

UWSP Alumni Association

Board of Directors

Communications Committee

Members

John Gardner, Chair

Bee Leng Chua

Jean Ann Day

Lee Hecimovich

Pat Weiland

Eric Tande

Jody Rowland

Goal: Work with the staff to strengthen our connections with alumni and enhance communication with them.

Actions	Person Responsible	Due Date	Status
Alumni Website Review	Committee	April 15, 2016	In Progress
Connecting with The Pointer	Committee Chair, John Gardner	April 15, 2016	John will update us at the meeting
Social Media Update	Nicole Pare	April 15, 2016	
Day of Giving Review	Nicole Pare	April 15, 2016	

Detailed Notes on above actions:

Alumni Website Review: We were unable to obtain the full document outlining the findings of Dr. Sadler's class review of various alumni associations' websites. However, Nicole did receive feedback and ideas, many of which she has already incorporated into the site. But I thought we could take some time to discuss the site further when we meet.

That being said, if you have some time between now and April 15, please take a look at the website and shoot me some feedback, or bring it with to the meeting. For example, the class recommended more photos/images and ways to position the benefits of the association on the home page. Are there pages that appear a little dry, or busy?

The Pointer: I've had some brief discussions with the Pointer to explore opportunities for increased visibility of the association, whether that's via a standing ad or editorial pieces (success stories, message from the Board, etc.) For example, I think it would be nice to see a regular presence in some form that highlights our communication channels, for example, social media, that current and future alums have at their disposal to keep in touch with UWSP and fellow alums. Here too, if you have any thoughts to share with the group before the meeting, please do so. Otherwise, we can take a few minutes in person.

Social Media Update: Nicole will give us an update on social media efforts since Homecoming. She will touch base on the exciting efforts we've made moving forward and once again where she could use your help (in sharing posts and in using LinkedIn).

Day of Giving: We've been asked to play a role in some communications around the first day of Giving. Nicole will also be giving a presentation during the full board meeting about what exactly this is. It's not going to be asking the committee to do a lot, more along the lines of simply helping spread the word. She will go into full detail when we meet.

Other topics/ideas:

- Sign up for the Communications Committee Facebook group page. You must add Nicole on Facebook in order for her to let you into the group.
- Connecting with international alumni.