

Clark College scores high with Google

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A first-year Clark College entrepreneurship club, Winning Innovations through Student Entrepreneurship, placed in the top 15 percent globally in the Google Online Marketing Challenge.

The challenge required teams of two to six stu-

dents to build a campaign for a local business or non-profit organization that would drive business to their website. More than 2,000 teams entered, and W.I.S.E. earned the highest rating before making it into the semi-finals.

Representing W.I.S.E. at the event were Club President Joseph Wagner and Events Coordinator Francis Berube. Lucia

Worthington, a Camas resident, joined as their faculty advisor.

"They went through this very intensely," said Worthington. "I really applaud young energy. That's why I decided to help them, give them structure, along the way."

They had a \$250 budget and three weeks to generate as many "clicks per cost" as possible. They

spent a total of two months preparing and working on the campaign for the non-profit organization American Builders Association.

"I encouraged them to not just look into businesses, but not-for-profits, too," said Worthington. "The students, the non-profits and the community really benefit."