

# Public Relations Team

For Spring 2016 semester, the AguaClara Public Relations Team's goals were to increase awareness on campus and to build relationships with alumni.



## Public Relations focused on five main areas



# Events



# Public Relations Team represented AguaClara at various events



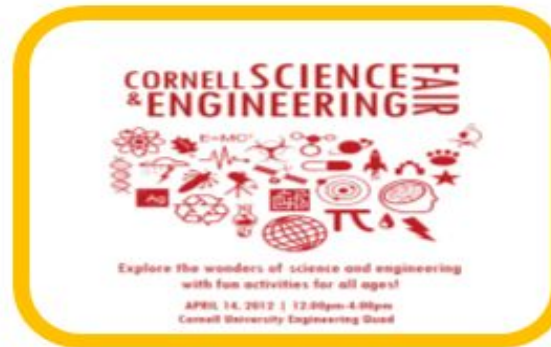
Project Team Blitz



Social Impact Conference



The Society of Hispanic Professional Engineers  
Dia de Ciencias



Science and Engineering Fair

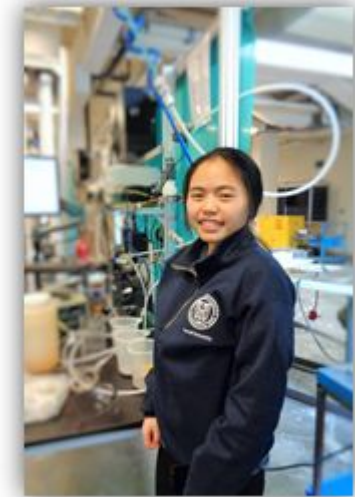
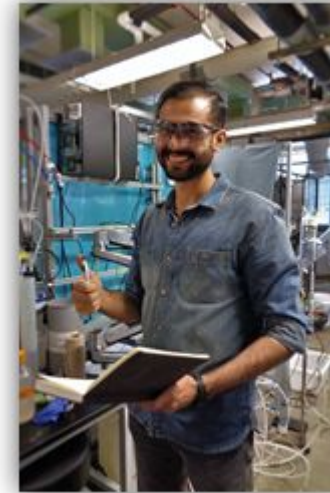
## Public Relations Team hosted the open house and Cafe Pacific fundraiser



# Social Media and Newsletter

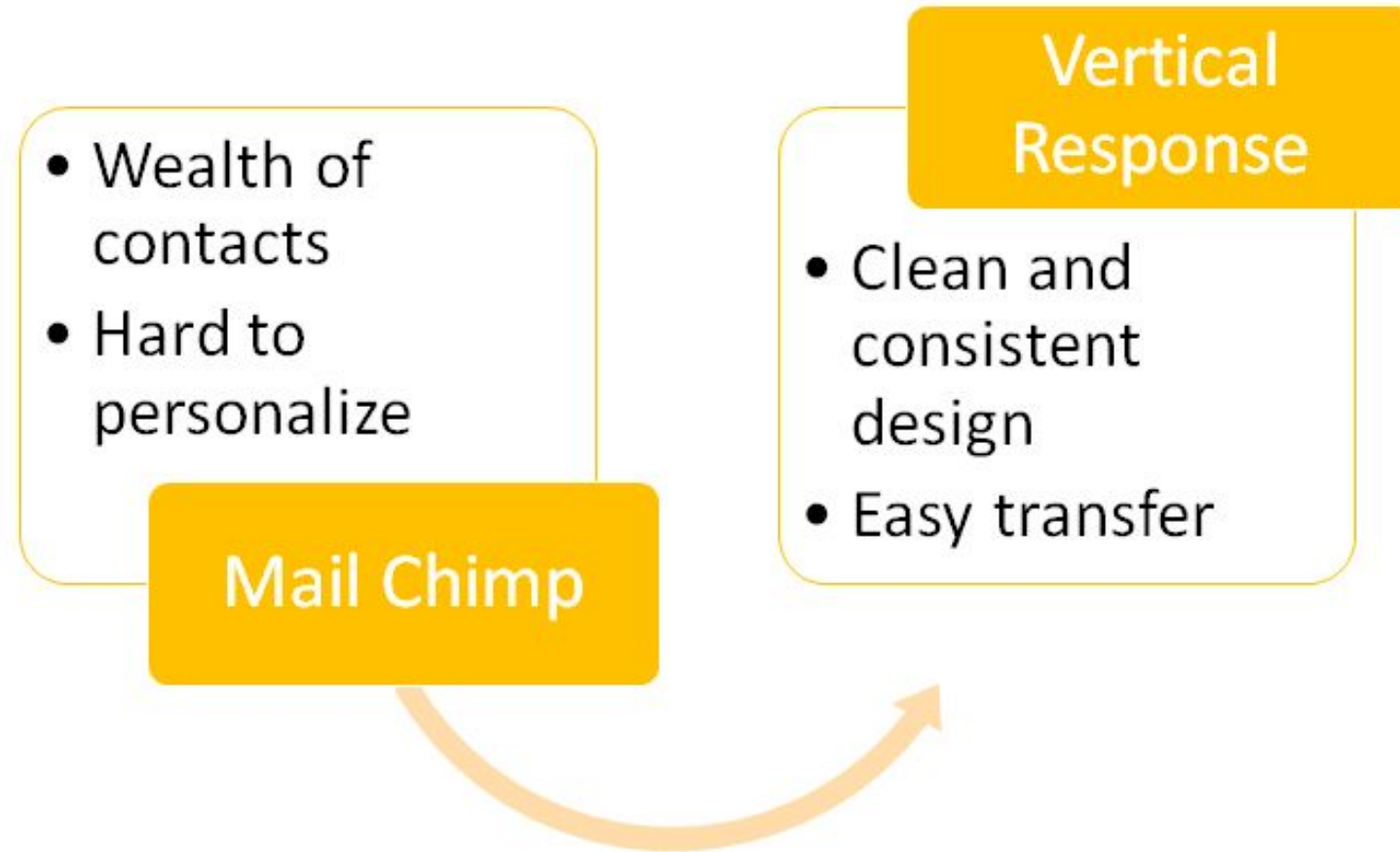


# Public Relations team actively used social media to increase public awareness





# Newsletter shared updates and helped connect AguaClara with alumni





# Funding Opportunities



# Public Relations Team applied to SAFC and for the Student Group Leadership Award

## Durable Goods

- Team polos
- Table cloth

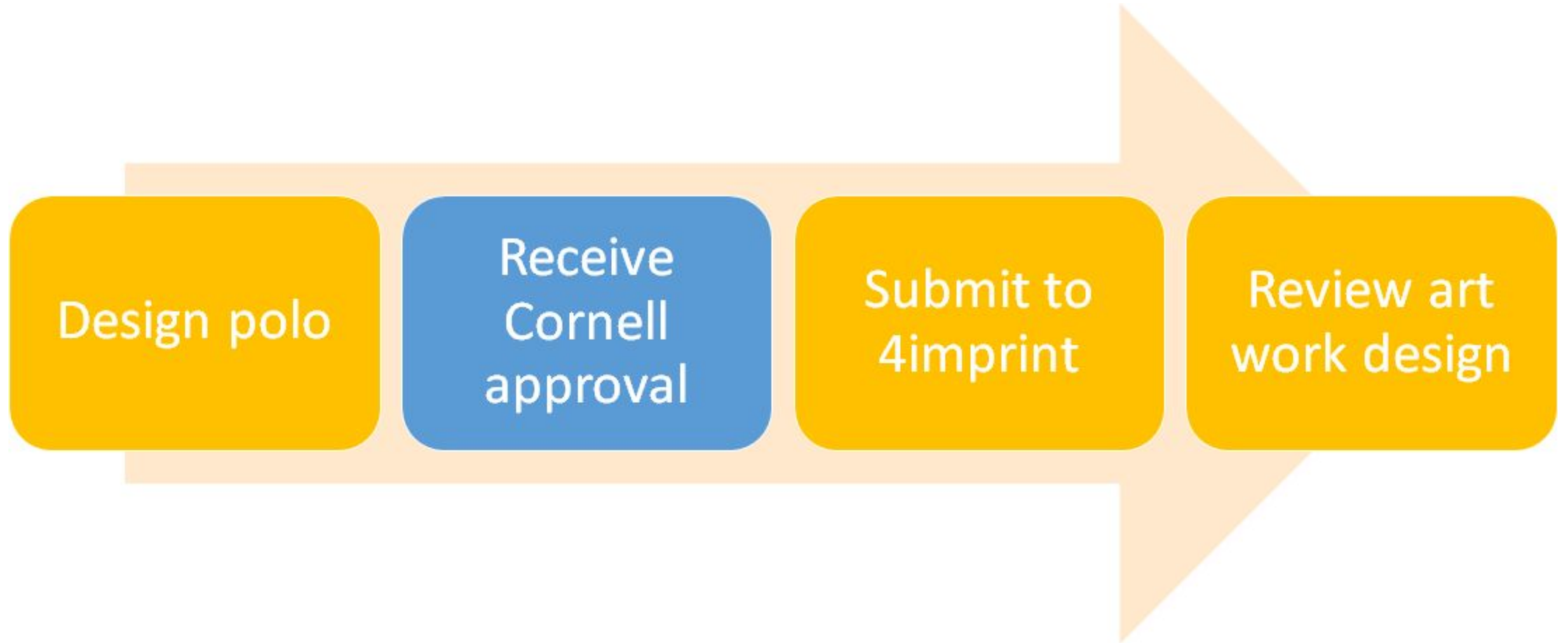
## Administrative

- Stickers
- Quarter cards and poster
- Banner → should be moved to durable goods

# Merchandise



Public Relations team struggled to design and order AguaClara team polos



Public Relations team ordered T-shirts with CustomInk and improved payment efficiency



Long Sleeve



Short Sleeve

# Special Project



# Headshots allowed Public Relations to serve as additional resource for team members





# Future Work and Conclusion



In the future, Public Relations Team hopes to improve on current projects and create new ones




Improvements

- Planning ahead for events
- Revised editing procedures

New actions

- Awareness campaign
- Media contacts

# Questions and Recommendations



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# Appendix Slides



## Appendix 1: Design for Quarter Card

Take a break, eat at  
**CAFÉ PACIFIC**

Supporting  AguaClara Project team  
May 14 (Sat) 4:00PM - 9:00PM

Pay with cash, place receipts in the donation bucket, and donate 10% of sales to AguaClara.

AguaClara designs water treatment systems that currently provide clean drinking water to 50,000 people in Honduras and India.

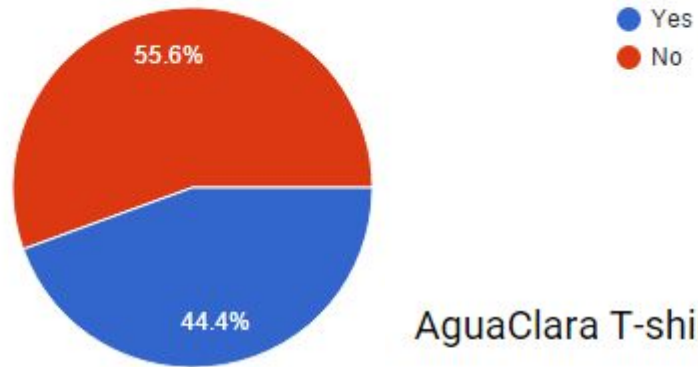


## Appendix 2: Initial Budget Proposal for SAFC

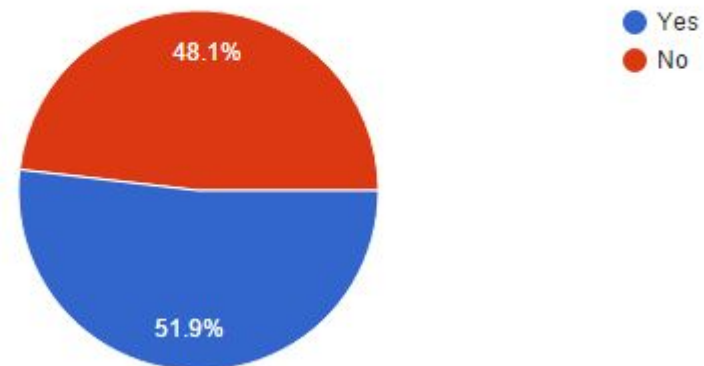
Item to Purchase	\$\$ To Request
Stickers	\$37
Apparel (Polos)	\$229
Marketing Materials [Quartercards & Posters]	\$10
Banner	\$75
Tablecloth	\$13
Decorations	\$8
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	\$372

## Appendix 3: Merchandise Survey Results

AguaClara Hoodies (\$19.00) (27 responses)



AguaClara T-shirts (\$13.0) (27 responses)



AguaClara Water Bottles (\$10.0) (27 responses)

