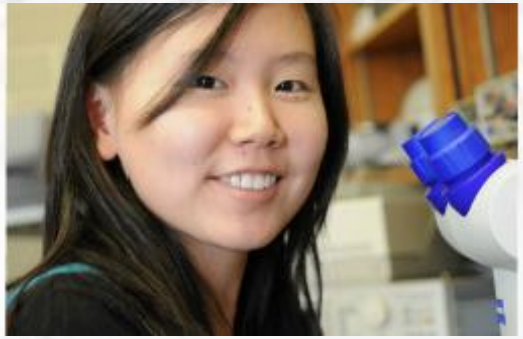
STEM Opportunities

- 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

American Velocity Challenge

Registration

- **16 Slots Available**
- Top Half earn automatic invitation to 2017/2018 event

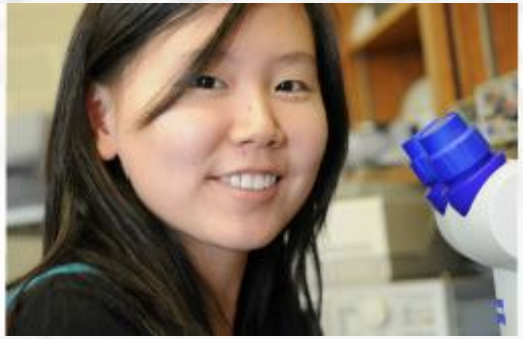


American Velocity Challenge

Registration

Entry fees for AVC inaugural year

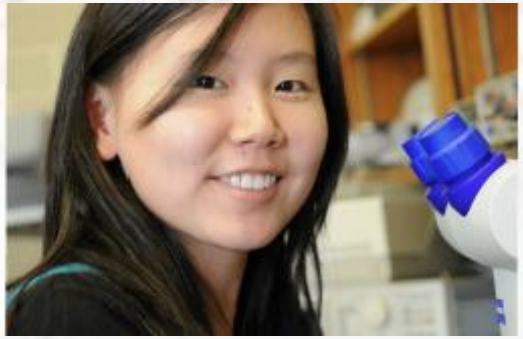
- $50,000 due April 15, 2016
- $50,000 due August 15, 2016
- $50,000 due October 15, 2016



American Velocity Challenge

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.



American Velocity Challenge

For More Information

Americanvelocitychallenge.com