

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



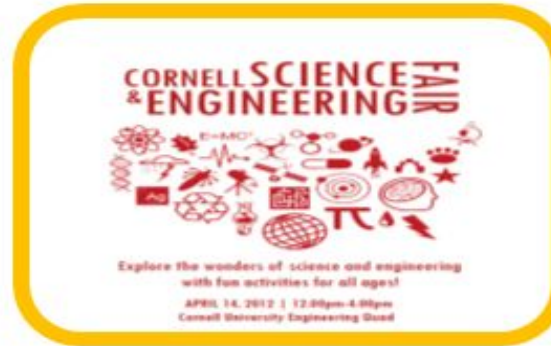
Project Team Blitz



Social Impact Conference



The Society of Hispanic Professional Engineers
Dia de Ciencias



Science and Engineering Fair

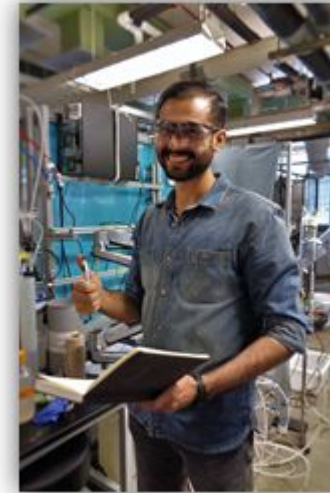
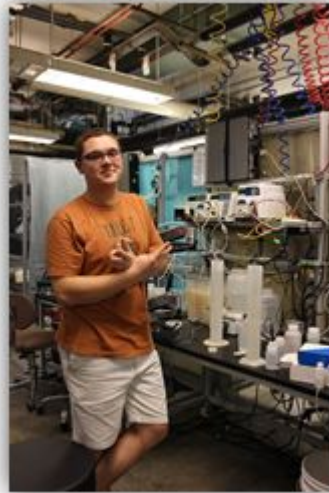
Public Relations Team hosted the open house and Cafe Pacific fundraiser



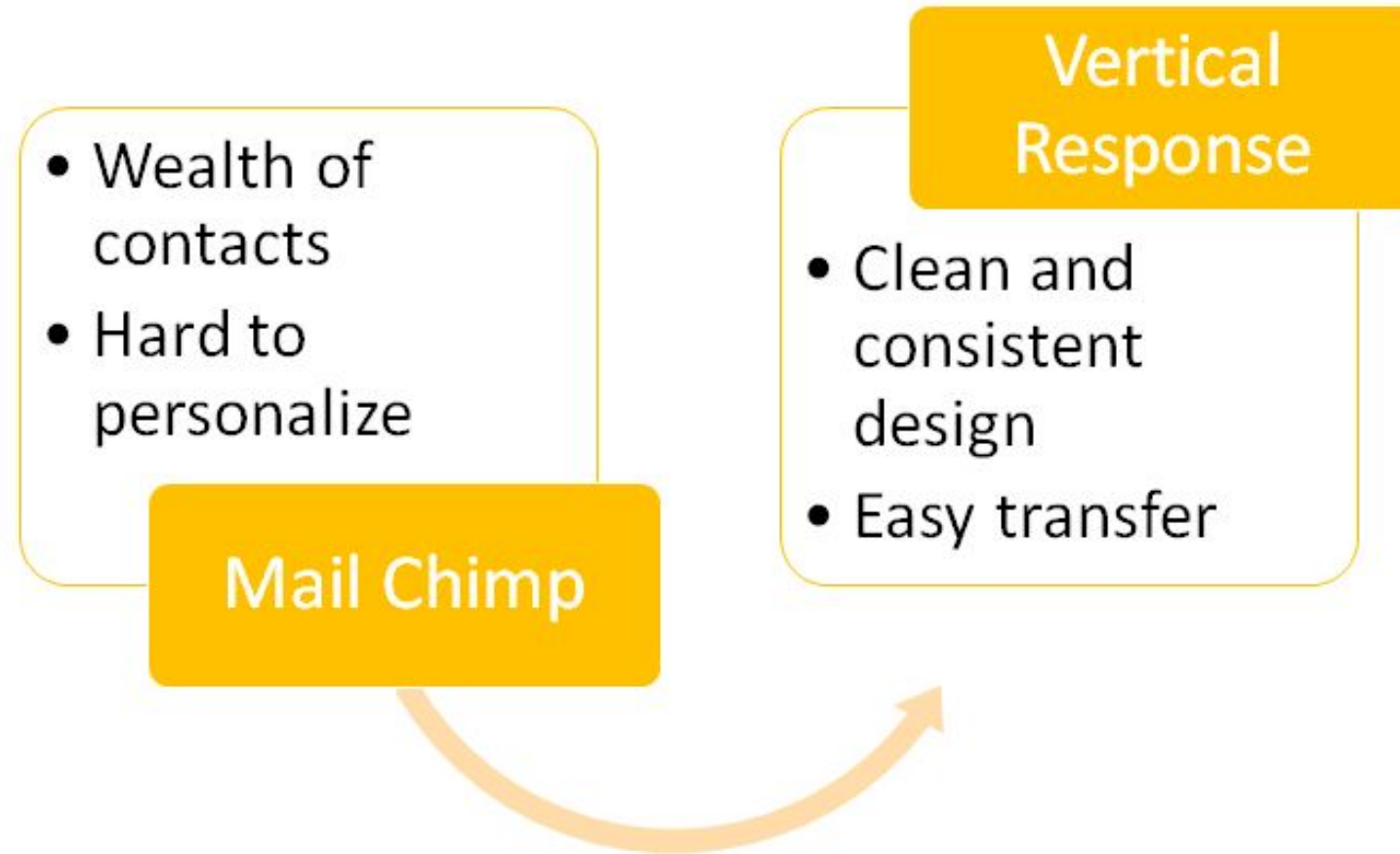
Social Media and Newsletter



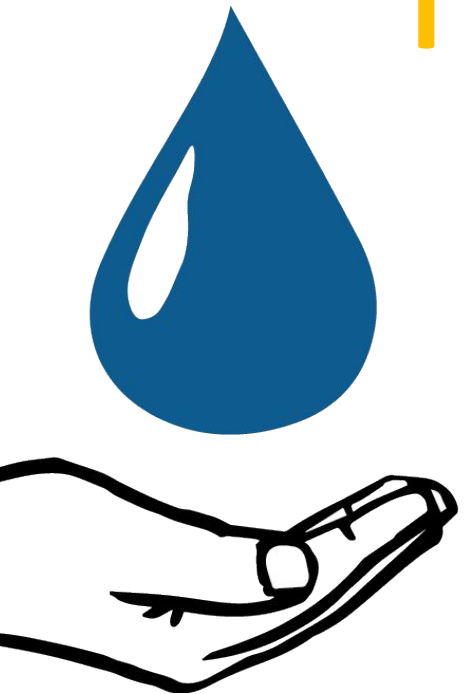
Public Relations team actively used social media to increase public awareness



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

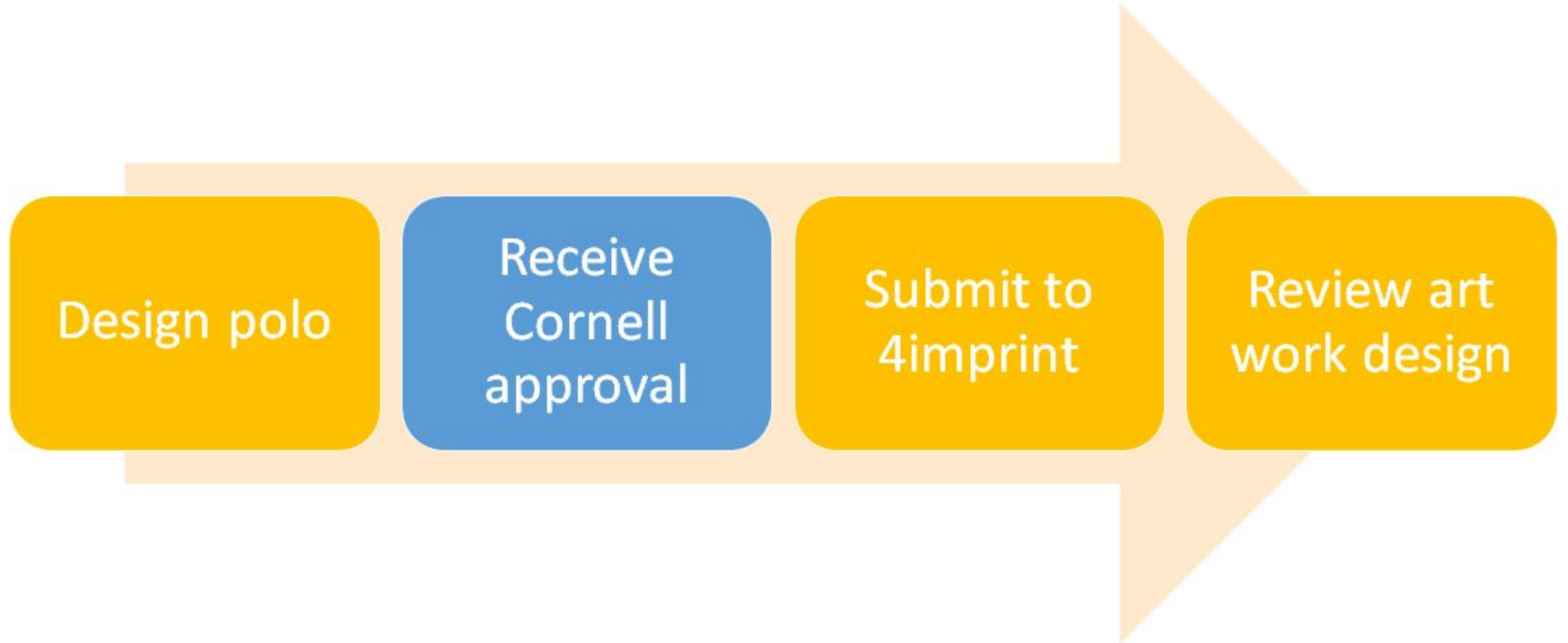
Administrative

- 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

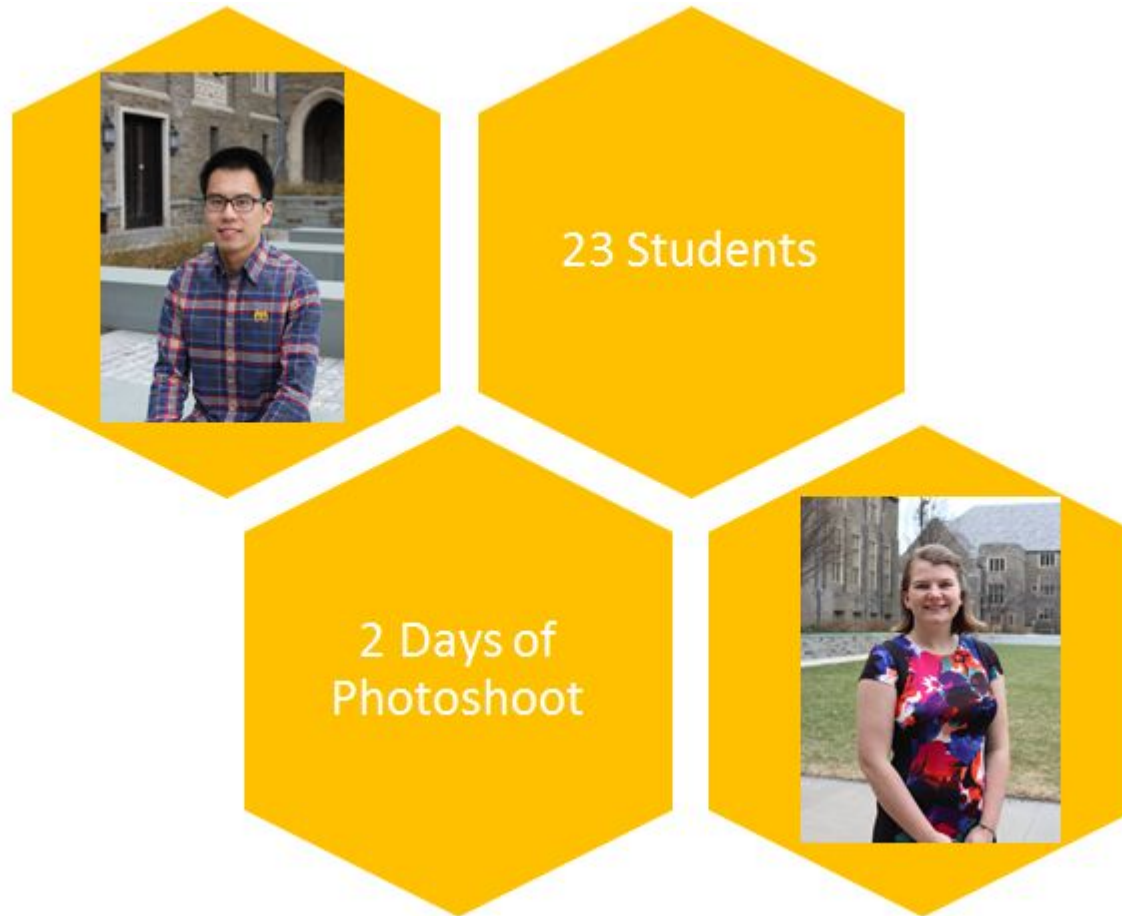


Short Sleeve

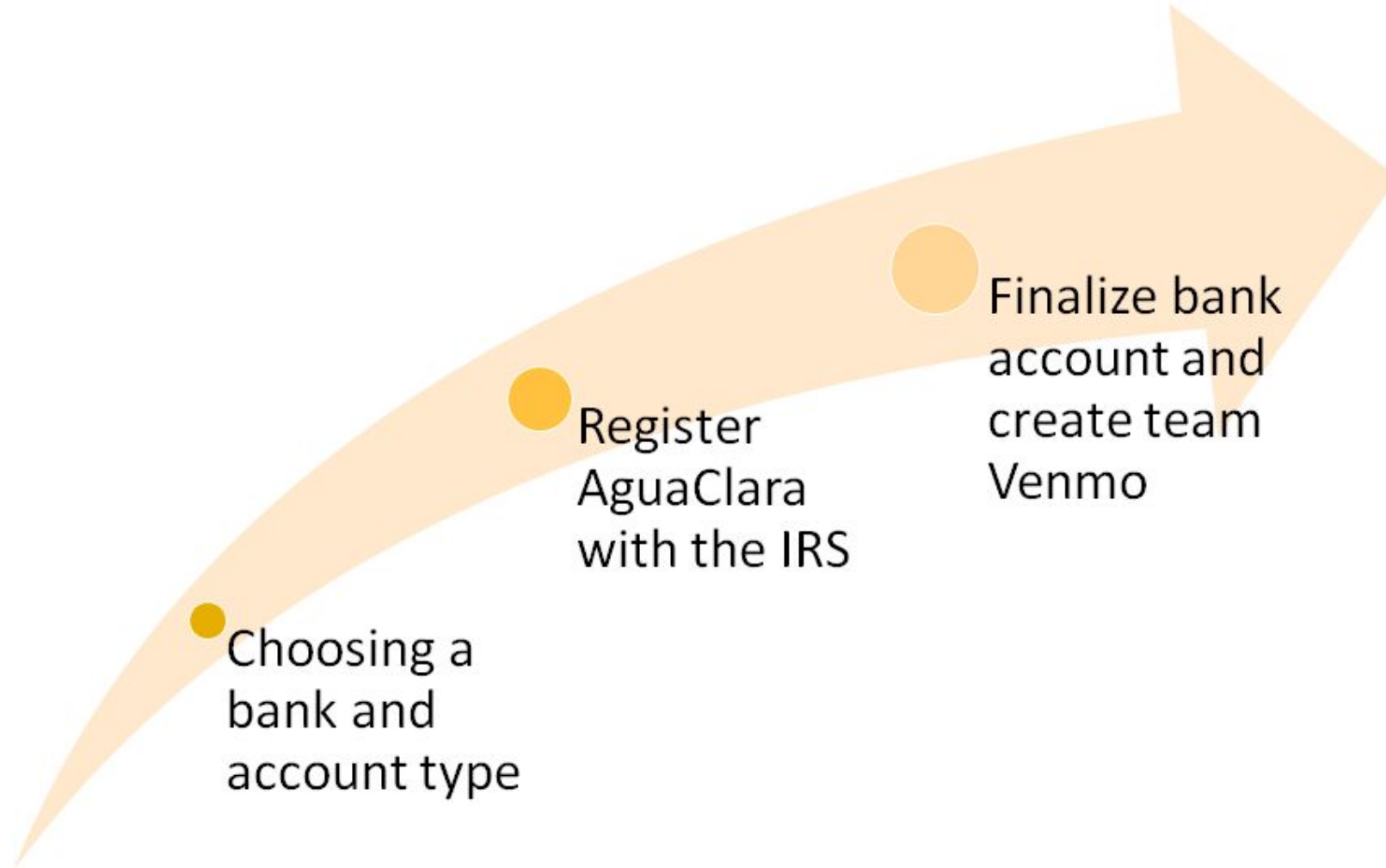
Special Project



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



Public Relations team established a team bank account that can be accessed for non-research purposes



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.

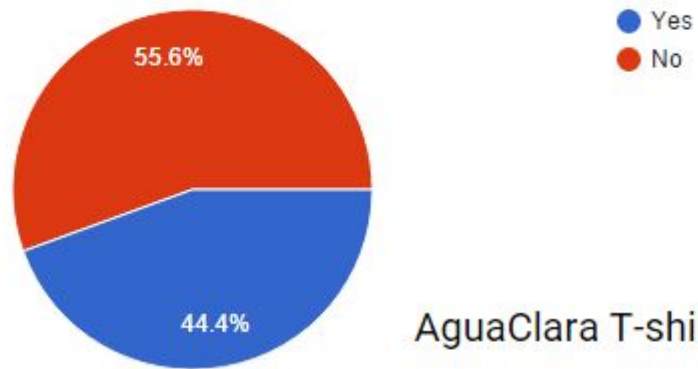


Appendix 2: Initial Budget Proposal for SAFC

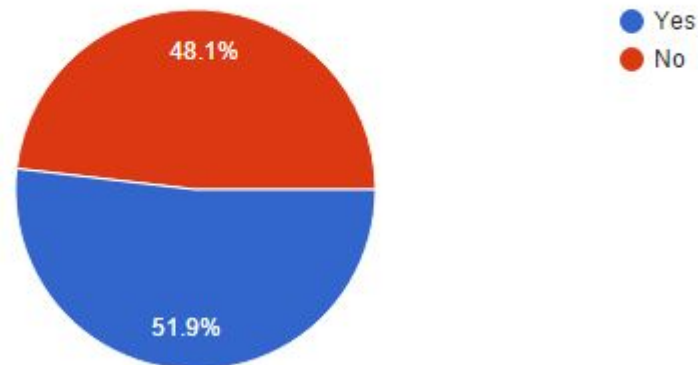
Item to Purchase	\$\$ To Request
Stickers	\$37
Apparel (Polos)	\$229
Marketing Materials [Quartercards & Posters]	\$10
Banner	\$75
Tablecloth	\$13
Decorations	\$8
<hr/>	
	\$372

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)

