



**HOPKINS STUDENT
WIND ENERGY TEAM**

Final Metrics Report

Johns Hopkins University (JHU)
Collegiate Wind Competition 2023

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Report prepared by:
Isaac Lee, President
Kathy Cao, Vice-President
Julia Choe, Secretary

With guidance from Dr. Dennice Gayme and Dr. Rui Ni, Faculty Advisors



1.0 Recruitment Plan

1.1 Team Numbers and Growth

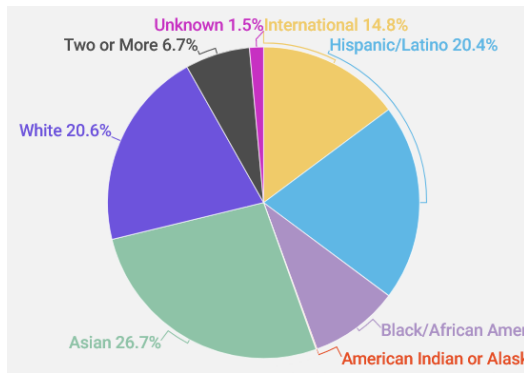
The team started with 13 active members at the beginning of the academic year in Fall 2022. Through our continuous recruitment efforts, we increased our active membership to 30 students. Thus, the club grew by 17 members, resulting in a 131% growth.

1.2 Grade Levels

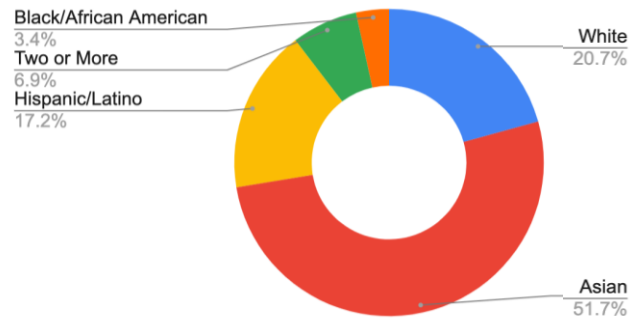
Seniors - 33.3%	10/30 members
Juniors - 36.7%	11/30 members
Freshmen - 30.0%	9/30 members

1.3 Race/Ethnicity

JHU Composition (Fall 2022)



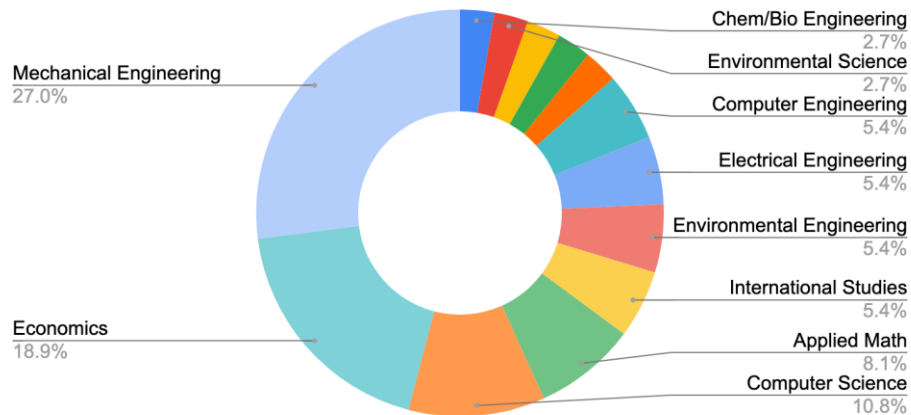
HSWET Composition (2022 - 2023)



1.4 Gender Composition



1.5 Breakdown of Majors



1.6 Reflection

The team recruited from all majors and years through university-hosted club fairs, department and special interest listservs, and freshman seminar courses. We encouraged students of all identities to join, regardless of background or experience. From our recruiting efforts, we more than doubled our membership over the year. For next year, we plan on advocating for a better location at our university's Student Involvement Fair and growing our social media presence to reach a broader student population. We are also reorganizing our workflow towards promoting agency for new members, with a focus on retaining more new members than we have historically accomplished.

2.0 Social Media

2.1 Instagram (@jhu_hswet)

Accounts Reached - 290 (+14.6% since Fall 2022)

Impressions* - 1,868 (+74.7% since Fall 2022)

Total followers - 236 (+11.3% since Fall 2022)

Posts - 10 with total 135 likes (since Fall 2022)

Stories - 13 (as of Spring 2023)

* Impressions measure the number of times our posts appear on screen

2.2 HopkinsGroups

HopkinsGroups is the university's designated student organization platform for groups to post events, reserve meeting rooms, and send club emails.

Total Followers - 154 (as of Spring 2023)

Followers Added - 76 (since Fall 2022)

Weekly Email Opens - 67 Average (since Fall 2022)

2.3 Reflection

While we have seen steady growth in our social media, we are still averaging relatively low engagement. Our current social media management involves making posts as needed to promote events, without a strict plan for improving our social media outreach. Unfortunately, our elected Connection Creation lead decided to leave the team at the beginning of the year because they had overcommitted themselves and no replacement lead was found despite recruitment efforts throughout the year. Instead, the rest of the executive board stepped up to jointly lead Connection Creation efforts. Thus, the team's original social media posting schedule fell by the wayside without a designated Connection Creation lead. For next year, we will recruit members with an interest in working primarily with social media content. We expect that a more steady output of high-quality content will result in greater followership and engagement. We have a general plan of utilizing newer features that we have previously underused, such as posting on Instagram Reels and partnering with Johns Hopkins University's official social media team to bring greater awareness to HSWET.

3.0 Understanding the Wind Industry Interviews

3.1 Interview Attendance

Kyra Rothwell (Scout Energy) - 3 attendees

Sovay McGalliard (GE Renewables) - 4 attendees

Annika Torp (Siemens Gamesa) - 6 attendees

Pete Albanese (GE Renewables) - 3 attendees

Tim Rosenzweig (PivotGen) - 4 attendees

3.2 New Industry Connections

Name	Company	Source of connection
Sovay McGalliard	GE Renewables	Connected through current industry mentor
Bob Grimley	PivotGen	Connected through current industry mentor
Charles Meneveau	Johns Hopkins University Dept. of Mechanical Engineering	Directly contacted
Patrick Gutz	Ramboll	Connected through International Offshore Wind Partnering Forum (IPF)
Carrie Hughes-Cromwick	Altus Power	Connected through current industry mentor
Benjamin Taylor Strobel	University of Maryland Glenn L. Martin Wind Tunnel	Directly contacted
Katie Foster	Kiewit	Directly contacted
Isaac Ward-Fineman	Invenergy	Connected through current industry mentor
KC Sahl	VHB	Connected through current industry mentor
Gabriel Yamal	EDP Renewables	Directly contacted
Jamie Mears	Orsted	Directly contacted
Brandon Bowser	Maryland Energy Administration	Directly contacted
Emma Stoney	Maryland Energy Administration	Directly contacted

3.3 Reflection

HSWET has a strong track record of forming and maintaining industry connections. The industry mentors play a vital role in the team's success, providing advice on both the engineering and project development projects. Additionally, our mentors have connected us with specialized industry professionals for specific questions and niche industry panels. The team's alumni network (at Scout Energy and PivotGen) has also proven very valuable by fostering greater industry connections and providing recruitment opportunities for team members. Several alumni have also continued to support the team as industry mentors, including Annika Torp, Willa Grinsfelder, and Kyra Rothwell. In fact, Annika and Kyra will both attend the CWC in May as industry representatives and valuable mentors of the team.

4.0 Outreach Events

4.1 Student Involvement Fair: Fall and Spring - 09/02/2022 and 02/03/2023

50 students expressed interest in the Fall along with 12 students in the Spring.

Johns Hopkins University holds a Student Involvement Fair (SIF) at the beginning of every semester, where student organizations can recruit new members. During these fairs, HSWET is placed in the "engineering group" category. Although we see the greatest peak in interest after SIF, the club's engineering label may deter students who are more interested in Connection Creation and Project Development. To attract students from more diverse majors in the future, we plan to request better booth locations at the fair.

4.2 Presentation of Engineering Seminar Courses - 09/23/2022 and 02/20/2023

Presented to 67 students in Mechanical Engineering and 50 students in Electrical Computer Engineering

To attract students pursuing relevant majors, our engineering subteam leads pitched HSWET at freshman-specific courses in Mechanical Engineering and Electrical Engineering. We highlighted the team's hands-on approach, unique experiences, industry connections, and participation in the CWC. Our aim was to showcase the exciting opportunities in HSWET and encourage students to join our team.

4.3 Life Design Lab Workshop - 11/11/2022

15 members attended

We hosted a resume and cover letter-building workshop for all members of the team to offer opportunities for professional development. This workshop was led by a staff representative from the Life Design Lab, JHU's career center. The representative presented best practices, provided resources for students, and facilitated a peer-review session for resumes.

4.4 Career Panel with Women in Wind Energy - 03/30/2023

6 students attended, 4 panelists

We co-hosted a career panel with the JHU Society of Women Engineers (SWE) chapter. Our panelists included our faculty advisor, who conducts research in wind energy, and three of our industry mentors. This panel allowed us to connect with Hopkins students from other organizations, learn about gender representation in the wind industry, and strengthen connections with our industry mentors.

4.5 Barclay Elementary School Visit - 02/23/2023

3 members volunteered

We visited Barclay Elementary School in Baltimore, MD to lead a wind-turbine building activity with a 6th-grade class. We introduced the importance and opportunities in wind energy to younger students while fulfilling our goals to build excitement around the wind industry within our local community.

4.6 JHU Earthfest - 04/21/2023

>34 students engaged, 9 members volunteered

We participated in Earthfest, an event hosted by the JHU Office of Sustainability that brought together sustainability-related organizations on campus. We showcased our wind turbine from CWC22 and engaged passing students in wind energy trivia (to win an HSWET sticker). Through Earthfest, we were able to forge connections with like-minded students and organizations who share our passion for environmental sustainability, fostering a sense of community and solidarity towards our shared goals.

4.7 Panel on ESG in Wind Energy - 05/01/2023

13 members attended, 3 panelists

We hosted an environmental, social, and governance (ESG) policy panel on wind energy, featuring industry professionals, including two panelists from the Maryland Energy Administration. Our panelists shared their experiences with ESG policies in their companies and discussed the recent offshore wind pledge in Maryland. This panel broadened our members' understanding of clean energy beyond the CWC project scope and provided insight into the local impacts of these policies in Maryland.

4.8 Mergenthaler Vocational-Technical High School (MERVO) Visit - 05/03/2023

10 members volunteered

We visited MERVO high school in Baltimore, MD to lead a wind farm siting activity with a 10th-grade class. We taught students about the factors involved with siting and financing a wind farm to broaden their perspective on the variety of occupations available in the wind industry. We also met the school's KidWind team that will be competing at the CWC. We hope to strengthen our team's relationship with MERVO, a recipient of the Maryland Offshore Wind Workforce Training program.