

Planning Area:	Communications
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Goal #: 2	Goal # 1: Promote PA events and programs: make our sports “sexy” (more attractive to the public and to athletes)
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Measures of Success of Goal:

Strategic Objectives/Activities	Responsible Parties	Benchmarks	Key Assumptions & Measures of Success
<p>Print media:</p> <ul style="list-style-type: none"> • Get local print media people to re-engage in promoting our events • Better use of Cal Track & Running News • Network with Youth Runner • Publicize our top performing athletes. • Need unique, less time sensitive material: against all odds, how-to's, profiles • Need more photos <p>Pausatf.org</p> <ul style="list-style-type: none"> • More athlete bios on pausatf.org sports discipline pages • Promote new “club corner” • Publicize PA athlete success stories <p>Social Networking</p> <ul style="list-style-type: none"> • Have elite athletes create blogs that we can promote on our website 	<p>Communications Committee and interested PA volunteers. If there is an insufficient pool of volunteers to assist with achieving these goals, a plan to hire staff would need to be developed.</p>	<p>December 15, 2010:</p> <ul style="list-style-type: none"> • Communications Committee meeting to discuss and prioritize these objectives and how to implement them. <p>January 18, 2010:</p> <ul style="list-style-type: none"> • Present a report to the Board of Athletics about progress 	<p>Key Assumptions</p> <ul style="list-style-type: none"> • We will be able to acquire additional volunteer and/or staff <p>Measures of Success</p> <ul style="list-style-type: none"> • Increased Membership • Increased number of member athletes at PA events. • Increased pausatf.org traffic

<ul style="list-style-type: none"> • Instigate social media opportunities (tweeting, blogging, forums, Facebook) • PA Membership broadcast e-mail in a newsletter format 1-2 times a year (comes from president and provides timely communication to membership) 			
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Goal #: 2	Goal # 1: Website Optimization
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Measures of Success of Goal:

Strategic Objectives/Activities	Responsible Parties	Benchmarks	Key Assumptions & Measures of Success
<p>Establish TST Media contract and transition pausatf.org material to new more reliable host with a complete content management system.</p> <ul style="list-style-type: none"> • Move content management into the hands of each sport committee • Set up an interactive calendar for PA events • Calendar - PA wide community events in our focus area (community, college, HS, youth) ... public / media focus • Online registration consistent across all sports disciplines; officials trainings; clinics ... etc. • Analytics • Search Engine Optimization (SEO) 	<p>Cynci Calvin Thom Trimble Communications Committee Katie Wasilenko (to investigate calendar options)</p>	<p>December 15, 2010:</p> <ul style="list-style-type: none"> • Include this goal as an agenda item for this Communications Committee meeting. <p>January 5, 2011</p> <ul style="list-style-type: none"> • Contact TSTmedia and formalize contract for new pausatf.org site. <p>January 19, 2011:</p> <ul style="list-style-type: none"> • TSTmedia's pausatf.org website is ready for loading content. 	<p>Key Assumptions</p> <ul style="list-style-type: none"> • Approx. \$2,000 expense for 2011 (\$1,000 to TSTmedia) • Additional funds pay staff for data transfer if unable find volunteers to do this. • \$500 needed annually for host fee • Note: at the September BOA meeting a sum...

<ul style="list-style-type: none"> • Work with top search engines to use their free tips & tricks to drive traffic to website • Keep current site as archive 		<ul style="list-style-type: none"> • Ask sports committees to assign members to learn about TSTmedia's content management system. <p>January 20 - February 2, 2011:</p> <ul style="list-style-type: none"> • Evaluate progress of material transition and determine need for paid staff to assist. <p>March 31, 2011:</p> <ul style="list-style-type: none"> • TSTmedia site is ready to go live. • Have key Board of Athletics members review the site and submit suggestions. • Make adjustments. <p>April 14, 2011</p> <ul style="list-style-type: none"> • New site goes live. 	<p>meeting a sum ne to exceed \$5000 was added to the Communications Committee budge to proceed with th plan.</p> <p>Measures of Success</p> <ul style="list-style-type: none"> • More frequent updates • Increased pausatf.org traffic • Less website downtime • Positive response about website functions • Annual report to measure traffic flow, etc.; quarterly meeting updates BOAs • Higher participation in events
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