

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

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

Objective: *Develop integrated social networking technology*

| Actions | Person Responsible | Due Date | Status/ Notes from last meeting |
|---|--------------------|------------------|---|
| Social Media | Committee | October 19, 2012 | Review UWSP Social media plan to see how it dovetails with or can be leveraged with social media plan presented by Jamie Beckland Meet social media intern |
| Technology: Explore the idea of an alumni app for UWSP that could generate revenue | Committee | October 19, 2012 | Look at UWSP beta site for mobile https://mobilepointtest.uwsp.edu/ |
| <i>The Connecting Point</i> Review stats of site and broadcast email use | Committee | October 19, 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 | |
| Review latest edition of Alumnus and suggest ideas | Committee | Ongoing | Next edition status in flux, possibly November 2012 |
| Brainstorm ideas for | Committee | October 19, 2012 | |

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| collecting good email addresses | | | |
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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 | Update three stories for talking point card |

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 |