



Association of **G**overnment **A**ccountants

Communication Plan
Chapter Year 2016 – 2017

Robin Burkhart, President

Christina Freeman, Communications Director



Communication Plan

Objectives: Communicate effectively with Chapter members, customers, and stakeholders in an integrated and timely manner. Promote name recognition and Chapter events.

Strategy 1: Provide current information of interest to the government accountability community.

- ② Consistently deliver the newsletter in a timely manner.
- ② Solicit chapter members to submit meeting summary articles for the newsletter.
- ② Provide member of the year points for qualifying contributions to the newsletter by members.

Strategy 2: Use multiple methods to communicate, such as the Chapter newsletter, web page, e-mail, and social media.

- ② Provide monthly newsletter electronically.
- ② Keep web pages updated as events occur.
- ② Keep e-mail distribution updated with new members and current e-mail addresses.
- ② Ensure that all communications are clear, concise and timely.
- ② Keep Facebook page up to date with event information.

Strategy 3: Inform members, customers, and stakeholders about AGA's and the Chapter's programs, benefits, and accomplishments.

- ② Notify members and a select group of nonmembers via e-mail of every program event during the year.
- ② Exchange information with the other AGA Chapters in Region and Regional team.
- ② Advertise education events that provide four or more CPEs on the National website.

Strategy 4: Work with local media to publicize Chapter events and accomplishments.

- ② Maintain a working relationship with local media to help promote AGA events.
- ② Utilize press releases to inform the community of AGA's accomplishments.