

The background of the slide is a dark blue field filled with various shades of blue and black gears of different sizes, some overlapping. On the left side, there is a vertical strip with a colorful, textured pattern of gears in shades of orange, yellow, and brown.

ETIC Development and Communication Strategy

Bruce Schafer & Di Saunders

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Communications Strategy Committee

- ✦ Jim Craven, Legislative Affairs Director, Oregon AeA
- ✦ Ryan Deckert, President, Oregon Business Association
- ✦ Marcy Eastham, Public Affairs Manager, HP
- ✦ Jeff Hardison, Director, Business Development, McClenahanBruer Communications
- ✦ Luanne Lawrence, Vice President, University Advancement, OSU
- ✦ Harvey Mathews, President, Software Association of Oregon
- ✦ Steve Pawlowski, Senior Fellow, Intel and ETIC Vice Chair
- ✦ Di Saunders, Director, Communications, OUS
- ✦ Bruce Schafer, Executive Director, ETIC
- ✦ Jonathan Williams, Government Affairs Manager, Intel
- ✦ John Willis, Portland Area Manager, CH2MHill
- ✦ Lisa Zavala, Government Affairs Manager, OUS
- ✦ Fred Ziari, President, EZ Wireless & ETIC Chair



Objectives

- ✦ Garner support from
 - ✦ Board of Higher Education
 - ✦ Governor's Office
 - ✦ Legislators
- ✦ Engage key influencers
 - ✦ Business executives
 - ✦ Community leaders
 - ✦ Educational leaders



Top 3 Messages

- ✦ Investments in ETIC are key to increasing Oregon's innovation and research capacity, so that we can compete in today's borderless economy.
- ✦ ETIC supports the crucial need to fulfill the workforce needs of Oregon businesses and industries that rely on highly-skilled engineers and applied scientists.
- ✦ ETIC helps to grow opportunities for Oregonians to pursue well paid, rewarding careers in engineering and technology.

Key Tactics – 2008

- ✦ Guest Editorials
- ✦ Releases and “story pitches” on ETIC success stories
- ✦ Editorial board visits
- ✦ Invite Legislators to campuses
- ✦ Present to industry associations, etc. to obtain personal and organizational endorsements
- ✦ Informal meetings with Legislators



Communication Vehicles – 2008 & 2009

- ✦ Create Brochure
- ✦ Create web brochure
- ✦ Create blog
- ✦ E-newsletter separately or as part of blog

Key Tactics – 2009

☀ Meetings with Legislators

- Executives
- Faculty
- Students

☀ ETIC Day at the Capitol

- Executives
- Faculty
- Students

☀ Testimony

- Executives
- Faculty
- Students

New Tag Line

☀ Criteria

- Convey excitement
- Short
- Conveys part of key messages
- Generates interest for more information

☀ Recommendation:

Engineering & Technology Industry Council
Building Oregon's economy by investing in
education and research