

UWSP Alumni Association Board of Directors Work Plan
 Communications Committee
 Spring 2013

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	April 27, 2013	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	April 27, 2013	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	April 27, 2013	

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	Potential for university magazine in conjunction with capital campaign

Brainstorm ideas for collecting good email addresses	Committee	April 27, 2013	
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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
2014 CD and print directory from Harris	Bergeron	April 27, 2013	Update on status of directory project to increase number of email addresses.

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