

UWSP Alumni Association Board of Directors Work Plan
Communications Committee

Goal: *Work with staff to develop programs that strengthen our connection with alumni and enhance communication with them.*

Develop integrated social networking technology

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
PR Intern program - review	Committee	October 9, 2009	No new interns have been secured yet for this year, but the job posting is out.
Facebook – Online yearbook Social Connections Cross promotion with UWSP Online Community Map with faces for alumni to click on	Committee	October 9, 2009	Ray exploring current alumni site run by an alumna and applications for possible use by Alumni Association Facebook application is running and has received a terrific testimonial!
Linkd In group - mentoring	Committee	October 9, 2009	Business information utilization
<i>The Connecting Point</i> Review stats of site and broadcast email use	Committee	October 9, 2009	Potential sneak peek of the site re-design!

Objective: Maximize effectiveness of Alumnus and E-Newsletter

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
Review E-Newsletter and brainstorm ideas for future issues	Committee	Ongoing	August E-news Spring 2010 Alumnus will be online only
Brainstorm ideas for finding lost alumni	Committee	Ongoing	

Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	Moved to ONE print version and ONE electronic version Opt in to e-version – 30 people have opted to receive Alumnus only
Discuss Alumni Board Committee to be highlighted in Alumnus. We have highlighted Exec, Comm, and Awards	Committee	Fall 2009 for Fall 2010 issue	Discussion: Should we highlight a Board Committee in the Spring 2010 online only version?

Objective: Marketing campaign to brand and promote the Alumni Association

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
Create marketing plan for Alumni Association – what are the two/ three main messages we want to send to all alumni through e-mail, print, etc. How do we create meaningful connections with our marketing	Committee	Ongoing	Lipman Hearne will have data for us on the marketing initiative they are working on for UWSP LH materials suggest creation of an alumni marketing ambassadors group. How might we assist with this project?

Objective: Utilize sponsorship dollars to promote Alumni Association in positive ways

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
Review outstanding funding requests	Committee	Quarterly	