

ETIC Communications Plan  
**Work Plan**  
 Rev. May 14, 2008

Shaded areas are completed tasks

Action Item	Lead & Team	Deadline	Notes
Finalize and approve Communications Plan, including key messages	Bruce; Endi	March 1, 2008	<b>APPROVED by ETIC at April meeting; COMPLETED</b>
Determine 1st op-ed topic, and future topics	Bruce, Team	March 1, 2008	<b>COMPLETED</b> Topics discussed included: need for education & training in engineering and technology fields to fuel the pipeline; costs of importing labor.
Press releases on ORTOP, including localized versions	Endi, Kathy Swider	Jan. 25, 2008	<b>COMPLETED</b> Endi also sent out a media alert on the event
Draft 1 <sup>st</sup> op-ed	Steve Pawlowski, Di	May 1, 2008 Status: Delayed	Steve Pawlowski at Intel will work with Di on a first draft; get Intel #s on how many PhDs, Masters and Bachelors degree holders the OUS provides to Intel to show that we need to do better; need for in-state graduates; tie in other data on how we compare internationally as well; maybe include a few success stories, such as OUS grads in these fields who have started companies or are high level execs. Di can help with drafting as needed.
Begin booking in business association meetings	Bruce	Begin booking in Jan. 08; Continue throughout 2008	See if we can get 30 minutes at an already regularly scheduled event, or a special meeting. Contact AOI, OBA, OBC, SAO, AeA etc. <b>Update 4-16:</b> Bruce has made contacts and or arranged presentations with the following: <ul style="list-style-type: none"> <li>- AeA: Eric Meslow briefed their Exec. Committee in March; and Jim Craven is meeting with Fred Ziari, ETIC chair, to see how AeA can help in other ways</li> <li>- AOI: Bruce presented at the AOI meeting on April 10<sup>th</sup>; John Marshall at AOI as reinvigorated their education involvement</li> <li>- OBA: Ryan Deckert has asked Fred Ziari to join OBA; but no meeting scheduled yet to present ETIC info</li> </ul>
Determine annual ETIC events list to tie in media coverage, other recognition	Bruce, Jo, Endi	Ongoing	Include things like ETIC Day (March 2009), and periods such as Nat'l Engineers Month (Feb. of each year), etc. Put these on work plan schedule. <b>Update:</b> On May 17 there will be first Oregon Game Project Challenge; About 30 teams from 20+ high schools participating; Will joint press release with TechStart Education Foundation

Review and finalize business associations powerpoint	Di, Bruce, Team	April 18, 2008	Also determine if other leave behinds besides PP slides <b>Update:</b> PP more or less approved; will use variations on the slides for different venues, and add new data as it comes in.
Develop new ETIC tag line	Jeff, Endi, Di, Bruce	April 2, 2008	For external audiences such as legislators, business community Update: <b>COMPLETED</b> ; new tag line is: "Building Oregon's Economy through Investing in Education and Research"
Develop new OPAS tag line	Jeff, Endi, Di, Bruce, Team	May 31, 2008	For external audiences such as students, parents, teachers and other educators
Determine list of data and metrics to be used in ETIC materials	Bruce, Di	Feb. 15, 2008	<b>COMPLETED</b> ; and will be updated as needed. Progress on 2X and 5X, Leverage from private support, research grants, venture capital
Discuss goal, audiences, content, etc. of a new ETIC brochure	Di, Endi, Jeff, Bruce	April 2, 2008	<b>COMPLETED discussion; more discussion once first draft is done.</b> 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	May 20, 2008	Exterior focused site, vs current site which is ETIC member focused
Begin business association meetings	Bruce	March 30 to Nov. 30, 2008	<b>Update:</b> meetings have begun; see above. Complete all business association meetings by November 2008
Design and plan campus tours	Bruce, Lisa, LAC, Di	May 10	<b>NEW ITEM:</b> Begin to design campus tours by legislators to occur between June and Sept. 2008. Determine who on each campus should secure appointments with which legislators
Update of Success Stories	Bruce and campuses	June 30, 2008 with partial info available June 4th	<b>NEW ITEM:</b> Update and gather new success stories that personify the positive results from past ETIC investments. Include photos. Will be used for new section of ETIC web site and as hand-outs at meetings.
1 <sup>st</sup> draft of ETIC brochure	Di, Endi, Beau	May 15, 2008	<b>Update:</b> Di is working on this and will have a first text draft out by May 1
ETIC brochure printed and ready for distribution	Di, Endi, Beau	July 15, 2008	<b>Update:</b> date accelerated as Bruce can use these with campus tours
Draft 2nd op-ed	ETIC Board member? Bruce	September 15, 2008	<b>Update:</b> date pushed out to fall. Rural version?
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	Beau, Bruce,	October 1,	

website	Endi	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 <sup>rd</sup> 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-Feb. 2009	Tie in those who testify with key ETIC asks
Campus site visits	Bruce, Lisa	TBD	
Student video	Di, Beau, Jeff	Feb. 15, 2009	Email to legislators; use UTube as host too