

## **Challenger Consulting**

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### **Indiana State University and the Antique Automobile Club of America Join Forces to Enhance Automotive History Education**

Terre Haute, Indiana – Indiana State University and the Antique Automobile Club of America announce their plan to enhance the instruction of automotive history. The “History of the Automotive Industry – the First 100 Years” is a course in the university’s Motorsports Management minor. The minor is a fully accredited program open to any student, in any major. Graduates seeking careers in motorsports have found the minor to be a tremendous advantage. Motorsports employers requiring a degree in marketing, accounting, business management, auto technology, etc., find these graduates enticing. The atypical Motorsports Management minor introduces students to motorsports and automotive history. They will need little indoctrination or training in the company’s motorsports market.

Steve Moskowitz, Executive Director of the Antique Automobile Club of America, is pleased with the project. “The AACA is a long-standing supporter of education. We’ve offered seminars, events and scholarships to interest young people in the antique automobile hobby. It is even more pleasing that an AACA Life Member brought the idea to us and Indiana State University.” After the idea was presented to the AACA Board of Directors, several enthusiastic board members asked to be part of the project. “The AACA is America’s oldest and largest automotive historical society,” said Moskowitz. “In spite of the name, our club is multi-national. This singular opportunity to broadcast our participation will bring world-wide attention to the automotive history education commitments of the AACA and Indiana State. Of course, we both hope that new members and students will be attracted.”

Indiana State University is equally pleased with the partnership. Dr. Randell Peters, Motorsports Coordinator in the College of Technology, said, “Response to the Motorsports Management minor has been exceptional. To accommodate all the requests, we adapted the course to a fully on-line format. While effective, the format has caused a small problem.” Peters explained how previous on-campus classes did group research on field trips to nearby museums or collections. Usually, only one person would be available to address twenty-five or more students. They took notes, saw the same cars and left, not to return again. “The on-line format now reaches students throughout Indiana and other states,” Peters said. “They can’t be gathered up for a group trip. And it is very difficult for them to find, let alone visit, antique car facilities in their area. The AACA is helping us remedy that.”

Charlie Henry, an AACA Life Member, teaches the history class. Of that, Peters said, "Charlie grew up in a dedicated AACA family. The experiences gave him an eclectic view of automotive history. His concern for hands-on learning led to the 'Individual Field Trip' concept. Charlie's long association with AACA enabled developing a concept the club would find valuable." With the AACA's help, Indiana State students now can conduct field trips of their own and learn far more than possible in a group.

The AACA's computerized membership base will connect on-line students with nearby club members. Students then arrange a visit to see and discuss the member's car. Close proximity encourages return visits for additional information. Visits are expected to reveal the car and company history, innovations or features, contributions to the industry and reasons for failure or survival. Information from the member, and additional research, will be presented as a major research paper.

To complement student research, the AACA will present class members one-year complementary memberships. All research papers will be filed in the AACA's extensive library archives. The best papers, determined by the AACA, will be published in the club's bi-monthly *Antique Automobile* magazine and/or in their monthly email publication. Interviews with published students may also be included. Students whose papers are published will receive extra credit points towards their final grade.

The Antique Automobile Club of America and Indiana State University anticipate a successful semester, a continuing relationship and the continual enhancement of automotive history education.

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