

UWSP Alumni Association Board of Directors Work Plan
 Communications Committee
 Fall 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 | 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 Meet social media intern |
| <i>The Connecting Point</i> Review stats of site and broadcast email use | Committee | Oct. 4, 2013 | |
| Alumni List serve | Committee | Oct. 4, 2013 | Develop a way for alumni to communicate quickly-travel, stories, communication |

Objective: *Maximize effectiveness of Alumnus and E-Newsletter*

| Actions | Person Responsible | Due Date | Status/ Notes from last meeting |
|---|--------------------|----------|--|
| Review THRIVE 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 Alumni Directory 2014 | Committee | Ongoing | Directory marketing pieces should begin circulating in 2014 |

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 | Oct. 4, 2013 | Update on status of directory project to increase number of email addresses. |
| I'm a Pointer Banners | Committee | Ongoing | |

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 |

Goals for 2014

- 1.
- 2.
- 3.