Volunteers Needed for Business Outreach, School Outreach and Social Media Outreach Committees

Please choose and contact the Committee Chairperson named in charge below:

**Description of the responsibilities for Business Outreach Committee are:**

The Business Outreach Committee is responsible for contacting a wide range of engineering and technological firms to encourage their participation in and sponsorship of the Lower Hudson Valley Engineering Expo. Businesses are asked to participate in the event by hosting booths to demonstrate exciting career opportunities in the engineering field. This Committee is extremely important, as all the funding required to organize, advertise and run the entire event comes from the business exhibitors.

Members of this committee will have access to the list of companies, and their associated points of contact, that have participated in the event in years past. Each committee member will be responsible for reaching out to a portion of businesses on the existing list. Additionally, committee members are encouraged to expand on the existing list of exhibitors by bringing new firms to the event through personal connections.

If you would like to participate in this Business Outreach Committee, please contact Kaitlyn McGrath by email at kmcgrath@mgmclaren.com

**Description of the responsibilities for School Outreach Committee are:**

Research Each School District to ascertain the Principal, Assistant Principal, Guidance Counselor, Math and Science Teachers. Contact each (via e-mail) and send Flyer with a Letter asking for their support in spreading the word within their respective districts by any and all methods possible (website, PTA, Mailings, E-mail Blasts, Posters throughout school, Social Media)

Visit Critical School Districts and make plea for support and drop off additional hard copies of flyers (try to see Principal, Assistant Principal, Guidance Counselor, Math and Science Teachers). Repeat E-mail Blasts two additional times to each school district.

If you would like to participate in this School Outreach Committee, please contact William McCarthy, III by email at wmccarthy@mgmclaren.com

**Description of the responsibilities for Social Media Committee are:**

The Marketing / Social Media Committee is responsible for outreach designed to contact students, parents, teachers, and more to encourage their participation in the Lower Hudson Valley Engineering Expo. The Marketing / Social Media Committee currently manages the Expo’s Facebook Page and Eventbrite page, and we are looking to expand our presence on Social Media. We are looking for volunteers to manage our LinkedIn, Instagram, and Twitter profiles as well as our Snapchat Filter.

Volunteers who manage our social media profiles will have the opportunity to use their creative skills and make young people excited about STEM fields by posting fun and cool content that encourages students and their families to come to the Expo. Volunteers who manage our LinkedIn profile will have the opportunity to work with our Business Outreach Committee and College Outreach Committee to highlight the amazing companies and colleges that are coming to the Expo, and to encourage more businesses and colleges to attend. We’d like to get at least four (4) volunteers so that we can establish one volunteer per social media platform. Volunteers can take charge of their respective social media platforms and will not be required to come to weekly meetings or to give up hours of personal time. We would just ask that volunteers communicate with the Marketing / Social Media Committee on the progress of each platform and the committee head can relay any information to the Expo Committee.

If you would like to participate in this committee, please contact Jennifer Cunney by email at jcunney@mgmclaren.com

Download our ‘Save the Date’ flyer [HERE](http://beanengineer.org)