

VASFAA

BOARD - COMMISSIONER - COMMITTEE PLANS & REPORT FORM

Committee: Public Relations

Commissioner/Board Position: Bill Wendel /Rep-at-Large Information Services

Year (e.g., 2005-06): 2008-2009

Committee Members: Joe Dobrota – Chair, Regent University

DATE: January 30, 2009

Goal 1: Work with VASFAA Committee to ensure appropriate media coverage is given to their events and activities.

Objective 1 (*HOW the committee plans to achieve the stated goal*):

The VASFAA PR Committee will send out an email to committee chairs offering to assist with media coverage for upcoming VASFAA events and for VASFAA accomplishments.

Status Reports of Objective 1:

Contacted Super Saturday to send their press release via VPN.

Goal 2: Increase outside exposure for VASFAA events.

Objective 1 (*HOW the committee plans to achieve the stated goal*):

Begin to utilize Virginia Press Association's PR Newswire for the association's larger events and announcements.

Status Reports of Objective 1:

Utilized VPA to send out the Super Saturday press release once to all daily/weekly papers, a 2nd time to all dailies.

Goal 3 : Promote VASFAA and VASFAA members within our association, our communities and our profession.

Objective 1 (*HOW the committee plans to achieve the stated goal*):

Solicit personal Financial Aid histories (VASFAA Vignettes or similar name) from VASFAA members and post to the VASFAA listserv and on the VASFAA website.

Status Reports of Objective 1:

no action taken

Objective 2 (*HOW the committee plans to achieve the stated goal*):

Collect updates to VASFAA Website and send periodic email to VASFAA Listserve with new information.

Status Reports of Objective 2:

Nothing done as of yet.

<u>Item</u> (<i>Broad general categories</i>)	<u>BUDGET</u>	<u>Cost</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Board Approved Amount: _____
Date: _____