

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 - review	Committee	March 1, 2010	No new interns have been secured yet for this year, but the job posting is out.
Facebook – Online yearbook Social Connections Cross promotion with UWSP Online Community Map with faces for alumni to click on TWITTER	Committee	March 1, 2010	Ray exploring current alumni site run by an alumna and applications for possible use by Alumni Association Facebook application is running and has received a terrific testimonial! Create messages to push out via Twitter alumni site – 30 messages to start
Linkd In group - mentoring	Committee	March 1, 2010	Business information utilization
<i>The Connecting Point</i> Review stats of site and broadcast email use	Committee	March 1, 2010	

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	Committee	Ongoing	August E-news Spring 2010

future issues			Alumnus will be online only Postcard will be going 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.
Discuss Alumni Board Committee to be highlighted in Alumnus. We have highlighted Exec, Comm, and Awards	Committee	March 1, 2010 for Fall 2010 issue	

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	
Non-monetary requests	Committee	March 1, 2010	We had a request for money to buy water. Should we allow requests for donated items like water?