

**Matrix for EcoCAR Teams Communications
Three Year Work Plan**

YEAR ONE

ACTIVITY	COMMUNICATIONS GOAL	AUDIENCE	MESSAGES
1. EngineerFest 2. Facebook Page 3. Facebook Group 4. National AFV event 5. EcoCAR Blog 6. Team website 7. Homecoming parade 8. Earth Day Event	1. Spark interest in incoming freshman about our EcoCAR team 2. Keep EcoCAR front up mind in fans with constant updates and communication 3. Keep group members up-to-date with team information and events 4. Inform the local technical audiences and alternative fuel supporters about EcoCAR 5. Inform viewers of the fun, education and events involved in EcoCAR 6. Goals, objectives, benefits and progress of EcoCAR competition 7. Inform the community about EcoCAR	1. Freshmen engineering majors 2. Students; all people interested in alternative fuels or greening the environment (you do not need to be on facebook to become a fan) 3. Students; all people on facebook interested in alternative fuels or greening the environment 4. Technical audience 5. Anyone interested in our EcoCAR team or compelled to visit our website 6. Anyone wanting to learn more about EcoCAR or our team 7. Morgantown community, WVU community & alumni 8. WVU Students and faculty	1. Join our EcoCAR team to learn about alternative fuels, gain hands on experience and get prepared to work in the changing auto industry 2. EcoCAR benefits, including alternative fuel research; follow our efforts and events 3. EcoCAR benefits, including alternative fuel research; follow our efforts and events 4. Benefits of EcoCAR and alternative fuel research; team plan for our EcoCAR 5. Team events and progress from our perspective 6. Competition information; importance of AVT research; team events and goals 7. EcoCAR competition began in 2008 8. Meet our team, AVR benefits, join team, visit our website, follow us next year

YEAR TWO

ACTIVITY	COMMUNICATIONS GOAL	AUDIENCE	MESSAGES
1. Visit between 6 elementary schools with EcoCAR 2. Visit 3 middle schools with EcoCAR	1. Reach as many youth as possible to educate them about AFR and importance of education 2. Reach as many middle schoolers as possible to educate them about AFR and importance of education	1. Grades K-5 youth 2. Grades 6-8 youth	1. Inform children of benefits of alternative fuel research; emphasize importance of education, especially math and science; show exciting jobs engineers have 2. Inform children of benefits of alternative fuel research; emphasize importance of education, especially math and science; show exciting jobs engineers have

YEAR THREE

ACTIVITY	COMMUNICATIONS GOAL	AUDIENCE	MESSAGES
Focus on media coverage and events showing our EcoCAR and the changes we made (specific events have yet to be announced)	Inform as many people as possible about EcoCAR, advanced vehicle research, benefits of alternative fuels and our vehicle design	Includes youth, adults, West Virginians, West Virginia University students & alumni, technical, local & national audiences	Benefits of alternative fuels and advanced vehicle research, our EcoCAR design, the process that created our EcoCAR, key learnings

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BUDGET	EVALUATION METHOD	STATUS (Include Start and Finish Dates)
1. Free 2. Free 3. Free 4. Free 5. Free 6. Free 7. \$50/candy to hand out 8. \$150/magnets with website	1. How many freshmen inquire about EcoCAR team 2. Number of fans of facebook page 3. Number of group members 4. People in attendance; Invitation back next year 5. Number of blog hits 6. Unique website visitors 7. Number of impressions 8. Visitors to website after event	1. Held on 8/27/2009; received several inquiries from freshmen 2. 11 people are fans as of 4/14/09; will measure until 5/11 3. Group has 22 members as of 4/14/09; will measure until 5/2011 4. Over 40 people attended the event; we received an invitation back for next year 5. 35 unique visitors have viewed blog as of 4/14/09; will measure until 5/2011 6. We have received 131 visitors since the website was created, or 4.23 visitors per day; will measure until 5/2011 7. Parade was 10/10/2008; over 1,000 people attended 8. Event will be held 4/22/09

BUDGET	EVALUATION METHOD	STATUS
1. \$50-\$75 per school for gas for Vue and materials to engage children 2. Free (local schools/no materials, just presentation)	1. How many children are reached directly; visitors to children's page of website (to be developed) 2. How many youth are reach directly	TBA

BUDGET	EVALUATION METHOD	STATUS
\$500 to develop promotional materials, press kits and event logistics	Media hits garnered, website visitation	TBA