

Communication 2007

Status and Plans

January 26, 2006

Top 3 Messages

- ETIC meets needs of all Oregon businesses for engineers and applied scientists
- Investments in engineering research and education are key to increasing innovation capacity, productivity, and prosperity
- ETIC is a public-private partnership with a proven track record for producing measurable results for Oregon

Oregon Legislature

- Work with AeA, SAO, AOI, OBA
- Meet with individual members in February - May
 - When possible match according to district
 - Get advice from supporters
 - Inform those that have limited information
 - Address concerns of others
- Present to committees in April-May

Media Plan

- Editorial Boards
- Op-Eds in
Newspapers
- Press releases

ETIC Day -- Galleria

Monday, March 5, 2007

- Student Displays
 - Middle School
 - High School
 - Undergraduate
 - Graduate
 - Alumni
- Coverage of ETIC Strategy & Plan

ETIC Day – Behind the Scenes

- Delivery of invitations
- Appointments between ETIC Members and Legislators
- Meetings between students and their legislators

ETIC Day – Galleria Details

- Layout shows sequence of pre-engineering and engineering education towards careers
- Active areas to draw people in
 - Robot contests
 - Bridge
 - Ocean buoy
 - Nanotechnology
- Beverages and snacks add to the attraction
- Students attract rather than intimidate
- Visitors go away with positive feelings about and some understanding of ETIC's accomplishments and value going forward

2007 Oregon Legislature – ETIC’s Key Contacts

<i>Top Leadership</i>	<i>Role</i>	<i>Party</i>	<i>District</i>	<i>ETIC member in district</i>
Sen Kate Brown	Majority Leader	D	21-Portland	
Rep Dave Hunt	Majority Leader	D	40-Clackamas County	
<i>Ways and Means Committee Leadership</i>				
Sen Kurt Schrader	Co-Chair	D	20-Canby	
Rep Mary Nolan	Co-Chair	D	36-Portland	Girts, Rhines
Sen Margaret Carter	Vice Chair	D	22-Portland	
<i>Ways and Means Education Subcommittee</i>				
Rep Larry Galizio	Chair	D	35-Tigard	
Sen Richard Devlin	Vice Chair	D	19-Tualatin, West Linn	Boerger, Meslow, Troisi
Sen Ryan Deckert	Member	D	14-Beaverton	
Sen Frank Morse	Member	R	8-Albany/Corvallis	Miller/Eastham
Sen Bruce Starr	Member	R	15-Hillsboro	Pawlowski
Sen Vicki Walker	Member	D	7-Eugene	
Rep Phil Barnhart	Member	D	11-Central Lane/Linn County	
Rep David Edwards	Member	D	30-North Plains/Cornelius	Pawlowski
Rep Bob Jenson	Member	R	58-Hermiston, Pendleton	Ziari
Rep Susan Morgan	Member	R	2-Myrtle Creek	