

## COMMUNICATIONS PLAN: 2023 REBEL GRAD SLAM

### KEY DATES

- Workshop: Oct. 10
- Participation registration deadline: Nov. 6
- Event dates:
  - Preliminary round: Nov. 27-29
  - Semi-final round: Nov. 30
  - Final round: Dec. 1
- RSVP deadline for final round: Nov. 30

### AUDIENCE

Call for participants and workshop

- Graduate and professional students

Preliminary and semi-final rounds

- Campus community

Final round and post-event

- Campus community
- NSHE Board of Regents and Chancellor
- UNLV Foundation Boards
- UNLV Alumni Association Board
- Donors and prospects
- Graduate College alumni
- Raiser's Edge Graduate College attribute holders

### COMMUNICATIONS

Pre-event

- Call for participants and workshop
  - Workshop flyer
    - Tabling event - 50 qty.
    - SIA poster run - 25 qty.
  - Participant flyer
    - Tabling events - 100 qty.
    - SIA poster run - 25 qty.
  - Student newsletter
  - RAVE
  - Social media
- Judges invitations (distributed by Graduate College dean via Gmail)

**Event**

- Campus photographer
- UNLV Calendar
- UNLV Today
- External/faculty newsletter
- Student newsletter
- RAVE
- Social media
- Flyer
  - SIA poster run - 25 qty.
- Email invitation
  - Distribution:
    - Via Marketing Cloud
      - Graduate faculty
  - Distribution:
    - Via UNLV Foundation
      - NSHE Regents and Chancellor
      - UNLV Foundation Board of Trustees
      - UNLV Foundation Advisory Board
      - UNLV Alumni Association Board
      - Donors and prospects
      - Graduate College alumni
      - Raiser's Edge Graduate College attribute holders
- Personal email invitation from Graduate College dean
  - Distribution:
    - Deans
    - Dean's Leadership Council
    - Alumni Ambassadors
- Event program
  - 8.5x11"
  - 2 pages
  - 100lb matte
- PowerPoint opening and closing slides
- Directional signage
  - 20x30"
  - Mounted on foam core
- Sponsor thank you signage
  - 20x30"
  - Mounted on foam core

**Post-event (results)**

- Website announcement
- Student newsletter
- RAVE

- Social media
- UNLV Today
- Email:
  - o Via UNLV Foundation
    - NSHE Board of Regents and Chancellor
    - UNLV Foundation Board of Trustees
    - UNLV Foundation Advisory Board
    - UNLV Alumni Association Board
    - Donors and prospects
    - Graduate College alumni
    - Raiser's Edge Graduate College attribute holders
- UNLV News Center series
  - o In three articles, feature the first-, second-, and third-place winners
  - o Publish on the UNLV News Center in the weeks following the event

## TIMELINE

TASK	RESPONSIBLE	DATE
Submit UNLV Calendar entries	TGA team	Sept. 8
Create workshop, participants, and event flyers	Edith	Sept. 13
Pitch News Center series to Cate Weeks	Vaneh	Sept. 13
Request campus photographer	Vaneh	Sept. 13
Submit workshop, participant, and event flyers to IGS	Vaneh	Sept. 14
Post on social media (call for participants and workshop)	Vaneh	Sept. 14
Submit to RAVE (call for participants and workshop)	Vaneh	Sept. 15
Include in student newsletter (call for participants and workshop)	Kris	Sept. 17
Request email invitation list from UNLV Foundation	Vaneh	Sept. 25
Request email invitation from UNLV Foundation	Vaneh	Sept. 25
Drop workshop flyer off to SIA for poster run	Vaneh	Sept. 27
Submit to RAVE (call for participants and workshop)	Vaneh	Sept. 29
Include in student newsletter (call for participants and workshop)	Kris	Oct. 1

Distribute judges invitations via Gmail	Alyssa	Oct. 2
Post on social media (call for participants and workshop)	Vaneh	Oct. 3
Submit to RAVE (call for participants and workshop)	Vaneh	Oct. 6
Include in student newsletter (call for participants and workshop)	Kris	Oct. 8
Post on social media (call for participants and workshop)	Vaneh	Oct. 9
Submit to UNLV Today	Vaneh	Oct. 11
Include in external/faculty newsletter	Vaneh	Oct. 12
Distribute email invitation	UNLV Foundation	Oct. 12
Distribute faculty invitation	Vaneh	Oct. 12
Distribute personal invitation	Alyssa	Oct. 12
Submit to RAVE (call for participants and event)	Vaneh	Oct. 20
Include in student newsletter (call for participants and event)	Kris	Oct. 22
Post on social media (call for participants and event)	Vaneh	Oct. 24
Drop participant flyer off to SIA for poster run	Vaneh	Oct. 25
Submit to RAVE (call for participants and event)	Vaneh	Oct. 27
Include in student newsletter (call for participants and event)	Kris	Oct. 29
Request reminder email invitation from UNLV Foundation	Vaneh	Oct. 31
Post on social media (call for participants and event)	Vaneh	Nov. 2
Submit to RAVE (call for participants and event)	Vaneh	Nov. 3
Include in student newsletter (call for participants and event)	Vaneh	Nov. 5
Design directional and sponsor signage (pending depending on necessity)	Edith	Nov. 13

Submit reminder to UNLV Today	Vaneh	Nov. 14
Distribute reminder email invitation	UNLV Foundation	Nov. 15
Distribute faculty reminder invitation	Vaneh	Nov. 15
Distribute personal reminder invitation	Alyssa	Nov. 15
Submit directional and sponsor signage to IGS	Vaneh	Nov. 15
Post on social media (event)	Vaneh	Nov. 15
Drop event flyer off to SIA for poster run	Vaneh	Nov. 15
Submit to RAVE (event)	Vaneh	Nov. 17
Include in student newsletter (event)	Kris	Nov. 19
Submit to RAVE (event)	Vaneh	Nov. 22
Include in student newsletter (event)	Kris	Nov. 26
Post on social media (event)	Vaneh	Nov. 28
Distribute event/parking reminder to RSVPs	Vaneh	Nov. 30 (a.m.)
Design program	Vaneh	Nov. 30 (p.m.)
Submit program to Rebel Copy & Send	Vaneh	Dec. 1 (a.m.)
Post on social media (results)	Vaneh	Dec. 1 (p.m.)
Submit results to UNLV Today	Vaneh	Dec. 4
Post results in website announcement	Vaneh	Dec. 4
Request post-event email from UNLV Foundation	Vaneh	Dec. 4
Conduct interviews with winners and write News Center series	Kris/Vaneh	Dec. 4-29
Submit results to RAVE	Vaneh	Dec. 8

Include results in student newsletter	Kris	Dec. 10
Distribute post-event email	UNLV Foundation	Dec. 19
Submit News Center series to Cate Weeks	Vaneh	Jan. 2

## EXPENSES

ITEM	COST
Flyer printing	
Directional signage printing	
Sponsor signage printing	
Program printing	
Photographer	
<b>TOTAL:</b>	<b>\$</b>