

UWSP Alumni Association Board of Directors Work Plan
 Communications Committee
 Fall 2011

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

***Welcome Jamie Beckland as the new Chair of the Communications Committee!**

The Chair of the Communications Committee works with the Alumni Director to call the meetings and conference calls, set the agendas, and look for creative opportunities to promote UWSP and the Alumni Association with available resources.

Objective: Develop integrated social networking technology

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
PR Intern program - update	Committee	October 7, 2011	No intern this semester. Website conversation is complete.
Social Media	Committee	October 7, 2011	Create tactical plan for sharing our message via social media
Technology: Explore the idea of an alumni app for UWSP that could generate revenue	Committee	October 7, 2011	In progress
<i>The Connecting Point</i> Review stats of site and broadcast email use	Committee	October 7, 2011	

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	Homecoming enews blasts
Email purchase proposal	Committee	April 16, 2011	Update on proposal submitted to Foundation in October 2010. No

			final decision from the UWSP Foundation at this point.
Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	Fall 2011 Alumnus will go live just before Homecoming
Brainstorm ideas for collecting good email addresses	Committee	October 7, 2011	

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	Continue creating job description in conjunction with Lipman Hearne outline
Alumni location map	Committee	October 7, 2011	Live site update during fall meeting. Communications Committee to brainstorm creative ideas for the use of this map going forward.

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	Trivia 2012 90FM Alumni reunion Alumni Music Educator's reception request.