

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	May 1, 2010	
Facebook – Online yearbook Social Connections Cross promotion with UWSP Online Community Map with faces for alumni to click on TWITTER	Committee	May 1, 2010	Facebook group is growing thanks to promotions. Final Four videos were a success!
Linkd In group - mentoring	Committee	May 1, 2010	Business information utilization
<b><i>The Connecting Point</i></b> Review stats of site and broadcast email use	Committee	May 1, 2010	

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

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
Review March E-Newsletter and brainstorm ideas for future issues	Committee	Ongoing	March E-news  Spring 2010 Alumnus will be online only  Postcard was sent out ahead of time.
Brainstorm ideas for finding lost alumni	Committee	Ongoing	

Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	Spring 2010 online is in the works.  Fall 2010 will be a print version and will include a gift ask.
Review Alumni Board resource site	Committee	May 1, 2010	

**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  LH materials suggest creation of an alumni marketing ambassadors group. How might we assist with 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	