

The background is a dark blue field filled with various sizes of semi-transparent gears. On the left side, there is a vertical strip with a colorful, abstract, and pixelated pattern in shades of orange, yellow, and brown.

ETIC Student Communication Plan Update on Supply Demand Analysis Retention Strategy

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ETIC Student Marketing Committee

- ✦ Ken Cone, OUS
- ✦ Beau Dickey, OUS
- ✦ Jeff Hardison, McClenahanBruer Communications
- ✦ Di Saunders, OUS
- ✦ Bruce Schafer, OUS
- ✦ Marcia Fischer, PSU
- ✦ Endi Hartigan, OUS
- ✦ Brett McFarlane, OSU
- ✦ Ellen Momsen, OSU
- ✦ Don Mueller, PSU
- ✦ Jennifer Williamson, ODE
- ✦ Gayle Yamasaki, OIT
- ✦ Looking for additional industry and academic members



ETIC Student Communication Plan

★ Joint Brochure

- ★ Primary Target: High School Students
- ★ Secondary: Parents, Teachers, Counselors
- ★ Why Engineering & Computer Science?
- ★ Why Study in Oregon?
- ★ Disseminate at career fairs and through schools
- ★ Minimum text – details on web

ETIC Student Communication Plan

★ Upgraded Web Site

- Transition existing Computer Science web site to all engineering and computer science
- Start with the basics like the brochure
- Add profiles of professionals, students, and faculty
- Introduce the variety of degree choices
- Link to national web sites and campus web sites for details
- Over time add more information on careers, degrees possibly including an interactive advisor, a blog, etc.



ETIC Student Communication Plan

★ Video Contest

★ Goals:

- Engage high school students with information from peers and near peers
- Attract students to GetReal web site via contest and the resulting videos
- ★ Open to high school and college students
- ★ Students can use any format but video must answer question: why computer science
- ★ Post winners on GetReal, YouTube, etc.

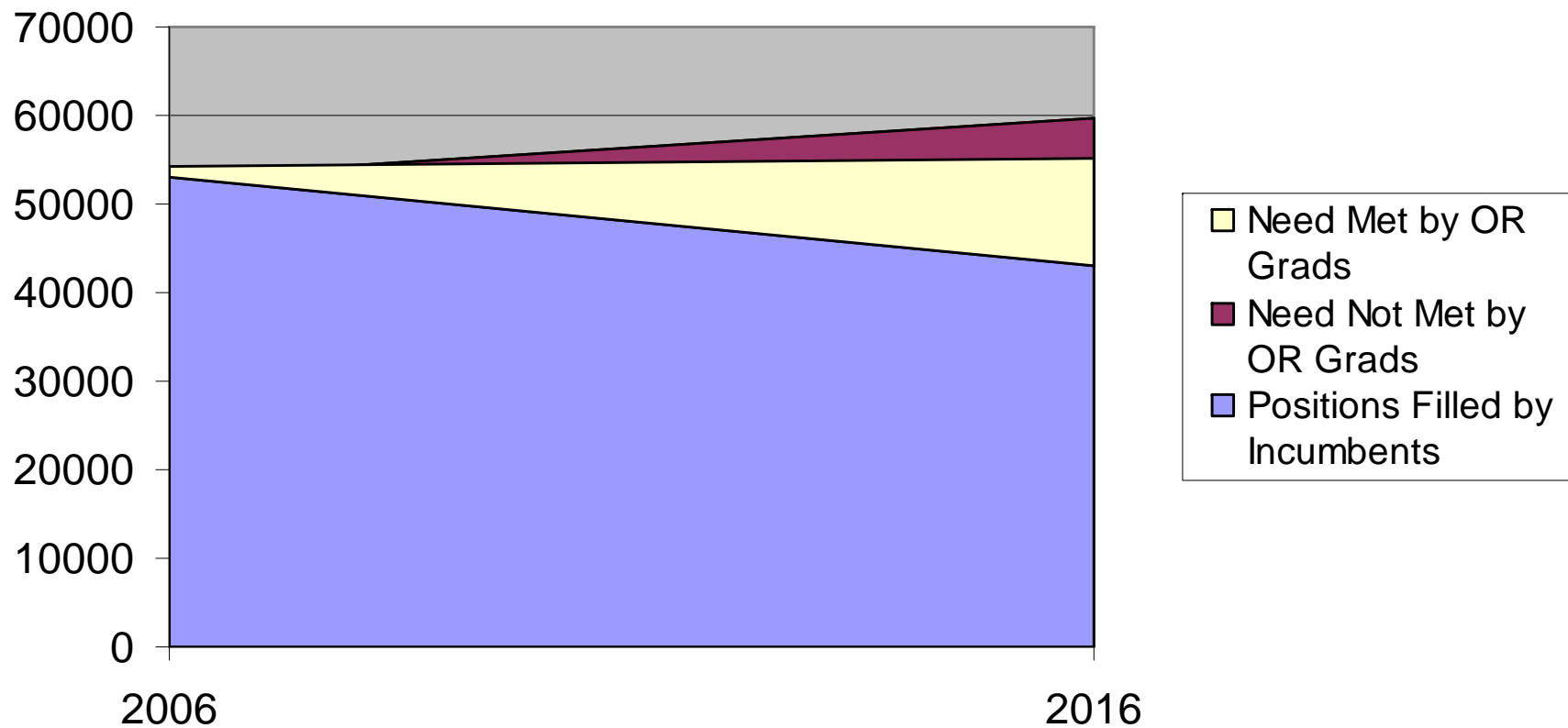


ETIC Student Communication Plan

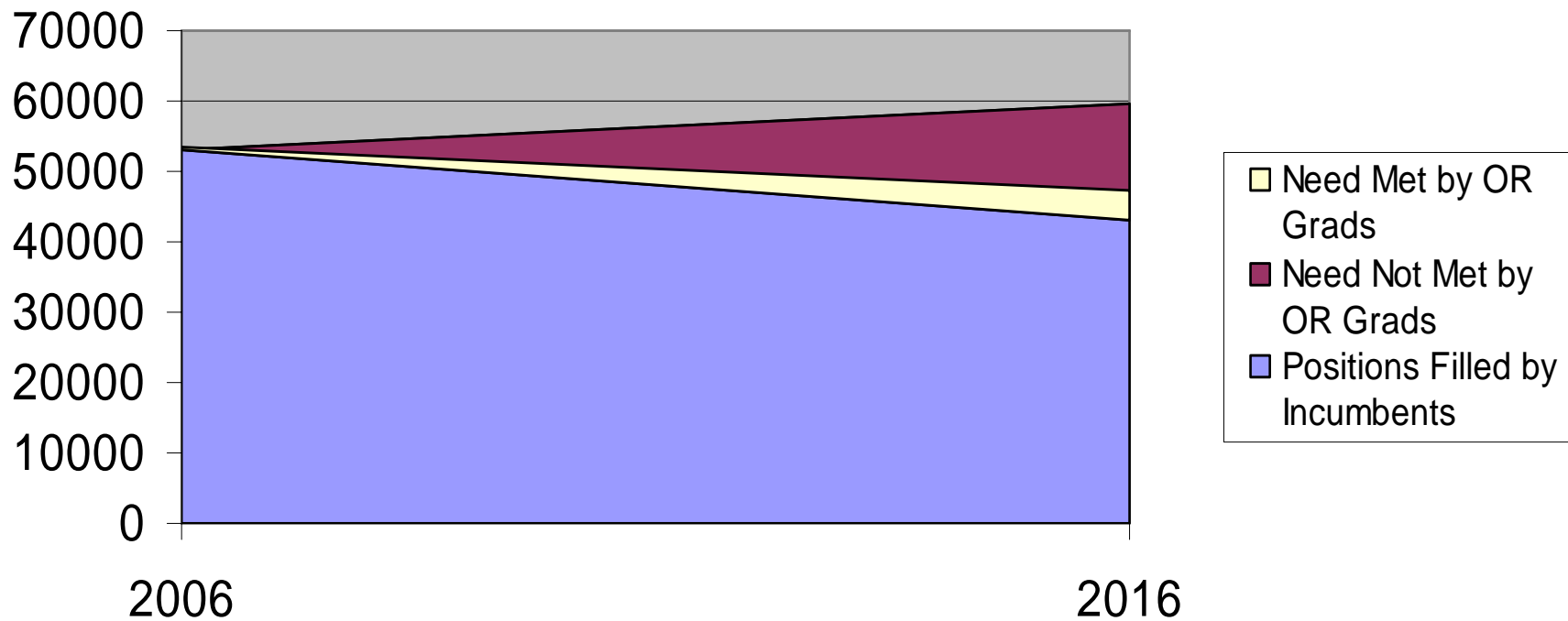
★ Special Event for Talented & Gifted Students

- ★ April 4, 2009
- ★ PSU Hoffman Hall
- ★ Part of series from Johns Hopkins
- ★ Theme: Robotics, large and small, academic and industrial
- ★ 7th-10th Grade Students plus their Parents (100 each)
- ★ Will do special outreach to students from disadvantaged families
- ★ See <http://cty.jhu.edu/family/science.html>
- ★ Will brand as Oregon is the place to study engineering, computer science, material science

Demand for Engineering & Technology Positions vs. Supply of Oregon Bachelor's Degrees



Demand for Engineering & Technology Positions vs Supply of Oregon Graduates*



* Supply is based on competitive education level for positions as determined by Oregon Employment Department

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Best Practices in Retention

- ✦ Goal: Increase the percentage of students who successfully complete engineering & applied science degrees
- ✦ Our campus are doing good work in this area but don't often communicate
- ✦ Strong research going on across the company
- ✦ Need to make sure we're all aware of best practices
- ✦ Generate set of core recommendations
- ✦ Intern available to help; already done initial literature search
- ✦ Propose: New ETIC Retention Task Force