

UWSP Alumni Association Board of Directors Work Plan
 Communications Committee
 Spring 2012

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

**Meet Kate Worster, new Executive Director of University Relations and Communications.*

Objective: *Develop integrated social networking technology*

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
PR Intern program - update	Committee	April 28, 2012	No intern this semester. Discontinuing intern program until fully staffed.
Social Media	Committee	April 28, 2012	Review and tweak social media plan presented by Jamie Beckland with input from the Exec Committee. Review UWSP Social media plan to ensure all are on the same page.
Technology: Explore the idea of an alumni app for UWSP that could generate revenue	Committee	April 28, 2012	In progress: Proposal of what we would like the app to do for alumni is in administration's hands awaiting further movement campus wide.
<i>The Connecting Point</i> Review stats of site and broadcast email use	Committee	April 28, 2012	

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	
Email purchase proposal	Committee	April 28, 2012	Update on proposal submitted to Foundation in October 2010. No final decision from the UWSP Foundation at this point.
Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	Next edition will be Fall of 2012
Brainstorm ideas for collecting good email addresses	Committee	April 28, 2012	

Objective: Marketing campaign to brand and promote the Alumni Association

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
Alumni Ambassador discussion on marketing UWSP in other communities	Committee	Ongoing	Utilize stories from New Frontiers presentation to create talking points for Board members to use when they are representing the Alumni Board

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	None Music and Trivia were approved