

		January	February/Pre-Launch	March/Launch, Post-Launch	April	May	June	July	August	September	October	November	December	Notes
Social Blog	Editorial	2 x a month (with Tuesday)		Announce via all channels/Heavy push	Post-launch heavy push									
	Newsletter	1x a week (every Thursday) (March and April will be bi-weekly until 2x a week)												
Blog	Blog	1x a week (every Thursday) (March and April will be bi-weekly until 2x a week)		Three times a week	Three times a week									
	Benchmarks	1x a year (document via multiple channels throughout year)	1 email/mail to partners	1 blog and social	1 to newsletter and social									
Content calendar	Webinar/Free event	2x a year			1 benchmark									
	White Paper	2x a year												
Original content	eBook	2 x a year												
	Video	2x a year												
	Infographic	1x a quarter												
SAPIC Conference and Partner Events	Attending & Presenting		Prep for UPCEA	Promote UPCEA	UPCEA Annual 3/14-15 Annual 3/14-15: Break with KC For some on booth or presentation Pre and post-event follow-up	KC Annual 3/21-24 7 SAPIC Annual 4/11-14	Prep and Promote CEO	CEO (1) Booth this year Library Party, Presentation		BMG Back to School (late 2019 Prep Camp)	CEM 1/20/20	AMA Symposium for Higher Ed (M1) (11/17-7 Prep and promote UPCEA 4/11-14)	UPCEA MEMS (7) Start prepping for UPCEA Annual	Activities include: Booth, Reception, Presentation, Virtual e-meeting (What should we add? 2019 for employer visit?)
	Partner communications	1x a month (mail)	Launch call/emails make Make and track/don't be hard on email by 4/11	Launch call/emails make Bounced from for launch and email	Registered from for launch request	Post-launch follow-up call/emails		Start planning partner holiday gift				Partner holiday card designed and mailed	Partner gift packaged and mailed	Partner holiday gift mailed
External PR/Marketing	Advertising/PR/Media	Time with advertisers/clients		Search release		Media outreach for interviews with M&J/Shop. To tell the new Timeline story	Media outreach cont.							Targeted to KC Star, KC Biz Journal, Kansas's Daily
	KC Engagement	Monthly engagement with groups (meeting, hosting, eventing, community group)		Launch communications APSCA March 16										
Social Media	Culture: FB/Insta/Tu/Pe also: LYFT/Pe	2x a week (mail)												
	Thought Leadership: LYFT/Pe	1x a month												
	Platform: LinkedIn	weekly monitor & respond profile set with launch updated as needed				APSCA Admops host May 30 (for alumni, vendors, employee guests, community members, marketing groups, local schools)								
	YouTube: client, student, employee stories, culture update profile banners	1x a year 2x a year												
Website Content Updates	Case studies + client quote	2x a quarter												
	Main page photos	1 x a yr (2019)												
Internal	Culture + employee stories	1x a week/regular updates with social feed												
	Blog: Culture	1x a week/1x as needed												
	Monthly blog/news recap	2x a month												
	APSCA CEM/AD staff update	2x a month 2x a month												
Professional Development	Updates posted on common area monitors	Weekly												
	Brand Ambassadors	split meeting/monthly recognition of employees who promote the brand, btlr												
Professional Development	CEM/AD													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													
	APSCA													
Professional Development	APSCA													