

**RETURN ON INVESTMENT: A CASE STUDY OF PRAIRIE VIEW A&M
UNIVERSITY'S SUMMER TRANSPORTATION INSTITUTE PROGRAM**

R. Kommalapati, R. Radha and J. Perkins

Prairie View A&M University
Department of Civil & Environmental Engineering
P.O. Box 4249
Prairie View, TX

ABSTRACT

Outreach programs to increase diversity in the university environment are an important element to stimulating underrepresented groups into the various engineering fields. The National Summer Transportation Institute (NSTI) Program is one of the many nationally funded programs designed to expose and encourage K-12 students to pursue careers in the area of transportation. Currently, Prairie View A&M University (PVAMU) is one of over 30 colleges and universities from across the nation designated to administer the NSTI Program on their respective campus. Therefore, this presentation will examine PVAMU's Summer Transportation Institute (STI) Program in terms of its' overall return on investing in cultivating transportation engineering related opportunities for the secondary education community.