

PRIORITY 3: Strengthen Alumni Relations, Strategy 3.4

FY23 Communications Planning Matrix

GOAL: Develop communications plan to outline when we will provide organization-plan work updates to whom and about what.

1. What do we want to communicate about work underway? About work that is “completed”?
2. To whom?
3. By what means?
4. Who? / How often?

IUAA Organizational Plan Strategy 3.4

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Priority 3

Strengthen alumni relations across IU – We will collaborate with IU stakeholders and support efforts to engage more deeply with their alumni audiences.

Strategy 4

Develop a process to manage and measure alumni engagement activity and performance.

Audience	Message / Purpose	Format	Channel/Distribution	Owner / Who?	Frequency / When?
Adv Partners	3.4 AED Soft-launch presentation	PPT Presentation	Adv Partner quarterly mtg	Lisa K	May 25, 2022
Adv Partners	3.4 AED Launch/Demo presentation	PPT and demo	Adv Partner Summit	JG/NM/EZ/ZE	Nov, 16, 2022
Adv Partners	3.4 AED Deeper Dive	Q&A	Zoom	JG/NM/EZ/CB	Dec 1, 2022
Adv Partners	3.4 AED Deeper Dive	Q&A	Zoom	JG/NM/EZ/CB	Dec 6, 2022
Adv Partners	3.4 AED Deeper Dive	Q&A	Zoom	JG/NM/EZ/CB	Dec 8, 2022
IUAA Staff - Programs	AED: What is it? How do I use it?	PPT Presentation	Zoom/in-person	JG/NM	Jan 31, 2023

IUAA – All-Staff	Why the AED is important and the role of staff in its success?	PPT Presentation	Zoom	JG/NM/AD	Feb. 7, 2023
Optometry Alumni Board	How alumni boards can use AED	Q&A	In-person meeting	NM	Feb. 18, 2023
Adv Partners	3.4 AED Deeper Dive	Q&A	Zoom	JG/NM	Feb. 28, 2023
Adv Partners and IUAA staff	FAQs	PDF and article on Confluence	Website/resource in Teams channel	JG/NM	Ongoing
Deans/Vice Chancellors	Roll-out: Why is the AED important?	PPT Presentation	In-person or Zoom	PJRS	Ongoing
Deans/Vice Chancellors	AED Snapshot for University Leaders – Intro to the platform	Short video recording	Recording – link easy to share via email	JG/NM	Ongoing
Adv Partner	AED: What is it? How do I use it?	Onboarding sessions for new colleagues	In-person or Zoom orientation meetings for new APs	NM/CB	Ongoing
Deans/Vice Chancellors	Quarterly reminders/updates	Quarterly newsletter	Email	Exec Office	Quarterly
Adv Partners	Updates and Training – discuss new features and offer optional training on data entry best practices/processes	PPT and Q&A	Adv Partners Quarterly meetings	NM	Quarterly