Communications Strategy Update
Background

- In early 2013 a Communications Strategy was developed by then-President Matt Parson
- Current Executive requested an in-depth look into what had and had not been implemented and a plan for moving forward
Recommendations from the 2013 Strategy that have been implemented

- Hire a Junior Graphic Designer
- House Marketing under Operations
- Circulate Organizational Charts
- Council Recap Emails
Removed from 2013 Strategy

- Conduct Employee Appraisals
- Create a Regular Employee Survey
- Implement a CRM system for Clubs & Members
- Hire a Transition Management Coordinator
“Many external communications problems were related to internal communication problems”

- Develop dedicated web pages for staff
- Create and implement a monthly e-newsletter to all staff
2014 Strategy | Online Presence

- AMS Website
  - Mobile Website
  - Website Content
  - Graphic & Layout Improvements

- Other Websites
  - Plan for numerous affiliated websites
  - Website guidelines developed for clubs and resource groups

- Social Media
  - Plan for social media accounts
2014 Strategy | Society-Wide Branding

- Logo
- Brand Discovery
- Brand Implementation & Integration
2014 Strategy | Sub-Branding

- AMS Services
- AMS Businesses
- AMS Events
- AMS Clubs
- AMS Leadership
# 2014 Strategy | Timelines

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Questions & Comments