

Public Relations Team, Spring 2016

Erika Axe, Rachelle Ng

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Semester Schedule

Team Members: Erika Axe and Rachelle Ng Team Advisor: Lishan Zhu

Task Map

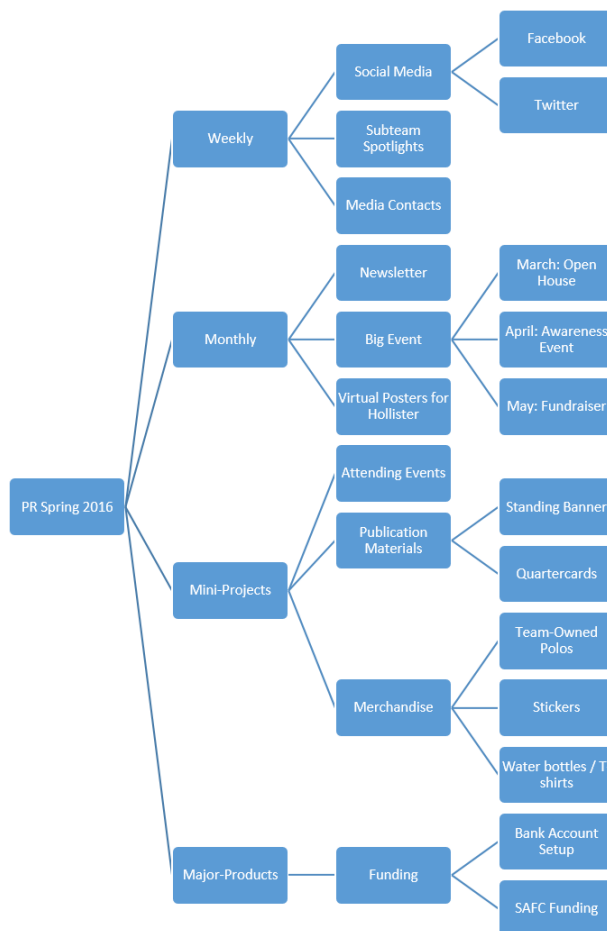


Figure 1: Spring 2016 PR Task Map

Task List

This detailed task list is a compilation of the goals and ideas set out for the Public Relations Subteam for Spring 2016. Each listed task is accompanied by the team member in charge, as represented by a set of brackets, and a date for each task to be accomplished by when applicable.

1. Facebook Updates - [Rachelle] Posting photos and statuses, creating events if necessary, and publishing Subteam Spotlight / Team Member Spotlight every Friday
2. Twitter Updates - [Erika] Sending out tweets and linking to the facebook page
3. Meetings with Lishan - [Erika and Rachelle] Tuesdays from 3:00-3:30 PM in the B60 Lab
4. Newsletter - [Erika] sending out newsletter once a month to the entire team and the alumni
5. Publication material - [Erika and Rachelle] creating virtual posters and quartercards to advertise AguaClara
6. Open House - [Erika] hosting a lab open house on Monday, March 21 to invite students to pre-enroll for the class next semester
7. Awareness Collaboration - [Rachelle] reaching out to another campus organization to organize an event to raise awareness about AguaClara in April.
8. Fundraiser - [Rachelle] using GroupRaise for a late Spring Semester Fundraiser on Friday, May 6 at Collegetown Pizza
9. Apparel and Merchandise - [Erika] ordering team merchandise and professional polos
10. Presentations and Events - [Erika and Rachelle] Giving presentations and representing AguaClara at various events such as the Reverse Career Fair or the Social Impact Conference
11. Media Contacting - [Erika and Rachelle] Reaching out to various media outlets asking to feature AguaClara as a form of advertisement for the team and its mission
12. PR Team Funding - [Erika and Rachelle] Working to establish a functioning bank account and working with the SAFC to budget any needed Public Relations Material