

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 - update	Committee	Oct., 8	Update on what Melissa has done so far!
Facebook – Online yearbook Social Connections Cross promotion with UWSP Online Community Map with faces for alumni to click on TWITTER	Committee	Oct., 8	Research update from other UW Alumni Association – no one has purchased FB ads at this point – we would be the first!
Linkd In group - mentoring	Committee	Oct., 8	Business information utilization
<i>The Connecting Point</i> Review stats of site and broadcast email use	Committee	Oct., 8	

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	Spring Alumnus online only went well In order to shift more publications online, we need more email addresses.
Email purchase proposal	Committee	Oct., 8	In order to reach more alumni with our enews, we are

			looking at buying emails. Please see the cost options we have thus far
Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	Fall 2010 print version with gift ask in the mail – appeal update Spring 2011 will be online only.
Review Alumni Board resource site	Committee	Oct., 8	
Brainstorm ideas for collecting good email addresses	Committee	Oct., 8	Open rates are back up to normal on the few emails that have been spot checked. Possibly a summer issue with the numbers we were seeing.

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	LH materials suggest creation of an alumni marketing ambassadors group. Brainstorm description and type of alumnus we are looking for for 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	None