

Oregon APWA 2015 Strategic Communication Plan

Chapter Goal	Communication Objectives	Communication Action Items	Timeline/ Status	Comments
Education and Training	<ul style="list-style-type: none"> Support Chapter programs 	<ul style="list-style-type: none"> Promote value of training through newsletter items Produce a short video (web) Refine e-displays for conferences, trainings Work with CMS (see branding) 	Spring 2015 Fall 2015 Spring 2015 Summer 2015	Need photos, testimonials Interesting project Could include video, how to cover trainings? Need board support
Professional Development	<ul style="list-style-type: none"> Publicize conferences Publicize foundation 	<ul style="list-style-type: none"> Use newsletter and web Offer online job postings Work with CMS (see branding) 	Ongoing Ongoing Summer 2015	See revenue strategy Need board support
Outreach	<ul style="list-style-type: none"> Publicize luncheons (including new ones) Assist in student outreach Publicize new PW directors Promote awards Brand chapter Expand use of social media 	<ul style="list-style-type: none"> Use web Explore other ways to reach luncheon attendees Create targeted outreach segments in MailChimp Look for ways to reach students (social media, career fairs) Develop template to announce hires Develop templates to announce awards Create a branding policy for chapter Develop a social media plan 	Ongoing Summer 2015 Summer 2015 Winter 2015 Summer 2015 Summer 2015 Spring 2015 Summer 2015	Company newsletters? Potential issue with synching data Displays? Meaningful connections Who supplies PWD info? Work with Awards Committee Crucial to branding discussions with CMS Interesting project
Advocacy Plan	<ul style="list-style-type: none"> Promote advocacy materials on web 	<ul style="list-style-type: none"> Build site on web 	Spring 2015	Who is the lead?
Ongoing Committee Activities	<ul style="list-style-type: none"> Publish newsletter Maintain web site Build advertising value Succession planning 	<ul style="list-style-type: none"> Maintain quarterly publishing, with MailChimp marketing Improve service from National Review ad rates for newsletter and web site Find members for Communication Committee 	Ongoing Spring 2015 Spring 2015 Ongoing	Need board support Need board approval

Last updated March 30, 2016