On Track Program – WKU collaboration

VFTH

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For the second year in a row, the Holley LS Fest will be the platform for a race uses motorsports to get students excited about the world of STEM education.

Amy Bingham explains how WKU is involved in this week’s View from the Hill.

It will be a grudge match of sorts when a car built by students at the Warren County Area Technology Center tries to outpace a car built by students at SKYCTC. It’s more of a learning experience than a competition and WKU students benefit as well.

This 1980 Corvette was rebuilt by high school students at the Warren County Area Technology Center.

 “This literally has been a build from the ground up, every nut, bolt, washer, every fuse, everything has been replaced. The engine, they actually built the engine.”

After months of preparation, race day is almost here.

 “Out of the box, the car feels solid, the brakes feel good.”

10:41 “Today we’re at the National Corvette Museum Raceway with General Manager Mitch Wright and gonna do test laps with us to make sure we have everything right.”

While students focused on getting the car ready to tace, they looked to WKU for help with promotion.

 “We looked at our business plan and it just made sense to bring Western along as far as our marketing and graphic design.”

Annette Stratton was one of the student’s in Patricia Todd’s Marketing capstone class.

 “They were interested in promoting and getting the word out so everyone in the community could come and see the race and see what the students were accomplishing.”

 “It was an outstanding experience for the students because they got to go down there and see his students working on the car and stuff and the passion his students had sort of invigorated them so they could see this is an exciting thing to be a part of.”

The technology students are so passionate in fact, that it’s opened up doors they never imagined for their future.

 “We’re also seeing students who before were not considering college at all who are now seeing engineering aspect of actually building a car and now considering going to engineering school at Western actually have some enrolled.”

Engine revs up

A WKU graphic design class came up with the car’s logo. The corvette will be racing in the LS Fest that takes place tomorrow through Sunday here in Bowling Green.

With this week’s View from the Hill, I’m Amy Bingham.

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