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
**EWEEK 2021 BY THE NUMBERS**

**EWEK**

- Total Event Points Accumulated: 28330
- UT Engineering Participants: 325
- Engineering Organizations: 21
- Synchronous Events: 19
- Asynchronous Events: 12
- Weeks of Competition: 2

**KICKOFF**

- Kickoff Participants: 135
- Majors Represented: 10
- Undergrad Levels: 5

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**Welcome to Nitro-Type!**

Remember to Sign in!
Event Code: 9351
While we wait, change your zoom name to be "Org: Your Name!"
Also, create an account on Nitro Type!
EWEK 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

EWEK 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**

**LEFT:** Pie chart displaying the number of events E-Week participants went to

- 72% attended 14 to 19 events
- 15% attended 10 to 14 events
- 9% attended 5 to 9 events
- 4% attended 1 to 4 events

**BOTTOM:** Tracking the impact of Kickoff on attendance throughout the rest of the week

**EWEEK KICKOFF RETENTION**

- 42 people attended 0 events
- 28 people attended 2 to 5 events
- 21 people attended 1 event
- 17 people attended 6 to 10 events
- 22 people attended 11 to 14 events
- 4 people attended 15+ events

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
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 EWeek 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 E WEEK
TARGETS & IMPROVEMENTS

**Z**
MORE EFFICIENT COMMUNICATION BETWEEN SEC AND ORGS
SLACK, GOOGLE DOCS, (NOT EMAIL)

**Z**
LOCK IN EVENT RULES, LINKS, AND LOGISTICS EARLY
TO AVOID SCRAMBLING AND OTHER ISSUES

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

**Z**
DISCOURAGE ANY AND ALL FORMS OF CHEATING
MORE SURVEILLANCE, CAREFUL EVENT PLANNING

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E WEEK SUBMISSIONS SHOWCASE

- HIGHLIGHT COOLEST SUBMISSIONS AND EVENT WINNERS ON WEBSITE
- SHOW BEST OF EVENTS ON SOCIALS TO PROMOTE E WEEK
## Event Summary and Future Targets

### About the Event

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>150+</td>
<td>YouTube Livestreams</td>
</tr>
<tr>
<td>12</td>
<td>Amazing Contestants</td>
</tr>
<tr>
<td>4</td>
<td>Mal’s Involved</td>
</tr>
<tr>
<td>~600</td>
<td>Accounts Reached Through Instagram Pub</td>
</tr>
</tbody>
</table>

### 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
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!