

DRAFT 2-13-08
2008-2009 Communications Plan

GOAL:

Significantly progress ETIC's goal of increasing research funding five-fold and doubling engineering majors by 2020, to meet state and industry needs for a highly-skilled, globally competitive workforce.

OBJECTIVES:

Gain industry, Governor's office, and legislative support for full investment in and implementation of the legislative ask in 2008.

- a. Garner support for the 2009-2011 ETIC proposed budget by the State Board of Higher Education as part of the system's legislative budget proposal.
- b. Garner support from the Governor's Office and legislators for the 2009-2011 ETIC proposed budget through advocating for ETIC's mission, programs, outcomes, and strategies.
- c. Engage the business community and other groups to support the ETIC funding proposal with legislators and to support ETIC programs overall.
- d. Engage OUS and educational sectors, K-12 and community colleges, to enlist advocates for the ETIC budget proposal and initiatives.

MESSAGES

Top 3 Key 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.

Other Key Messages:

- ETIC-supported engineering and technology education and research programs are key strategic assets for the state's economy by providing high quality, unique programs that meet the needs of Oregon's industry clusters.
 - Oregon-trained engineers and applied scientists support the statewide workforce needs of high-tech industries *and* traditional industries, such as forestry, agriculture, manufacturing, and tourism that increasingly rely on technology.
 - Innovative research provides a competitive advantage to Oregon businesses, allowing them to enhance existing and create new products and services, and well as improve efficiency and productivity.
- ETIC initiatives provide opportunities for Oregonians to become highly educated and innovative graduates and subsequently highly paid professionals. These new professionals:
 - help their employers create and improve products and services, keep their companies competitive in local, national, and world markets; and
 - reduce the need for employers to look from out of state and out of country for technical professionals, thereby decreasing employer costs, increasing workforce stability, and making Oregon a more attractive state for prospective companies.
- ETIC helps to build up a highly-skilled workforce in rural areas through investments in students, faculty, labs and programs at regional campuses; training technology workers to fulfill the needs of rural businesses and organizations and attract new businesses.
- ETIC-supported technology education and research programs attract grant dollars, expertise, and resources to Oregon from throughout the world.
- ETIC's efforts to prepare K-12 students academically for college and to build a rich stream of engineers and computer scientists, supports the need for a strong educational pipeline of knowledge workers statewide.
- ETIC's efforts increase the diversity (ethnic, geographic, gender) of students graduating from engineering and computer science programs in Oregon, improving the quality of the workforce serving a diverse society, and reducing historical inequities in engineering and technology fields.

BACKGROUND

- The Engineering and Technology Industry Council (ETIC) was established in 1997 by the Oregon Legislature through [SB504](#) to establish criteria and measurements that will be used for determining investments made from the Oregon Engineering Education Investment Fund. ETIC's mission is to make post-secondary engineering and technology education a strategic resource that fuels the Oregon economy and creates opportunity for all Oregonians.
- ETIC is a public-private partnership with a proven track record for producing measurable results for Oregon.
- ETIC has been able to leverage state funding with as much as \$2 of private support for each \$1 in state support.
- The 2007 Legislative Assembly increased investment in ETIC by \$15 million, to a biennial budget of \$37 million for 2007-09. In the 2009-2011 biennium the state needs to build in this momentum and fully fund ETIC's initiatives in order to meet industry and state needs for a highly skilled workforce.

TACTICS

Media outreach

1. Develop and submit op-eds – bylined by industry, university and other community and education leaders – to key dailies that describe the importance of building a strong “pipeline” of engineers and computer scientists to support statewide workforce needs; and the progress made to date through the public-private partnership.

Next Steps:

Begin drafting op-eds ASAP; determine initial target. Create “urban” and “rural” versions. Need to develop at least 5 op-eds to start. Determine byliners based on paper submitted to; could be a local leader, ETIC member, high school teacher, etc.

2. Publicize events and accomplishments of ETIC supported programs and institutions through press releases, story pitches for feature stories that can tie into ETIC messaging. Work in collaboration with campus programs.

Next Steps:

Survey ETIC supported organizations for any notices or events that we do not currently take part in publicizing, but could.

3. Visit with editorial boards at key dailies statewide to describe the impact of ETIC efforts in meeting workforce and economic development needs by preparing highly trained engineers and computer scientist for all industry and

business sectors. Engage key influencers in business and educational sectors – such as ETIC Board members, Board of Higher Education members, university presidents and deans, and others – in visits.

Next Steps:

Determine best timeline for editorial board campaign; develop presentation materials for this in the form of powerpoints and fact sheets on ETIC and OPAS.

Meetings and events

4. Engage and inform legislators to provide information about and advocate for ETIC funding, showing the impact of ETIC in meeting workforce and economic development needs; the 2007 investment as a great and much-appreciated start toward reaching a critical goal. Engage and inform legislators about ETIC programs on campuses involving students and faculty, showing the innovative work of young Oregonians involved with ETIC pre-college, undergraduate and graduates.

Next Steps:

Coordinate timing of these visits, and work with Government Relations to book these in. Where possible, combine ETIC, Oregon Innovation Council, business, and OUS leadership and campus representation. Bring students to meet with and talk with legislators about their involvement in these programs as a way to further engage legislators; young voices can be the most powerful form of advocacy.

5. Engage and inform industry associations, professional associations, chambers of commerce, community organizations, city clubs, council of mayors and other civic organizations to provide information about and advocate for ETIC missions, show the impact of ETIC in meeting workforce and economic development needs. Show the innovative work of young Oregonians involved with ETIC pre-college, undergraduate and graduates. Engage key influencers in business and educational sectors – such as ETIC Board members, Board of Higher Education members, university presidents and deans, and others – in these visits.

Next Steps: Develop powerpoint for presentations, target first round of organizations and contact them for possible dates.

Research

6. Gather and further develop data and graphical materials that will show ETIC's success in meeting Oregon's workforce needs, and that will show the need for continued, consistent investments. Use recent employers' survey; ASEE information; data from OUS IR department; and OSU econometrics study.

Next Steps:

ETIC executive director and staff will compile all of this data and share with ETIC and OUS to incorporate into messages and collateral materials.

7. Analyze existing survey data from and/or perform an additional survey of Oregon employers to gather information about their need for skilled engineers and computer scientists, and use this data in meetings, op-eds, and collateral materials.

Next Steps:

Determine whether we need to perform an additional survey and if so, schedule it. Decide when, how and in what forums to use data; how to tie in to other outreach materials and work.

8. Relate ETIC investments to *The World is Flat* and similar themes – see OSU booklet.

Next Steps:

Determine purpose and placement of this work, who will complete it; what collateral materials it will be tied into.

9. Develop list of “missed opportunities” that show failed searches, failed research funds due to insufficient partnering, and other illustrations of initiatives that could have been successful with expanded ETIC support.

Next Steps:

Follow up with Luanne Lawrence of OSU who noted that OSU compiles such information.

2009 Legislative Session Specific

10. Engage and inform legislators about ETIC programs on campuses involving students and faculty through special events at the Capitol. Develop a lobby display at the Capitol, showing the innovative work of young Oregonians involved with ETIC pre-college, undergraduate and graduates. Bring students to the Capitol to meet with and talk with legislators about their involvement in these programs as a way to further engage legislators; young voices can be the most powerful form of advocacy.

Next Steps:

Work with OUS Government Relations staff and the university Legislative Advisory Committee to determine how to tie in the ETIC strategy with campuses’ Days at the Capitol; Work with faculty plus teachers/directors of STEM programs to find ways to get students to the Capitol to talk with legislators about their involvement in ETIC and OPAS supported programs.

11. Meet with legislators to provide information about and advocate for the ETIC funding proposal.

Next Steps:

DRAFT 12-17-2007

Coordinate timing of these visits, and work with Government Relations to book these in. Where possible, combine ETIC, Oregon Innovation Council, business, and OUS leadership and campus representation on these visits.

12. Enlist members of the business community, faculty, students, and alumni to provide compelling testimony before legislative committees about the effectiveness and impact of ETIC's efforts, and the need for continued support in order to provide a well-trained strong workforce for Oregon business and industry, and to attract new companies and investment into the state.

Next Steps:

Begin getting commitments from these individuals to provide testimony.

Print

13. Develop and distribute a variety of outreach print materials (issue briefs; powerpoints, talking points, etc.) to support meetings with legislators, business groups, board members, and other constituents.

Next Steps:

Begin drafting and prioritizing development of materials ASAP.

14. Develop stories of successful alumni, and/or programs supported by ETIC dollars; and incorporate these into various collateral pieces for use during the legislative session; include focus on the various career paths taken and education and other support needed to succeed.

- a. See OSU's booklet as a good example.
- b. Ask PSU, OSU Deans and others to suggest alumni.
- c. Feature people like Steve Pawlowski of Intel
- d. Reuse GET REAL profiles as needed.
- e. Career paths can include areas such as Electrical engineers, Mechanical engineers, Civil engineers, etc.; with focus such as: what they do for their employers; how they contribute to innovation, competitiveness, global leadership, etc. Consider distinguishing between BS, MS, PhDs.

Next Steps:

Determine use of profiles, determine profilees, book in interviews as necessary, then develop profiles and collateral materials.

Electronic

15. Develop an increased and more dynamic web presence for ETIC to engage business, government, and legislative leadership in the mission of ETIC, including possibly:

Next Steps:

Explore developing a revamped ETIC website geared toward an exterior audience, with the member-focused website embedded. Explore

DRAFT 12-17-2007

developing and launching an “independent” blog or forum, possibly with high-profile guest hosts or featured topics, linked to the internal OUS-website-housed ETIC page, using WordPress or other services.

16. Keep constituents and partners engaged through frequent electronic notices related to ETIC mission;

Next Steps:

Enlist an e-mail marketing service and develop list of key influencers, contacts and constituents.

OTHER MATERIALS

- Develop “tag line” or short statement that summarizes what ETIC is about, and work into all materials
- Develop an expanded contact list and list of key influencers
- Visual graphics such as relationship between ETIC and Oregon Inc.
- Web materials

Timeline

December 2007-June 2009, 18 month campaign. Strategic team to meet quarterly.