



SWE Activity Report 2009-2010

Event: Engineering Day at the Mall

Date: Feb 20, 2010

Time: 1-4 pm

Activity: Corn Starch Goo

Number of Participants:

- 80 - 90 people stopped by, including children and their parents (either asked about the event or played with corn starch goo)
- 6 Volunteers
- 2 Directors
- 1 Co-chair

Chair of Event		
Name	Email	Major / Year
Reyna Zhang	xz295@cornell.edu	CS 2011

Please submit a brief schedule of the planning of your event and any relevant contact people.

Activity to be done	By Date	Contact Person	Email/Phone Number
Find out date of the event	Mid January	Directors	cjc266@cornell.edu kerianne.dobosz@gmail.com
Confirm the event date with Pyramid Mall	Mid January	Mall Rep	sward@triaxgroup.com
Find out number of tables to reserve	Early February	Contact person of all other engineering organizations	NSBE - Joe Jackson ohigh6@gmail.com Alpha Chi Sigma - Michael Halper msh57@cornell.edu SHPE - Alissa Del Toro abd77@cornell.edu EYES - Jason Lai jl884@cornell.edu IEEE - Jayce Doose jkd27@cornell.edu American Indian Science and Engineering - Jake George Swamp jgs99@cornell.edu , Kyle Wayne Coulon kwc46@cornell.edu AICHE - Adrian Rami acr46@cornell.edu

Send out blurb for volunteers	Early February	SWEEvent/SWEEmail	cornellswe@gmail.com
Reserve tables	Early February	Mall Rep	sward@triaxgroup.com
Gather materials for activity	Mid February	N/A	

1. About the Event – Please describe the event briefly. Was the turn out what you expected and/or wanted?

Engineering Day at the Mall is an annual event that brings together the Cornell engineering student organizations to inspire young children to appreciate science and engineering with simple and fun science activities. This year, SWE decided to conduct the Corn Starch Goo activity, which turned out to be a big success. Right after the event was set up, lots of people (most parents with their children) were interested and stopped by to ask questions. We encouraged the parents and especially their children to play with the Corn Starch Goo in order to grasp the concepts, and most of them really enjoyed the activity.

One of the biggest successes at the event was the “Goo-Balloon”, which was a balloon filled with small amount of Corn Starch Goo. The Goo-Balloons allowed children to take the Corn Starch Goo with them and continue playing with the goo without getting their hand dirty. It was so popular among children that we had to buy another bags of balloon. There were lots of people throughout this event. All the participating parents and children really liked this activity, so it was overall very successful.

2. Specific Problems – Please list any problems that were encountered in the organization and execution of the event.

During the organization phase, the biggest challenge was to reach the contact person of this event from other engineering organizations. No organization responded until the third time I sent out the emails. Even then, only some of organizations responded.

The execution of the event went very smoothly. No major problem was encountered.

3. Suggestions – Please elaborate on ways in which SWE can improve this event for next year. Including general suggestions and advice for the future.

This year we sent a press release to the mall beforehand, and that could be one of the reasons that so many people came to our booth. It was also helpful to conduct the activity during the busy hour of the mall. This year, the tables were set up between the two entrances of the mall (see image on next page), which was said to be a better location than the food court according to the people who participated the event last year. It might be easier to gather and organize other groups’ responses if something like a Google Form was sent instead of emails.

We didn’t contact ACSE this year, so it would be better to contact this organization next year. The contact person is: Prof Steadinger, jrs5@cornell.edu

Engineering Day



4. Budgets – Please make a budget of purchases for this activity.

Item(s)	Purchased From	Prices
Balloons (50x pack)	Target	\$7
Paper towels (2 rolls)	Target	\$3.5
Corn Starch (5 boxes)	Tops	\$12