Proposed Schedule -Most Major Communications
Fall 2009

Project	Total Quantity
TargetX Renewal - E-mails	1
Freshman Viewbook	35,000
UCOP Freshman/Transfer Teaser	30,000
Freshman/Transfer Teaser	50,000
CollegeBoard Names Purchase	45,000
Transfer Guide	10,000
Regional Rep. Fliers	1,000
Preview Day Postcards	5,000
Preview Day Posters	3,500
Counselor Conference Agendas	600
Freshman Postcard	50,000
UC 4 You Letter and Invitation	9,160
E-mail Invitation - UC 4 You	14,487
E-mail Invitation 2 - UC 4 You (UCB)	704
E-mail Reminder - UC 4 You	15,168
E-mail Reminder - Preview Day	43,305
UCOP Chancellor Letter	30,000
Preview Day Agendas	750
Parent Letter and Abbreviated Explore UC	15,244
Contact Postcards (Senior Contacts, EAOP)	3,114
E-mail - Priority Application Deadline	42,701
E-mail to applicants in the system	7,000
Postcard to applicants in the system	7,000
Portal Message 1	N/A
Postcard to applicants in the system (2nd run)	3,000
Portal Message 2	N/A
Acknowledgment Letter (w/Fin Aid?) - Rolling	10,277
E-mail Acknowledgment - Rolling	10,000
Portal Message 4	N/A
International Brochure	10,000
Chancellor's Reception Invitations	8,000
Portal Message 5	N/A
Count Me In Letter and FAQ	8,000
E-mail - Count Me In	8,000
E-mail - Count Me In Reminder	8,000
Portal Message 6	N/A
Admission Brochure	18,000
Admission Letter	18,000
Events Flier	18,000
E-mail - Log onto MyUC Merced	8,000
Engineering Piece	10,000
Graduate Piece	10,000
Online Video - Portal	N/A
Bobcat Day Postcards	10,000

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Fall 2009

Project	Total Quantity
Portal Message 7	N/A
E-mail Reminder - Experience UC Merced	8,000
E-mail Reminder - Chancellor's Reception	8,000
Portal Message 8	N/A
Portal Message 9	N/A
Transfer Day Postcards/Invitations	1,000
Portal Message 10	N/A
E-mail - Events and Upcoming Dates	18,000
E-mail - Spring Educators' Newsletter	4,000
Portal Message 11	N/A
Spring Exploring UC Piece - Juniors	10,000
Deans and Provost Letters	15,000
Portal Message 12	N/A
E-mail - Faculty/Academics	18,000
Shared Experience Letter	7,000
Portal Message 13	N/A
E-mail - Bobcat Day Reminder	18,000
E-mail - Referral Pool (and Bobcat Day)	8,000
Portal Message 14	N/A
Referral Pool Letter	8,000
Portal Message 15	N/A
E-mail - Priority SIR Deadline Reminder	18,000
Portal Message 16	N/A
E-mail - Thank You for Your SIR	1,500
E-mail Reminder - Transfer Day	1,000
Portal Message 17	N/A
Online Video - Portal	N/A
Portal Message 18	N/A
E-mail - Transfer Referral Pool	1,000
Transfer Referral Letter	1,000
E-mail - Transfer Priority SIR Deadline	2,000
First Generation Piece	10,000
Freshman A-G Requirements	20,000
Visitors Guide Update	20,000
Research Piece	10,000
Eligibility/Requirements Poster	5,000
Why UC Merced Update	20,000
Online Video - Portal	N/A

Fall 2009 Anti-Melt Dates are not yet included.