

**UWM University Relations and Communications
Budget Communication Plan – Roles and Responsibilities
February 25, 2015**

Communication Tool	Point	Back-up	CC
Website <ul style="list-style-type: none"> • Web updates (2x per day) • Content development and updates 	<ul style="list-style-type: none"> • Greg • Sue 	<ul style="list-style-type: none"> • Mark Jacobson • Helaine, Keri 	<ul style="list-style-type: none"> • Tom, Michelle, Laura
Chancellor’s direct messaging (executive notices, campus emails, publications, columns and chancellor appearances/ constituent presentations) <ul style="list-style-type: none"> • Content Development • Html development • Send email 	<ul style="list-style-type: none"> • Helaine • Greg • Greg 	<ul style="list-style-type: none"> • Michelle • Leslie Kelling • Helaine 	<ul style="list-style-type: none"> • Mark, Tom, Sue
Campus budget meetings <ul style="list-style-type: none"> • Logistics • Presentations 	<ul style="list-style-type: none"> • Lynn • Helaine 	<ul style="list-style-type: none"> • Laura Purifoy • Keri 	<ul style="list-style-type: none"> • Tom, Helaine, Keri, Sue, Michelle • Tom, Mark, Sue
Internal communications system (link between Budget and Communication Task Forces)	<ul style="list-style-type: none"> • Sue 	<ul style="list-style-type: none"> • Tom 	<ul style="list-style-type: none"> • Tom
UR coverage articles in various medium with focus of shareable content	<ul style="list-style-type: none"> • Michelle 	<ul style="list-style-type: none"> • Laura 	<ul style="list-style-type: none"> • Tom, Laura
Video	<ul style="list-style-type: none"> • Michelle/Mary 	<ul style="list-style-type: none"> • Chris 	<ul style="list-style-type: none"> • Tom, Laura, Helaine

E-newsletter <ul style="list-style-type: none"> • Content • Technical 	<ul style="list-style-type: none"> • Michelle • Greg 	<ul style="list-style-type: none"> • Laura • Tina 	<ul style="list-style-type: none"> • Tom, Laura
Social media	<ul style="list-style-type: none"> • Tina 	<ul style="list-style-type: none"> • Mary 	<ul style="list-style-type: none"> • Tom, Laura
Tracking media coverage (traditional and social) <ul style="list-style-type: none"> • Digital Reporting • Traditional 	<ul style="list-style-type: none"> • Tina • Adrienne 	<ul style="list-style-type: none"> • Greg • No back-up needed 	<ul style="list-style-type: none"> • Tom, Laura, Sue, Helaine, Keri, Amy T.
Talking points and UWM facts	<ul style="list-style-type: none"> • Sue 	<ul style="list-style-type: none"> • Helaine, Keri 	<ul style="list-style-type: none"> • Tom, Laura
Panther Advocates	<ul style="list-style-type: none"> • Keri, Amy T. 	<ul style="list-style-type: none"> • Kevin, Alex (alumni) 	<ul style="list-style-type: none"> • Tom
Outreach to specific audiences <ul style="list-style-type: none"> • Alumni • Development • Community • Families • Neighbors • Retired faculty/staff • Legislative • Regional business leaders 	<ul style="list-style-type: none"> • Amy T. • Pat B/Patrick • Joan P • Keri • Kevin • Bill H. • Tom • Mark Mone, Helaine / Sue as support 		<ul style="list-style-type: none"> • Tom, Helaine, Sue, Michelle, Keri
UWM in person visits to state capitol (e.g. UW Days, etc.)	<ul style="list-style-type: none"> • Tom, Keri/Amy as support 	<ul style="list-style-type: none"> • No back-up needed 	
FAQs	<ul style="list-style-type: none"> • Sue 	<ul style="list-style-type: none"> • Helaine, Keri 	<ul style="list-style-type: none"> • Tom, Laura
Response to inquiries (<i>process under development</i>)	<ul style="list-style-type: none"> • Helaine 	<ul style="list-style-type: none"> • Sue 	<ul style="list-style-type: none"> • Tom, as needed
General media strategy	<ul style="list-style-type: none"> • Michelle 	<ul style="list-style-type: none"> • Laura 	<ul style="list-style-type: none"> • Tom, Laura
Blog (monthly at min) <ul style="list-style-type: none"> • Content 	<ul style="list-style-type: none"> • Helaine, Laura, Sue 	<ul style="list-style-type: none"> • Michelle, Keri 	<ul style="list-style-type: none"> • Tom

<ul style="list-style-type: none">• Mechanicals (format, post)	<ul style="list-style-type: none">• Greg	<ul style="list-style-type: none">• Mark Jacobson	
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