

**UWSP Alumni Association Board of Directors Work Plan  
Communications Committee  
Spring 2014**

**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	Ongoing	Review UWSP Social media plan to see how it dovetails with or can be leveraged with social media plan.  Look over all Alumni social media sites: Facebook, Twitter, LinkedIn  Photo campaigns
<b><i>The Connecting Point</i></b> Review stats of site and broadcast email use	Committee	Ongoing	
Grow	Committee	New	New marketing tool connected to Rasier's Edge database Abby will bring more information with her to the meeting. (examples)

**Objective: Maximize effectiveness of E-Newsletter and other printed materials**

Actions	Person Responsible	Due Date	Status/ Notes from last meeting
Review THRIVE and brainstorm ideas for future issues	Committee	Ongoing	Review March issue Brainstorm stories for summer issue
Review latest edition of Alumnus and suggest ideas	Committee	Ongoing	Potential for university magazine in conjunction with capital campaign
Alumni Directory 2014	Committee	Ongoing	Review final numbers

**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
New I'm a Pointer marketing flyer	Committee	Due Oct. 2014	Review, make edits, changes-draft #2
I'm a Pointer Banners	Committee	Ongoing	

**Goals for 2014**

1. Connect with more alumni on social media
2. Create new marketing piece-mail, events, electronic version
3. Research more alumni stories for THRIVE