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ETIC Communications Plan Work Plan February 13, 2008			
Action Item	Lead & Team	Deadline	Notes
Finalize and approve Communications Plan, including key messages	Bruce; Endi	February 14	Does this need approval of ETIC Board? If so approval will be later than finalization
Determine 1st op-ed topic, and future topics	Bruce, Team	February 14	Related to value of engineers in Oregon, eg, tie in to current issue, such as bridge safety, floods; or focus on pipeline, etc
Begin booking in business association meetings	Bruce, Di	Starting Feb., have all meetings booked by March 30, 2008	See if we can get 30 minutes at an already regularly scheduled event, or a special meeting. Contact AOI, OBA, OBC, SAO, etc.
Press releases on ORTOP, including localized versions	Endi, Kathy Swider	Jan. 25, 2008	Endi also sent out a media alert on the event
Determine annual ETIC events list to tie in media coverage, other recognition	Bruce, Jo, Endi	Feb. 20, 2008	Include things like ETIC Day, and periods such as Nat'l Engineers Month, etc. Put these on work plan schedule.
Draft 1 st op-ed	Di, Bruce	Feb. 25, 2008	Urban version?
Review and finalize business associations powerpoint	Di, Bruce, Team	Feb. 14, 2008	Also determine if other leave behinds besides PP slides
Develop new ETIC and OPAS tag lines	Jeff, Endi, Di, Bruce	Feb. 15, 2008	For external audiences such as legislators, business community. Should we have some trial balloons for discussion on Feb. 14?
Determine list of data and metrics to be used in ETIC materials	Bruce, Di	Feb. 15, 2008	What are the most powerful data to show; what data will everyone ask about, such as progress on 2X and 5X?
Discuss goal, audiences, content, etc. of a new ETIC brochure	Di, Endi, Jeff, Bruce	March 1, 2008	Develop a full color ETIC brochure which describes in brief the full complement of work ETIC does, mission, goals, OPAS, etc; partners, tie in to industry clusters, etc.
Begin meeting on re-design of ETIC website to meet legislative session needs	Bruce, Beau, Jeff, Endi	March 1, 2008	Exterior focused site, vs current site which is ETIC member focused
Begin business association meetings	Bruce and ETIC Members	March 30 to Nov. 30, 2008	Complete all business association meetings by November 2008
Draft 2nd op-ed	ETIC Board member? Bruce	March 15, 2008	Rural version?
Campus site visits	Bruce, Lisa, Government Affairs	2008	Call meeting of these folks to come up with coordinated plan

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	Directors		
1 st draft of ETIC brochure	Di, Endi, Beau	May 1, 2008	
ETIC brochure printed and ready for distribution	Di, Endi, Beau	Sept. 1, 2008	
Update ETIC and OPAS Issue Briefs	Endi	September 1, 2008	
Schedule and complete one-on-one meetings with legislators pre-session	Lisa, Bruce	October-December 2008	Lisa will know the right timing on this; involve ETIC and OUS Board members, industry members
Launch new ETIC website	Beau, Bruce, Endi	October 1, 2008	
Begin planning ETIC Day at the Capitol	Bruce, Jo, Kathy, campus reps, Di, Endi, Beau	November 1, 2008	Include working with LAC on ways to tie ETIC into other campus visits to legislators
Develop profile stories for use during session and for website	Endi, Bruce	November 15, 2008	Determine best mix of people for profiles based on uses
Complete talking points one-pager on ETIC for legislative visits	Di, Bruce, Lisa	December 1, 2008	
Draft materials for testimony	Bruce, Di, Lisa, Susan	December 1, 2008	Include powerpoint slides, one-pagers, etc.
Draft 3 rd ETIC op-ed	Bruce, Di	December 15, 2008	Have this one be one general on ETIC and need for funding
ORTOP media outreach for 2009 competition	Jo, Kathy, Endi	December 2008, Jan. 2009	
ETIC editorial board meetings	Di, Bruce	Jan.-May 2009	Determine focus of visit (“pitch”); develop presentation materials; determine papers to visit; book meetings and attendees
Schedule and complete one-on-one meetings with legislators during the 2009 session	Lisa, Bruce	Jan. –May 2009	Lisa will know the right timing on this; involve ETIC and OUS Board members, industry members
Secure ETIC Board members, students, faculty, and business community members to testify during Committee hearings	Bruce	January-April 2009	Tie in those who testify with key ETIC asks
Student video	Di, Beau, Jeff	Feb. 15, 2009	Email to legislators; use UTube as host too