

Public Relations

January 24, 2012

Abstract

AguaClara at Cornell has a growing need to create a public face for the program. We have opportunities to create positive press for Cornell, develop an internationally recognized solution for drinking water, and recruit the best students for Cornell.

students 3

skills creative writing, graphic design, videography

1 Tasks

- Due Feb 3rd: Nominate AguaClara for the National Academy of Engineering Real World Engineering Education, see the nomination form.
- Submit a video to Planet Forward. Contact Gianna Zoppi at gz68@cornell.edu to get a video that was made last semester and could be useful here. She worked on the PR team some time ago. The file is large so she will have to send it to you via dropbox.
- New brochures for use at conferences and for fundraising.
 - brochure detailing donor opportunities (coordinate with Engineering College Development office)
 - brochure describing the AguaClara solution for municipal safe drinking water for individuals interested in an overview of the program
 - brochure detailing student opportunities with a focus on M.Eng. recruitment
- Coordinate outreach events at Cornell and in the surrounding area that include presentations and demonstrations.
 - Introductory engineering course sessions
- Determine how to best use social media to create an AguaClara following. Develop a method to obtain regular updates to provide a regular feed of new information. We currently have a presence on Facebook, LinkedIn, Twitter, Picasa, and YouTube. Generate a regular stream of stories and updates from the implementation partners and from the student project teams.
- A video tour of an AguaClara plant (both real and virtual or combined) with a description of the processes could be very useful. Video could be a very powerful method of promoting the AguaClara program.