3/3/2011

WVU

EcoCAR Outreach Report 2

West Virginia University
March 3, 2011
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A-1 **Influencer Campaign Update**

The WVU EcoCAR team has been active in influencer outreach. The team has made contact with the office of Senator Jay Rockefeller multiple times in hopes of coordinating with the senator at an outreach event; however as of yet, no coordination has occurred.

The team is in the process of launching an influencer letter writing campaign which will initiate in early March. Targets of the letter writing campaign will include both U.S. Senators from WV, all 3 U.S. Representatives from WV, State senators and delegates as well as local politicians.

Members of the WVU team participated in Undergraduate Research Day at the W.Va. Capitol Complex, where they spoke with legislators and staff about the WVU EcoCAR program.

A-2 **Consumer Campaign Update**

The WVU EcoCAR team has created posters which highlight the team's design which will be shown at any trade shows or consumer outreach campaigns. The posters not only highlight the vehicle (the proposed specs), but also the students who are involved in the project.

The team has also created a fresh brochure which includes the vehicle's specs and other pertinent information for a consumer.

A-3 **Youth and Public Outreach Summary**

In the timeframe of this outreach report, the WVU team has participated in two events. The first event was a university event, which focused on local high school students by showing them around the WVU EcoCAR garage.

The second event was West Virginia Undergraduate Research Day, which involved the team presenting the specifics of the EcoCAR program, including the team's specific architecture and goals, to numerous people at the West Virginia Capitol Complex.

The WVU team is attempting to plan several more school visits for the spring semester once spring arrives.

A-4 **Social Media Highlights**

. The WVU EcoCAR Facebook fan page has seen modest improvement, reaching 296 "likes" (up from 284 at the last progress report). The twitter page has added followers as well, accumulating 171 followers (155 at the time of the last progress report). The Facebook page generated 10 posts in November, 10 in December, 0 in January and 4 in February. The Twitter page generated 82 tweets in November, 21 tweets in December, 1 in January and 5 in February. The EcoCAR Youtube channel produced seven videos in November.

A-5 **Media Relations**

The WVU EcoCAR team has not gathered much media attention in this outreach period. There have been two press releases sent out, and the team secured one interview, but the story was ultimately unpublished.

A-6 **Sponsor Success Story Update**

The WVU Sponsor Success story will focus around the success that the WVU team has found in year three by utilizing Motohawk parts.