

Communications and marketing segment, Bright Futures Proposal

Notes from OPAS workshop, February 4, 2009

Current hypothetical budget: approximately \$67,000

Current areas of focus: leadership, administration reporting, web presence, print materials & distribution, speakers' bureau, and other

Need to prioritize activities in funding model and to reassess them based on what has been achieved, and best bang for the buck. Focus on meaningful communications, through trusted vehicles.

We have expanded the GET REAL site to include engineering, and produced a print brochure. This is the first step in an outreach campaign that needs to be much broader and multifaceted to be effective.

Some ideas for expanding outreach/communications impact:

Expanding website traffic for GET REAL campaign:

- Expand social marketing mechanisms to reach young audiences better, including text messaging, Facebook, twitter, etc.
- Get pro bono marketing advice regarding getting Get Real linked up to sites visited often by teens and tweens
- Infiltrate school communications to parents and students, piggyback on trusted vehicles for communication
- Utilize the current contacts of organizations that have been served by ETIC and OPAS, ask for website linking, notices, contacts of families and students served

Improving GET REAL website

- Focus on affordability and solid tools as well as aspiration
 - Need to incorporate into all communications resources for affording college, how to steps
 - Add more info on scholarships
- Look at site that are effective with youth, and improve current Get Real site
- Need dynamic photos, more action, less headshots
- Expand profiles, real people

Meet students where they are

- Find ways to get to underserved communities that are currently not served by existing vehicles
- Many underserved populations have limited web access and are not recipients of print documents
- Go through community organizations, churches, social agencies, Trimet, etc.
- Communicate to families, not just students

For speakers' bureau, focus on student peer mentoring

- Original idea for speakers bureau was to get professionals, students, alumni into schools
 - Based on the presentations from OPAS leaders and programs on the impact of student mentoring, we think it would be good to focus the speakers' bureau efforts on expanding the number of peer mentors and young speakers through:
 - Supplementing efforts of current programs that utilize peer mentoring such as OSU ambassadors, etc.
 - Utilize given structures to get student speakers into school such as BEC
 - Use some speakers' bureau funds to support a stipend for student ambassador/s to advise on communications/outreach efforts, be part of the marketing committee for a limited duration, give the student a title that he/she could use on future resumes
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Further suggestions from the meeting participants as a whole:

- Consider a formal OPAS report to industry, policy, education, stakeholders that would show some of the progress made by the group. Best timing may be in early Fall.
- Consider a high-quality newsletter that would keep stakeholders informed; many in the high-tech community don't know anything of these efforts