

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 | Spring 2009 | Drew Ward has been our PR Intern in the Alumni Office for 1 ½ semesters and is enjoying the program. He has worked on two brochures, some marketing postcards and an office mural. We are kind of waiting on a big project pending the results from Lipman Hearne. |
| Facebook – Online yearbook Social Connections Cross promotion with UWSP Online Community Map with faces for alumni to click on | Committee | Spring 2009 | Ray exploring current alumni site run by an alumna and applications for possible use by Alumni Association Laura is following up with Harris on the Facebook application |
| Linkd In group - mentoring | Committee | Spring 2009 | |
| <i>The Connecting Point</i> Review About Harris document to explore other possibilities when contract renews in 2011 | Committee | Spring 2009 | The Program Support Committee is also doing this to determine budget impacts |

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 | Assistant Director is taking on more of the web and online community tasks |
| Brainstorm ideas for finding lost alumni | Committee | Ongoing | |
| Review latest edition of Alumnus and suggest ideas *Potential to change from two print to one, invest resources in enews | Committee | Ongoing | |
| Discuss Alumni Board Committee to be highlighted in Alumnus: Awards and Recognition? | Committee | Spring 2009 for Fall 2009 issue | Communications Committee – Spring 2009 |

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 |

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 | |
| Review requests given to date – discussion of marketing dollars vs. sponsorship? | Committee | Spring 2009 | |