

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

# ETIC Development and Communication Strategy

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# Goals for the Biennium

- ✦ Develop a strong, sustainable, success oriented ETIC organization that sets high-bar in Engineering and Technology excellence in the State of Oregon
- ✦ Secure next increment in state funding needed to achieve our vision and mission
- ✦ Assure campuses secure forecasted private support
- ✦ Increase communications between the Universities, Higher Education and ETIC
- ✦ Increase communications between the Legislators, the Governor's office and ETIC



# Methods

- ✦ Form an oversight subcommittee that assures ETIC delivers on its goals and spending
- ✦ Increase membership both geographically and demographically
- ✦ Retain an intern to do a more in-depth research of ETIC's and council members' issues
- ✦ Retain pro-bono help from a Marketing agency in refining our communications strategy to meet ETIC's goals
- ✦ Seek help from our own market savvy Council members/firms to promote engineering and technology among our schools

# Methods (continued)

- ✦ Set a goal of reducing student drop out rate in Engineering schools
- ✦ Set a goal of minimum requirements (i.e. goal of Lego-Robotic program at every schools)
- ✦ Explore/discuss with each university the idea of developing “Regional Center of Excellence”
- ✦ Invite well known speakers to ETIC
- ✦ Build constituency and meet/coordinate ETIC with other organizations
- ✦ Hold a couple of ETIC day (different focuses) at the Capitol



# Communication Goals

- ✦ Gain political support for OUS and its “pipeline” programs including ETIC, OPAS, ORTOP, etc.
- ✦ Convince companies to provide more financial and other support for our programs



# Communication Messages

- ★ Oregon University System, ETIC, and OPAS are working hard to
  - Provide educational opportunities to Oregonians leading to careers in technical fields.
  - Educate Oregonians to meet the needs of wide variety of industries for highly educated technical professionals.
  - Motivate and prepare young people to successfully pursue these fields at Oregon community colleges and universities.
- ★ The need for such professionals is strong and growing.
- ★ We need help to achieve our common goals.



# Target Audiences

- ✦ Corporate Executives
- ✦ Opinion leaders
- ✦ Editors
- ✦ Politicians
- ✦ Voters



# Possible Forums

- ✦ Meetings of industry associations
- ✦ Major corporate sites
- ✦ Chambers of commerce
- ✦ Special event(s)
- ✦ Meetings of editorial boards
- ✦ Meetings of professional associations



# Possible Next Steps

- ✦ Develop short summary of what will be covered in our presentations in a way that will be of interest to those who will decide whether to give us time.
- ✦ Identify who will give presentations.
- ✦ Book the first few dates with top-priority forums.
- ✦ Develop the first version of the presentation.
- ✦ Give first presentation.
- ✦ Develop more complete list of forums.
- ✦ Book more dates.