

## Final Community Outreach Report

Stevens Institute of Technology

**Members:** Hansel Carmona, Katherine Petrusenko, Ahmed Shalaby, Cole Spitzner

**Topic:** Energy Equity and Environmental Justice

**Challenge:** Availability of Sustainable Energy To Low-Income Communities

### 2.3.3 Final Report

#### After Action Report:

Since the mid-year submission, our team has been dedicated to increasing public awareness of energy equity issues through an Instagram platform and in-person events. Our outreach campaign through our Instagram account shared key insights obtained from professional interviews we conducted within fields related to energy equity and accessibility to low-income communities. Our efforts included engaging with scientists, representatives from major environmental organizations, climate experts, and think-tank researchers.

We also hosted three in-person events that targeted students and youth interested in wave energy and its applications for energy equity. We held an interactive information session for undergraduate students about wave energy convertors, led a tour of the 320 ft long wave tank at the Stevens Institute of Technology to demonstrate the technologies that assist in energy research, and exposed elementary and middle school students to work in the Stevens machine shop. Our events aimed to cultivate interest in renewable energy careers and technologies among a younger demographic.

Our primary challenges revolved around scheduling interviews with professionals operating on tight schedules, such as the case of Michai Robertson, who was based in the UK. To mitigate this, we employed flexible scheduling approaches and utilized virtual meeting platforms like Zoom to conduct our interviews over large time zone differences.

#### Lessons Learned:

The importance of adaptability and persistence was the largest lesson learned throughout the community outreach portion of this project. We needed help finding professionals available to be interviewed and an immediate platform to reach youth and students. As a result, we recognized

the significance of leveraging digital platforms to achieve our outreach and engagement goals by creating a system to send a large number of interview requests and creating an Instagram account that would allow us to expand the reach of our project.

#### Alignment with Outreach Goals and Impact:

Our actions align closely with our high-level outreach goals of raising public awareness and fostering engagement on energy equity issues. By targeting students and environmental enthusiasts, we aimed to cultivate a supportive community while educating the youth on avenues for contributing to energy equity.

#### Reflection on the Community Connections Challenge:

Participating in the Community Connections Challenge has been an enriching experience, allowing us to expand our network, refine our outreach strategies, and contribute meaningfully to the discourse on energy equity.

#### Metrics Report:

#### Industry Interviews Outcomes: (4 Interviews)

- Dr. Shareen Yawaranajah, Environmental Defense Fund, [syawanarajah@edf.org](mailto:syawanarajah@edf.org)
  - Bio: Has worked for the Environmental Defense Fund for the past 6 years. She has a PhD in geochemistry and has 20 years of experience working for the oil and gas industry. She has worked for both the US and UK governments in the DOE and DOIT. Her work focuses on reducing methane emissions from fossil fuel facilities as the first step in the transition to no-carbon sources of energy.
  - Origin of Relationship: Professional
  - Attendance: 1 Member
- Mr. Michai Robertson, Overseas Development Institute, [michai.robertson@aosis.org](mailto:michai.robertson@aosis.org)
  - Bio: Michai Robertson is a Research Fellow within the Climate and Sustainable Programme at ODI. He is an experienced specialist and practitioner in national and international environmental law, policy and governance. The main focus of his work is on finance and financial systems especially in the thematic areas of climate change, ocean governance, and biodiversity. Currently, he is primarily involved with ODI's work on sustainable finance and financial systems including climate

finance, biodiversity finance and ocean finance, and with its Resilience and Small Island States Initiative.

- Origin of Relationship: Professional
- Attendance: 1 Member
  
- Dr. Dogru, Bergen County Academies, [ozgdog@bergen.org](mailto:ozgdog@bergen.org)
  - Bio: Dr. Dogru is currently a high school teacher at Bergen County Academies. In his PhD Dr. Dogru did experimental work on type 2 superconductors at Ramapo College. He studied how they formed magnetic tubes/vortexes inside themselves.
  - Origin of Relationship: Previous Teacher
  - Attendance: 1 Member
  
- Mohamed Abdelkader, Stevens Institute of Technology,
  - Bio: Mohamed is a civil engineer by training who is currently working as a research assistant as a PhD candidate at Stevens Institute of Technology. He has worked on projects centered on wave energy modeling in the Black Sea and Mediterranean regions.
  - Origin of Relationship: PhD Student at Stevens Institute of Technology
  - Attendance: 1 Member

Action Outcomes:

Activities or events: (3 Events)

Wave Energy Info Session:

- Number of attendees: **19**
- Types of attendees: Students at Stevens Institute of Technology



Davidson Lab Wave Tank Tour:

- Number of attendees: **13**
- Types of attendees: College students



### Stevens Machine Shop Tour:

- Number of attendees: **16**
- Types of attendees: Elementary and middle school students



### Metrics on Attendance:

Total attendance across all events: **48**

### Types of Attendees:

- Students at Stevens Institute of Technology
- College students
- Elementary and middle School Students
- Open Public

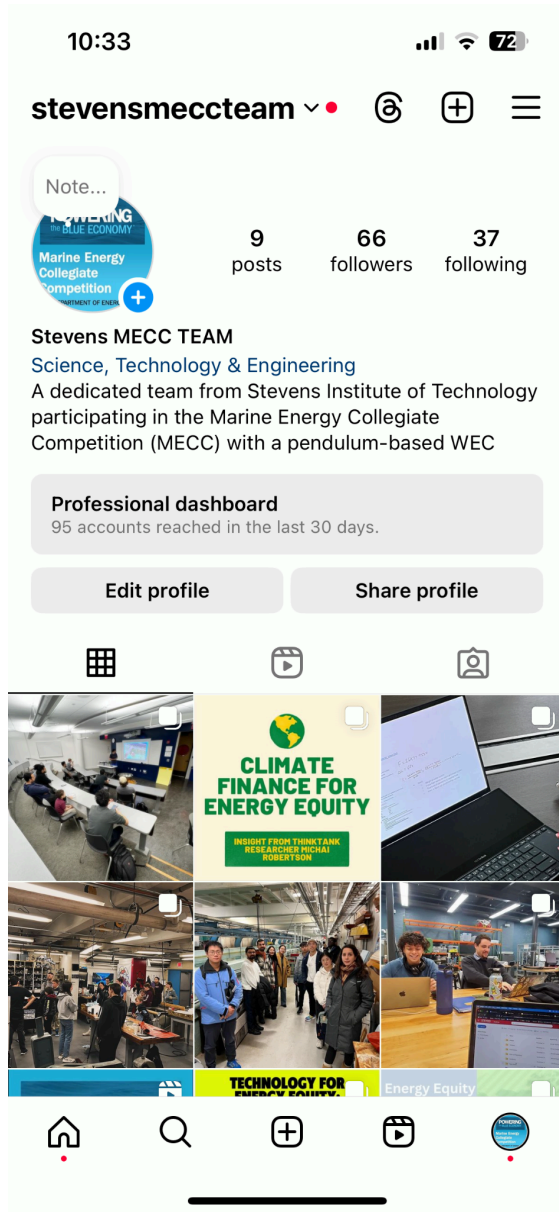
### Geographic Regions Represented:

- Hoboken, NJ Area

### Social Media Strategy Outcomes:

#### - Metrics on Social Media Account Growth:

- Total Followers: **66**
- Average Monthly Growth: 30 followers per month
- Account Created: March 2024



Total Different Individuals Reach: 101

- Reflection on Social Media Strategy:

Our original social media plan aimed to establish a robust online presence to raise awareness about energy equity issues and engage with a younger demographic. While our account has experienced steady growth, with an average of 30 new followers per month since its inception in March 2024, we acknowledge the need for more dynamic content and consistent engagement to foster a more active community.

### Lessons Learned:

- Consistency is key: Regular posting schedules can help maintain audience interest and engagement.
- Content diversity: Diversifying content formats (e.g., videos, infographics, testimonials) can attract a broader audience and enhance engagement.
- Audience interaction: Actively engaging with followers through comments, direct messages, and interactive content can foster a sense of community and encourage participation.