



All-OPAS Workshop February 4, 2009:
ETIC Student Marketing Committee
Accomplishments

- Created top-level marketing plan for next biennium
 - Messages
 - High paying reward careers
 - Open to those from any background
 - Oregon offers great opportunities
 - Elements of campaign
 - Web Presence
 - Marketing Material
 - Speakers Bureau
 - Advertising Campaign

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Accomplishments & Plans

- Created Student Brochure
 - Design and layout by Endi Hartigan
- Expanded GetReal website to include engineering content
 - Design changes by Beau Dickey
 - Content enhancement by Ken Cone
- Overseeing event on April 4th
 - Affiliated with JHU Center Talented Youth
 - Featuring “all things” robotic
 - About 100 students and parents expected
 - Focus on hands-on break out sessions

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