

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

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

***Transition to new Chair of the Communications Committee as Ray Oswald takes the reins as president of the Alumni Board.**

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	April 16, 2011	Update on transition of alumni website to SharePoint site.
Social Media	Committee	April 16, 2011	Research update from other UW Alumni Association – no one has purchased FB ads at this point – we would be the first!
Technology: Explore the idea of an alumni app for UWSP that could generate revenue	Committee	April 16, 2011	
<i>The Connecting Point</i> Review stats of site and broadcast email use	Committee	April 16, 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	Feb. and March 2011 enews
Email purchase	Committee	April 16, 2011	Update on proposal

proposal			submitted to Foundation in October.
Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	Spring 2011 email Alumnus will be dropping April 4. Please keep an eye out for it.
Review Alumni Board resource site	Committee	April 16, 2011	
Brainstorm ideas for collecting good email addresses	Committee	April 16, 2011	Open rates are back up to normal on the few emails that have been spot checked. Possibly a summer issue with the numbers we were seeing.

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
Alumni location map	Committee	April 16, 2011	Presented by the GIS group in the fall, we will see a 10 minute video update at our April 16 meeting. We would like the 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
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Review outstanding funding requests	Committee	Quarterly	Trivia 2012 90FM Alumni reunion
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