

2015 AUCD Conference: COMM SIG Meetings

When: Monday November 16th 12:30-1:45pm

Where: MR5

Agenda

- Welcome and Introductions
 - Review agenda and goals for the two sessions
 - Review Survey Data
 - Campaign
 - Select campaign
 - Define campaign goal
 - Identify campaign “lead”
 - Resource
 - Select product/resource
 - Define product/resource goal
 - Identify product/resource “lead”
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When: Tuesday November 17th 12:00-1:15pm

Where: MR7

Agenda

- Welcome
- Review session agenda and goals
- Split into 2 workgroups
- Campaign workgroup brainstorm
 - Define the issue
 - Define the vision/solution/goal
 - Define primary message(s)
 - Identify the stakeholders and primary channels to reach them
 - Draft campaign activities timeline
 - Define performance metrics
 - Delegate responsibilities
- Resource workgroup brainstorm
 - Define the need
 - Define format that best meets the need
 - Draft resource outline
 - Draft dissemination plan
 - Define performance metrics
 - Draft timeline
 - Delegate responsibilities
- Wrap Up and next steps