

Public Relations

August 16, 2012

Abstract

The Public Relations team provides

- Skills: Writing, graphic design, website design, social media

1 Publish AguaClara on appropriate websites

Ensure that editable information on the web is up to date. Examples include

1. wikipedia
2. links on the CEE website
3. College of Engineering website
4. www.Cornell.edu sites (make sure descriptions are current and link to the right site)
5. <http://communitychoicestool.org/library/>
6. Akvo has another similar database.

2 Communication tasks

1. Find social media venues that water treatment professionals use and provide posts on AguaClara.
2. Sponsorship Packet for corporate sponsors (work with Abby Westervelt: Director of Corporate & Foundation Relations, College of Engineering, Cornell University)
3. Continuing to expand SMS data collection program & marketing it to partners
4. Improve design tool deliverables (provide guidance to the design team and to Monroe for ways to improve the design website. Create a better link to the design website from the AguaClara website.

5. Clean up the wiki
6. Work with Julia Morris to provide 1050/1131 presentations
7. Recruit an outside observer for trip (100% outside Cornell)
8. We need photos from an AguaClara plant showing dirty water, clean water, someone drinking it. Drew Hart either has such photos or can provide them to us. We need a video from a plant walk through. Winter: Get better photos from Honduras.

2.1 Blog topics

Create blogs by AguaClara team members, faculty, staff, and AguaClara personnel in Honduras, Panama, and Colombia. Arrange to have one person write a blog every week. Publicize the blog. Early in the semester add more topics to this list and

1. Students: educational experiences with a real world project, the connections between meaning, motivation, useful labor, hope, feedback, action-reflection, etc.
2. Students on the January trip could be assigned the task of blogging every day (make sure we have a SmartPhone or laptop that enables posting from anywhere in Honduras)
3. Design engine publication (this could be two blogs, one from Monroe on our new publication abilities and one from a student on the design team reflecting on how the automation influences the design process)
4. Antonio Elvir: The transformation he observes as he works with and trains water boards
5. Sarah Long: The journey toward inclusion of women as operators of the AguaClara plants
6. Construction process for an AguaClara plant
7. Design philosophy
8. Antonio Elvir: Failure modes in an AguaClara plant and what plant operators do to fix them.
9. Open Source: what does this really mean for the AguaClara program, what are the advantages and the disadvantages, why did we choose this approach? It would be good to get various perspectives on this.
10. Jacobo Nuñez: Reflections on working with the Cornell team since 2004.

3 AguaClara external website upgrade

Lauren Chambliss elc55@cornell.edu, and Lesley Yorke [<lab14@cornell.edu>](mailto:lab14@cornell.edu) (Office of Public Affairs, Cornell University, 607-255-9453) have offered to meet with the website team to provide feedback and suggestions for improving the website. Schedule a meeting with them early in September. Improve Website Content and reassess which topics should be on the internal wiki and which topics should be on the external website. The project sites should be available on the external website. Link to the top level page of the design tool rather than including a form to design a water treatment plant. Link to the performance data at http://opensourcewater.net/aguaclara_plants.html (figure out how to link to a particular plant's data). Prepare to take over the performance monitoring website and incorporate it directly into the AguaClara site. We need to explore the best options for taking the performance monitoring forward.

4 Create a FAQ on our public website

- Q: What do you do with the dirt that is removed from the water? A: The dirt that has been removed from the source water is returned to the local landscape from which it originated. The soil slurry is nontoxic and can add to the topsoil.
- Q: Where does the coagulant end up? A: The coagulant is insoluble and precipitates with the dirt. The precipitated aluminum is not toxic. Aluminum is the second most common element in the earth's crust and is naturally present in the soil.
- Q: My organization would like to become an implementation partner. How can we start? A: See links on the wiki site.
- Compare Point of Use water treatment with centralized water treatment. Explain where each is needed and explain how centralized systems can provide the best service. Explain the need for a centralized water delivery system in any case for large human settlements and the need for the population to pay for that service and the improved willingness to pay if that service provides clean water rather than dirty water.