



FALL MEMBERSHIP CHALLENGE

**Cover Sheet
October 1-31, 2007**



Chapter Name: WPI Material Advantage

University: Worcester Polytechnic Institute

- Attached you will find _____ completed student applications (with payment) recruited during Fall Membership Challenge.
- Attached is the written record of the month's activities to serve as entry to the Most Creative contest.
- Photograph(s) of the chapter included.

Submitted by: Justine Roberts and Patrick Hogan

Chapter Position: President and Vice President

Date: 30 October 2007

Simply complete this form and submit with attachments to:

Fall Membership Challenge
c/o Candace Cunningham
ASM International
9639 Kinsman Road
Materials Park, OH 44073
Fax: 440-338-4634

☆ MUST BE POSTMARKED BY November 1, 2007 ☆



Our recruitment effort for the fall Recruitment Challenge featured various creative methods to increase our undergraduate and graduate Material Advantage membership. We created several small incentives such as paying half of member's dues if they came to our membership recruitment challenge. We had these funds available from winning the "Most New Students Recruited" Award last Spring, and wanted to use this money to keep the momentum going, as the chapter is less than a year old.

Our major recruiting effort came through holding our very own recruiting game show: 'The Price is Material,' a game we designed based off of the television classic 'The Price is Right.' All of the questions created were based off information given on the National Material Advantage website. For this game we had four contestants come to the front of the room and answer a series of questions that can be found below. The contestant that came closest to the right 'price' without going over won a chance to 'spin the wheel,' which was created out of a twister board modified with labels of various amounts of change. We had one winner from the first bracket of contestants that spun closest to \$1.00, but not over. We then brought up a new group of contestants and repeated the game. In the end we had two winners from 'spinning the wheel,' who bid on our final show cases in the Showcase Showdown. The final show cases were composed of three questions and the contestant had to get closest to the sum of the answers without going over. Our winner was refunded his membership dues.

Game Questions:

Round 1

- Q: How many people are on your WPI Material Advantage Executive Board? A: 4; Justine Roberts, Pat Hogan, Anita Minakyan and Amanda Young (go through brief introduction of positions)
- Q: How many societies do you become a part of as a student member? A: 4; American Ceramic Society, Association for Iron and Steel Technology, ASM International, The Minerals Metals and Materials Society
- Q: If you join one of these societies after graduation, how much does your first year's membership cost? A: Free! (***)This was a great question, it took four rounds of guessing before a winner actually bid zero, which really got the point across)

***Wheel Spinning Round: 1 contestant advances to the showcase showdown round

Round 2

- Q: What is the cost of dues to Material Advantage? A: \$25.00
- Q: How much money in scholarships and grants is available through societies, chapters and foundations? A: \$600,000
- Q: How much does the Material Advantage program now offer in travel grants to student chapters in support of attending AISTech, the TMS annual meeting, or the ACerS and ASM annual meetings held at Materials Science and Technology Conference & Show (MS&T)? A: \$500

***Wheel Spinning Round: 1 contestant advances to the showcase showdown round

Final Showcase 1

- Q: How many high school students did we get at the Materials Camp sponsored by ASM last year? A: 56; the camp will be occurring for a full day on May 12 and we would love volunteers to help with the lab work.
- Q: How many years ago was Material Advantage created? A: 9 (1998, it merged from the students societies of the 4 afore mentioned professional societies)
- Q: How many active national student chapters are there? A: 75

Final Showcase 1 Total: 140

Final Showcase 2

- Q: How many opportunities are we giving away for you to win back your membership this year? A: 2
- Q: How many scholarships does the local Worcester ASM give to WPI students each year? A: 2; Chet Inman Award, MQP award
- Q: How many years has Material Advantage been at WPI? A: 2

Final Showcase 2 Total: 6



the PRICE is MATERIAL

MATERIAL ADVANTAGE
The Student Program for Materials Science and Engineering
Everything Else Is Immaterial

How much money in scholarships and grants is available through societies, chapters and foundations?

\$1000 \$50,000 \$10,000 \$1

Our 'The Price is Material' Powerpoint slide with an example question.



Contestants playing 'The Price is Material'.



Our WPI Material Advantage chapter.

Despite the fact that this was the first time we have put on a game show such as this, we got excellent feedback. Most students were glad that we did not put them through a slideshow to demonstrate the benefits of Material Advantage. Instead, everything that we have included in the slide show in the past was included as part of the game, so everyone was able to learn about Material Advantage without us boring them. Our efforts won us several new members and should increase member retention since (hopefully) our meetings now have a reputation for being fun and interesting, or at least it is now known that we are trying to think outside the box.

Please see our chapter website: <http://www.me.wpi.edu/MTE/News/advantage.html> for more pictures and information regarding this event, which should be posted shortly.

Our member applications will be sent along soon, but due to our schedule at WPI (quarters instead of semesters or trimesters), we were forced to hold this event very close to the end of October, and we are giving everyone a few more weeks to get their applications and payment in, and we will send them all together.