

TWSIA marketing projects

This page is used to keep track of promotional efforts raising awareness of TWSIA with appropriate audiences through various communications channels

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Marketing To Do List

1. Objectives for Jan, Feb. 2010
 - a. raise awareness about the TWSIA program in general
 - b. call-to-action to submit entries by March 15, 2010 deadline
2. Objectives for March 2010
 - a. ?
3. Objectives for April, May 2010
 - a. prep for announcement of winner
 - b. winner announced around the time of the conference

To Do Projects

Goal	Target audience	Communications channel	Link to content	Deadline	Date sent	Who owns this?	Results	Notes
Email blast (Constant Contact) by sponsor to targeted higher ed. community	rSmart	Josh will contact Mike Z.		1/29/2010		Josh Baron		
Sakai Commercial Affiliates (worldwide) send email to their clients encouraging TWSIA entries	SCA list	Pieter will use private SCA email list		post-rSmart contact; 2/3/2010		Pieter Hartsook		
Add 2010 TWSIA call-to-action to OpenEd website	OpenEd site visitors	Open Ed Practices website	http://openedpractices.org/					

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Email promotions

Communication focus	Target audience	Communications channel	Link to content	Date sent	Who sent?	Results	Notes
Announce 2010 TWSIA	Sakai community	<ul style="list-style-type: none"> • Announcements mail list • Pedagogy mail list • Management mail list 	<ul style="list-style-type: none"> • email • email 	<ul style="list-style-type: none"> • Nov 5, 2009 • Jan 15, 2010 	<ul style="list-style-type: none"> • Pieter • Kate 		
Email blast by TWSIA sponsor							
Email by SCAs to clients							
(re)Announce 2010 TWSIA	Sakai institutions not in North or South America: <ul style="list-style-type: none"> • Teaching Centers (or) • Chief academic officers (or) • PR departments 	Direct e-mail		Feb. 2, 2010	<ul style="list-style-type: none"> • John M. 		

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Listserv Promotions

List	Target audience	Link to content	Date posted	Who sent?	Results	Notes
Sakai Announce	Sakai community		01-15 02-04	Kate Kate	w/deadline info	
Sakai Pedagogy	Sakai community		01-15 02-04	Kate Kate	w/deadline info	

Sakai Portfolio	Sakai community		02-04	Kate > Lynn Ward		
Sakai Management	Sakai community					
POD	Higher ed in general		01-28	Kate		
	Higher ed in general					
	Higher ed in general					

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Website promotions

Website	Target audience	Link to content	Date posted	Who sent?	Results	Notes
Sakai Foundation	Sakai community	TWSIA information page	Oct 6, 2009	Pieter		
Sakai Foundation	Sakai community	News item (listed on home page)	Nov 5, 2009	Pieter		
Sakai Foundation	Sakai community	News item (listed on home page)	Jan 15, 2010	Pieter		
OpenEdPractices	Higher Ed in general	TWSIA page (includes call-to-action for entries) <ul style="list-style-type: none"> home page tab link for TWSIA 	ongoing	Sue, Kate, Salwa		
OpenEdPractices	Higher Ed in general	Home page sidebar 2009, 2008 winners listed (currently no info on 2010)!	updated 02-01	Kate to Nate	done	
Sakai Foundation 2010 Conference Registration page	Sakai Community	http://sakaiproject.org/static/conference-2010.htm (see Registration section)	Feb 2, 2010	Pieter	done	seeing if we can add sidebar item on TWSIA call for entries deadline

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Blog/Twitter promotions

Blog	Target audience	Link to content	Date posted	Who sent?	Results	Notes
Tweet from SakaiProject re. Campus Tech article	following sakaiproject and #sakai	http://twitter.com/sakaiproject	2010-02-03	Pieter Hartsook	RT by Michael Korcuska	Tweet had link to article http://bit.ly/9KvpER

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Other promotions

(Press releases, contacts with print or on-line editors/journalists, sister organizations)

Promotion	Target audience	Link to content	Date posted	Who sent?	Results	Notes
Press release at EDUCAUSE	Higher Ed press	<ul style="list-style-type: none"> Word doc release pdf-version of release 		Nov 5, 2009	distributed via Marist PR, contact is Michael Korcuska	
TWSIA informational flyers distributed at EDUCAUSE 2009	Higher Ed (EDUCAUSE)	<ul style="list-style-type: none"> flyer 1 (pdf) flyer 2 (pdf) 		Nov 3, 2009		
Added News item about the Campus Technology article on LinkedIn Sakai Community group	LinkedIn Sakai Community group	http://www.linkedin.com/groups?home=&gid=3122&trk=anet Ug_hm	Feb. 4, 2010	Pieter Hartsook		

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