

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
Facebook – Online yearbook Social Connections Cross promotion with UWSP Online Community Map with faces for alumni to click on	Committee	October 2008	Ray exploring current alumni site run by an alumna and applications for possible use by Alumni Association  Mary & Laura will explore an internship possibility: In progress
Linkd In group - mentoring	Committee	2009	

**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	Potential intern being sought for e- news letter, marketing materials, broadcast e-mails and online community maintenance
Brainstorm ideas for finding lost alumni	Committee	Ongoing	
Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	

Discuss Alumni Board Committee to be highlighted in Alumnus	Committee	October 2008 for Spring 2009 issue	Executive Committee – Fall 2008
-------------------------------------------------------------	-----------	------------------------------------	---------------------------------

**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	

**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 new verbiage for endowments and faculty staff milestones	Committee	July 2008	Approved