

Alumnae Officer Navigation | vp: communications

Utilize this calendar for planning and to add group-specific tasks

July	August	September
<ul style="list-style-type: none"> <input type="checkbox"/> July 15 Submit Anchora group update via the Anchora Submission Form <input type="checkbox"/> Update email signature with new dues link <input type="checkbox"/> Pay local and per capita dues <input type="checkbox"/> Add dates to Anchorbase for board and business meetings for the fiscal year <input type="checkbox"/> Work with board to determine outreach and communication plan for group <input type="checkbox"/> Assess content/design of group website and implement any desired changes 	<ul style="list-style-type: none"> <input type="checkbox"/> Evaluate initial email(s) sent to members via memberplanet to track open and click rates <input type="checkbox"/> Evaluate initial email(s) sent to members for bounced emails and flag those members for vp: membership to follow up with <input type="checkbox"/> Join in the #IAmASororityWoman Campaign with this Toolkit 	<ul style="list-style-type: none"> <input type="checkbox"/> Assist with Do Good Week plans and promotions for the group <input type="checkbox"/> Start identifying content for October Anchora submission
October	November	December
<ul style="list-style-type: none"> <input type="checkbox"/> October 15 Submit Anchora group update via the Anchora Submission Form 		<ul style="list-style-type: none"> <input type="checkbox"/> Start identifying content for January Anchora submission
January	February	March
<ul style="list-style-type: none"> <input type="checkbox"/> January 15 Submit Anchora group update via the Anchora Submission Form 		<ul style="list-style-type: none"> <input type="checkbox"/> Celebrate Founders Day! <input type="checkbox"/> Start identifying content for April Anchora submission
April	May	June
<ul style="list-style-type: none"> <input type="checkbox"/> April 15 Submit Anchora group update via the Anchora Submission Form 	<ul style="list-style-type: none"> <input type="checkbox"/> Share information about new officers via newsletters and social media including any installation photos 	<ul style="list-style-type: none"> <input type="checkbox"/> Start identifying content for July Anchora submission <input type="checkbox"/> Transition incoming officer (if applicable)

Alumnae Officer Navigation | *up: communications* Utilize these activities & resources as a guide to best practices

Monthly Activities

- Generate and send monthly newsletter/group updates/event info via member-planet
- Schedule social media posts for group events, both before and after

Year-Round Activities

- Attend board and business meetings as scheduled
- Record minutes for board and business meetings and upload board and business meeting minutes to Anchorbase [Calendar->Tasks->Alumnae Meeting Confirmation]
- Upload at least one version of yearly newsletter (best options might be fall kick-off time or post-holidays) [Operations->Tasks->Alumnae Newsletter]
- Develop a social media plan that utilizes accounts to connect sisters, promote opportunities locally and with the Fraternity, and engage in informal rituals
- Coordinate any business or social correspondence for the group
- Submit obituary notices of members to alumnaedept@deltagamma.org
- Consider implementing a Google Drive for board collaboration
- Consider utilizing tools like Canva and Linktree for posts and communication
- Consider working on archives/history of group: officers, photos, signature events, individual award winners, group award history, etc.
- Use group communication and social media to engage in informal rituals
- Attend training provided by the Region, Alumnae Leadership, and/or EO

AGE Anchors | See Fraternity Standards 1, 2, 3, 4, 6, 9, 10, 12

Resources

- Alumnae Officers Manual
- Crisis Management Quick Reference
- Fraternity Constitution
- Foundation: Constitution
- Fraternity Standards | Alumnae
- Communications Handbook
- DG Style Guide
- Rituals Handbook
- Think Anchor Deep
- Social Media Policy Procedures



Updated 2021