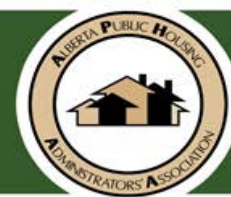


# APHAA Communication Plan

Updated – August 2013

www.aphaa.org



The Communication Committee has developed the following Communication Plan to strengthen communication on behalf of the association. The Communication Committee members are; Raymond Swonek – Chairman, Stella Keller, Jeannette Leafloor and Lawrence Braul.

The plan outlines initiatives to create a structured means of communication with our members (Primary Target Group), potential members, government departments, agencies, and other industry related groups would be included as our secondary target group.

What	Who	When	How
APHAA Website	Current Members	always – revitalized and maintained to meet members needs	posting of current events, sharing resources, training sessions, best practices and increasing participation on Discussion Forum
	Potential Members		
	Government Departments – AMA – Housing Division		
	Agencies & Other Groups in the Industry		
APHAA Bulletin	Current Members	as needed	via e-mail – directing traffic to the website for future information (includes upcoming APHAA events, news and activities)
	Potential Members		
	Government Departments		
	Agencies & Other Groups in the Industry		
General Info Letter	Potential Members	annually in September	also mailed to Chairman of Board of potential members
APHAA Member Services Letter	Current Members	annually in September	detailed outline of member services/benefits that can be forwarded to potential members
Spring AGM	Current Members	annually in May	
	Potential Members		
	Government Departments		
Fall Conference	Current Members	annually in October	
	Potential Members		
	Government Departments		
Scheduled Meetings – with President & Vice President	Government Departments	as needed	face-to-face meetings, phone calls and presentations
	Agencies & Other Groups in the Industry		
Surveys	Current Members	after education modules, conferences & annual general meetings	
	Potential Members		
	Government Departments		
	Agencies & Other Groups in the Industry		
Strategic Plan	Current Members	annually in October	updates/revisions
Booth/Display	Potential Members	annually at ASCHA convention	up-dated booth and materials
	Agencies & Other Groups in the Industry		