Proposed Communications Plan
2010-11

Project	Associated Event	Audience	Date Complete or Mailed	Status
CollegeBoard Names Purchase	None	Prospects	7/6/2009	Done
Hobsons International Print Guides (Profile)	None	International Prospects	7/23/2010	Done
Frosh/Transfer Teaser Reprint with MINOR revisions	None	Prospects	9/1/2010	Done
Preview Day Postcards	Preview Day	Prospects	9/9/2010	Done
Global Grant Brochure	None	Prospects/Applicants/Admits	9/10/2010	Done
Postcards to CollegeBoard Students and Families	None	Prospects	9/10/2010	Done
Regional Rep. Fliers	None	Prospects	9/13/2010	Done
Quick Facts for Counselors (IPA Info)	Counselor Conference	Educators	9/13/2010	Done
Preview Day Posters	Preview Day	Prospects	9/15/2010	Done
E-mail - Spring 2011 Acknowledgment	None	Applicants	9/15/2010	Done
Portal Message 1 to Spring Applicants	None	Applicants	9/15/2010	Done
Important Dates for Counselors	Counselor Conference	Educators	9/20/2010	Done
Letter and Preview Day Posters to Counselors	Preview Day	Educators	9/22/2010	Done
E-mail - Invitation to Preview Day and CollegeWeek Live	Preview Day	Prospects	9/22/2010	Done
Freshman Viewbook Reprint with MINOR revisions	None	Prospects	10/1/2010	Done
E-mail - Second Invitation to Preview Day, Application	Preview Day	Prospects	10/1/2010	Done
Preview Day Agendas	Preview Day	Prospects	10/12/2010	Done
UC for You Agendas	UC for You	Prospects	10/20/2010	Done
Spring 2011 Rollover - Portal/E-mails/Editing	None	Spring Admitted Students	10/21/2010	Done
Portal Message 2 to Spring Applicants	None	Spring Applicants	10/22/2010	Done
Portal Message 3 to Selected Spring Admits	None	Spring Admitted Students	10/22/2010	Done
Personalized Postcards (ELC)	None	Prospects	11/10/2010	Done
Personalized Postcards (QOT)	None	Prospects	11/10/2010	Done
Online Solution - Zinch - E-mail and online campaign	None	Prospects	11/17/2010	Done
E-mail - All Contacts - Application Filing Period & Live Chat	None	Prospects	11/19/2010	Done
E-mail - International Prosepcts from Zinch and AC&U	None	International Prospects	11/23/2010	
Visitor Guide Reprint	None	Prosepcts	11/24/2010	At Print
Submit Article to American Colleges and Universities (AC&U)	None	International Prospects	11/24/2010	
Admission Brochure MINOR REVISIONS to Jennifer	None	Admitted Students	12/1/2010	
E-mail - Frosh Acknowledgment	None	Applicants (Frosh)	12/17/2010	
E-mail - Transfer Acknowledgment	None	Applicants (Transfer)	12/17/2010	
Postcard to applicants in the system - Mailing 1	None	Applicants (Both)	12/20/2010	

Updated 12/1/2010

Counselor Newsletter	None	Educators	1/10/2011	
Postcards to Applicants in the System - Mailing 2	None	Applicants (Both)	1/13/2011	
Graduate Piece	None	Graduate Prospects	1/15/2011	
Portal Message 1 to Applicants	None	Applicants (Both)	1/21/2011	
Acknowledgment w/Fin Aid - Frosh	None	Applicants (Frosh)	1/25/2011	
Acknowledgment w/Fin Aid - Transfer	None	Applicants (Transfer)	1/29/2011	
E-mail - Transfer Application Update Reminder	None	Applicants (Transfer)	1/29/2011	
Acknowledgment w/o Fin Aid - International	None	Applicants (International)	2/5/2011	
E-mail - Invitation to Count Me In	None	Count Me In	2/11/2011	
Portal Message 1 to Admits	None	Admitted Students	2/17/2011	
Portal Message 2 to Applicants	None	Applicants (Both)	2/17/2011	
Admission notifications	None	Admitted Students	2/18/2011	
Count Me In Letter, Poster and FAQ	None	Count Me In	2/19/2011	
E-mail - Check Application Status and FAFSA reminder	None	Admitted Students	2/22/2011	
Portal Message 3 to Applicants	None	Applicants (Both)	3/1/2011	
Admission Brochure, Letter, Flier Reg. Frosh 1	All	Admitted Students	3/2/2011	
E-mail - Chancellor's Receptions	Chanc. Recept.	Admitted Students	3/2/2011	
E-mail - Count Me In Reminder	None	Count Me In	3/2/2011	
Portal Message 2 to Admits	None	Admitted Students	3/3/2011	
Bobcat Day Postcards - Handout	Bobcat Day	Admitted Students	3/8/2011	
Chancellor's Reception Invitations	Chanc. Recept.	Admitted Students	3/8/2011	
Admission Brochure, Letter, Flier Reg. Frosh 2	All	Admitted Students	3/10/2011	
Admission Brochure, Letter, Flier, Reg. Transf - Rolling	All	Admitted Students	3/10/2011	
E-mail - Chancellor's Receptions Reminder	Chanc. Recept.	Admitted Students	3/10/2011	
E-mail - International Focus 1	None	Applicants (International)	3/10/2011	
Portal Message 3 to Admits	None	Admitted Students	3/10/2011	
Portal Message 4 to Applicants	None	Applicants (Both)	3/10/2011	
Admission Brochure, Letter, Flier Reg. Frosh 3	All	Admitted Students	3/15/2011	
Bobcat Day Postcards - Mail	Bobcat Day	Admitted Students	3/15/2011	
Engineering Brochure	None	Prospects	3/15/2011	
Key Dates for Admitted Students	All	Admitted Students	3/15/2011	
E-mail - ENG Dean	None	Admitted Students	3/16/2011	
E-mail - NS Dean	None	Admitted Students	3/17/2011	
Portal Message 4 to Admits	Chanc. Recept.	Admitted Students	3/17/2011	

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E-mail - SSHA Dean	None	Admitted Students	3/18/2011	
E-mail - International Focus 2	None	International applicants	3/24/2011	
Portal Message 5 to Applicants	None	Applicants (Both)	3/24/2011	
Denial Letters - Frosh	None	Denied Students	3/31/2011	
Portal Message 5 to Admits	None	Admitted Students	3/31/2011	
Tri-fold brochure for Referral Pool (in lieu of packets)	None	Referral Pool	4/4/2011	
E-mail - Chancellor's Reception Thank You	Chanc. Recept.	Admitted Students	4/7/2011	
E-mail - Last Bobcat Day Reminder	Bobcat Day	Admitted Students	4/7/2011	
Portal Message 6 to Applicants	None	Applicants (Both)	4/7/2011	
E-mail - Frosh Ref Pool Admit Notification	None	Referral Pool	4/8/2011	
E-mail - Transfer Day	Transfer Day	Admitted Transfer	4/10/2011	
Invitation to Transfer Day	Transfer Day	Admitted Transfer	4/10/2011	
Referral Pool Letter	None	Referral Pool	4/12/2011	
E-mail - Bobcat Day Reminder	Bobcat Day	Admitted Students	4/14/2011	
Portal Message 6 to Admits	Bobcat Day	Admitted Students	4/14/2011	
Bobcat Day Programs	Bobcat Day	Admitted Students	4/15/2011	
E-mail - Bobcat Day Confirmation	Bobcat Day	Bobcat Day Registrants	4/16/2011	
E-mail - Bobcat Day Thank You	Bobcat Day	Bobcat Day Attendees	4/21/2011	
Portal Message 8 to Applicants	None	Applicants (Both)	4/21/2011	
E-mail - SIR/Housing Deadline Reminder	None	Admitted Students (Frosh)	4/28/2011	
Portal Message 7 to Admits	None	Admitted Students	4/28/2011	
E-mail - Frosh Ref Pool Reminders	None	Referral Pool (Frosh)	4/29/2011	
E-mail - Transfer Day Reminder	Transfer Day	Admitted Students (Transf)	5/1/2011	
Portal Message 9 to Applicants	None	Applicants (Both)	5/5/2011	
E-mail - Transfer Day Confirmation	Transfer Day	Transfer Day Registrants	5/8/2011	
E-mail - Transfer Referral Pool	None	Transfer Referral Pool	5/10/2011	
Transfer Referral Letter	None	Transfer Referral Pool	5/10/2011	
E-mail - Transfer Day Thank You	Transfer Day	Transfer Day Attendees	5/11/2011	
E-mail - Frosh Ref Pool Reminders 2	None	Referral Pool (Frosh)	5/12/2011	
E-mail - Transfer Reminders	None	Admitted Students (Transf)	5/27/2011	
E-mail - Transfer Referral Pool	None	Transfer Referral Pool	6/8/2011	