

2018-19 PR/Communications Committee Action Plan

PR/COMMUNICATIONS LEADERSHIP

Cori Garcia, Chair

Michelle Georgiev, Vice Chair

Angela Talbot, Board Liaison

COMMITTEE MISSION: To provide communications which further the organization's mission of education, advocacy, and collaboration.

GOAL #1: Refresh the AAED Website

ACTIONS: Refresh website to make it more user-friendly for members and to optimize for mobile use.

TIMELINE FOR COMPLETION:

- Website refresh to be started in June 2018 and completed in 2019. *Timeline to be determined upon confirmation with website provider.

BUDGET IMPACT: 0 (\$5,000 is committed out of FY 2017-18 funds)

COST BREAKDOWN:

- Standard redesign using template
- Branding changes will be made to AAED brand (logo, colors, fonts, icons, background)
- This package includes design of homepage and subpage templates. It does not include design for any content areas.
- One initial mockup for homepage design
- Mobile Optimization/Fully Responsive Design
- Design and implementation of homepage template
- Design and implementation of subpage template
- Turn time is approximately 2-3 months
- Customized page designs

MEASURABLE RESULTS: Increase in pageviews and time spent on website (measured through Google Analytics).

GOAL #2: Create cross committee engagement

ACTIONS: Use communications cut sheet to schedule communications and social media posts for upcoming events or programs (Events and PR Committee working on creating the cut sheet to be used by all committees).

TIMELINE FOR COMPLETION: Cut sheet distributed by May 31, 2018

BUDGET IMPACT: \$0

MEASURABLE RESULTS: Increased and more comprehensive communications about all AAED events and programs. More robust social media schedule.

GOAL #3: Execute paid social media campaigns to increase event attendance, membership, and general awareness of AAED and its events

ACTIONS: Work with committees to identify top four events, campaigns, or programs to promote via paid social media and execute throughout the year.

TIMELINE FOR COMPLETION: Campaigns ongoing starting July 1, 2018.

BUDGET IMPACT: \$2,600 (52 campaigns at \$50 each)

MEASUABLE RESULTS: Increased membership; increased attendance at events.

GOAL #4: Write knowledge leader articles

ACTIONS: Work with Board Members and other AAED members to create op-ed pieces positioning AAED as an association for industry or thought leaders. These will be promoted via social media, the newsletter, and the website.

TIMELINE FOR COMPLETION: Ongoing, starting July 1, 2018

BUDGET IMPACT: \$0

MEASUABLE RESULTS: Increased visibility of Member companies and communities, increased engagement with members and awareness of AAED.

GOAL #5: Grow the PR/Communications Committee and position future leadership

ACTIONS:

- Begin search for a Vice Chair for the PR Committee
- Actively recruit AAED members to the PR Committee
- Attend new members orientation

TIMELINE FOR COMPLETION: Ongoing

BUDGET IMPACT: \$0

MEASUABLE RESULTS: Increased number of participants at the monthly committee meeting.