

bjc267

Bridget Cheng's Individual Contribution Page

Spring 2015 Contributions

As a member of the PR this semester my partner, Erika Axe, and I are looking to further expand AguaClara's presence on campus. Though AguaClara is extremely successful and has received several recognitions and awards, there is a lack of knowledge about our project team; thus our main goal for the semester is to improve AguaClara campus relations.

Specific Goals the PR team has created for the semester include:

- Creating a short promo/informational video for the NAE grand challengers for engineering video competition (awards \$25k grand prize for winner)
- Presentation for Cornell campus tour guides to promote engineering project teams in an accurate and informational manner, targeting prospective students
- Updating the wiki and website
- Selling out old merchandise inventory (t-shirts, polos, etc.)
- Designing and distributing posters on Cornell Campus
- Connecting and updating social media forms (Facebook, Twitter)
- Reorganizing Bagel Mondays to increase attendance and interaction among sub-teams