

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.*

**The Connecting Point and the website**

Actions	Person Responsible	Due Date	Status
Message Modules on Harris	Committee	2008 or 2009 for implementation pending budget	Exploring. Budget remains an issue.
Yearbook – affinity program Freshman Record	Committee	April 19, 2008	Online yearbook option being explored.
Where does the Chapter information belong?	Committee	April 19, 2008	Own drop down on website, will be completed in July

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

Actions	Person Responsible	Due Date	Status
Review outstanding funding requests	Committee	Quarterly	
Brainstorm ideas for non-traditional student scholarships	Committee	Ongoing	
Review new verbage for endowments and faculty staff milestones	Committee	Approve/edit at next meeting	

**Objective: Maximize use of technology & Social Networking sites**

Actions	Person Responsible	Due Date	Status
Linkd In group	Committee	July 2008	

**Objective: Maximize effectiveness of Alumnus and E-Newsletter**

Actions	Person Responsible	Due Date	Status
Review E-Newsletter and brainstorm ideas for future issues	Committee	Ongoing	
Brainstorm ideas for finding lost alumni	Committee	Ongoing	
Brainstorm ideas about an e-mail campaign promoting the benefits of being an alum	Committee	Ongoing	Alumni Benefits is a section on our website. How can we promote this more?
Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	
Discuss potential Alumni Board member highlights in the Alumnus	Committee	April 19	

**Objective: Marketing campaign to brand and promote the Alumni Association**

Actions	Person Responsible	Due Date	Status