Explore Transportation with Go!

An Innovative Online Publication to Attract Teens to Transportation

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Mid-Continent Transportation Research Symposium
Ames, Iowa
August 18, 2011
Transportation Workforce Challenge

- Declining skilled workforce
- Demand for workforce with new STEM skills
- Competition from other STEM fields
- Invisibility of transportation as a field of study and career possibilities
Go!: A Response

• Online publication founded in 2007
• Published by InTrans at ISU
• Main sponsors: FHWA and MTC
• Translated into Spanish: ¡Vamos! (2009)
• No subscription fees
• Layout / writing by college students
  – Communications, Creative Writing, Design, Journalism, Human Computer Interaction
Mission

To educate, excite, and inspire the youth about educational and career opportunities in transportation
Activities

• Publish articles, games, contests, blogs for teens on transportation topics
• Conduct and participate in K-12 outreach workshops
• Provide tools and curricular materials to teachers and guidance counselors
• Mentor teachers and students on STEM content and careers in transportation
Example Content

• Feature articles
  – *Shipping Harry Potter: How do they do that?*

• Teen Point of View: *Pretty good trip planning*

• Spotlight issues on various themes
  – *Safety, Freight, Rail, Space, Traffic, Design,…*

• *Curriculum Connections*: STEM concepts

• Hands on Activities

• Youth spotlight
Development

- Static web site 2007 to Summer 2010
  - 18 issues on various transportation themes
- Major redesign in December 2010
- Similar redesign of ¡Vamos! in Spring 2011
Original & New Design of Go!
Original & New Design of ¡Vamos!

De la Editora
- ¡Bienvenidos a ¡Vamos!-
- ¡Todos a bordo!

Universidades
- Estudios de Transporte de la Universidad Morgan State
- MTSU

Carreras en el Transporte
- Técnico de servicio automático
- Manda向前

Juegos y Concursos
- La foto misteriosa
- El Vehículo de la Embaladura

Artículos Especiales
- Rematando nuestras propias Manchas
- ¡Ay, ¡Qué bien!

Conexiones con el Currículo
- Propensión para descomponer las vías

¡Vamos! Blog
- ¡El Gran Hermano! No todo los días
- El futuro de la ciudad
- De un mundo a otro

Tendencias de la tecnología
- El futuro de la ciudad
- El futuro de la ciudad

¡Vamos! Seguros
- El futuro de la ciudad
- El futuro de la ciudad

Videos y Más
- ¡Oh, qué bien!
- El futuro de la ciudad

Hechos Divertidos...
- Desde 1990 hasta 2010, los estudiantes de la Universidad Morgan State han experimentado un aumento de 5.6% en el número de estudiantes de transporte (SU/Ka)
Performance

• 27% increase in daily visits to the web site
• ~ 35,500 visitors (since Jan 2011)
• Visitors from 161 countries
• Use of mobile communications devices
Survey (May 2011)

- Respondents are transportation professionals, 21 years and older
- 65% subscribe to RSS feeds
- 40% heard about Go! from friends and/or colleagues
- 65% believe that Go! content has some appeal for teens
4-H Teen Survey (June 2011)

Visual Appeal

- 47% Awesome
- 24% Good
- 19% Okay
- 9% Boring
- 1% NA
4-H Teen Survey (June 2011)

Ease of Use

- Easy to Use: 67%
- Hard to Use: 1%
- NA: 32%

Exploring the world of transportation  |  www.go-explore-trans.org  |  go@iastate.edu
4-H Teen Survey (June 2011)

Content Appeal

- Appealing: 77%
- Not Appealing: 9%
- NA: 14%
4-H Teen Survey (June 2011)

Interest Level of Articles

- **Interesting**: 38%
- **Not Sure**: 7%
- **Not Interesting**: 9%
- **NA**: 46%
Benefits

• 24/7 free resource
• Open and easy to access
• *Curriculum Connections* links STEM content with people and careers
• Supports interdisciplinary learning
  – non STEM students develop articles on STEM-related transportation topics with guidance from faculty and transportation professionals
Challenges

• Requires substantial funding and commitment to:
  – Engage teachers and students
  – Develop interactive content
  – Develop curriculum-based content
  – Evaluate and enhance the program
Current Developments

• New and potential partners
  – ISU: Spanish program, School of Journalism
  – Ames native Spanish speakers
  – Ames Public Library
  – Writing Internship Program at Drake University
  – Universities in AL, CA, NJ, WA, WI, …?
Future Steps

• Migrate Go! to WordPress
• Engage teens directly in designing and developing the interface and content
• Engage guidance counselors and teachers to develop Curriculum Connections
• Develop ¡Vamos! to become independent
• Welcome ideas, contributions, and partnerships
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