Communications Committee Report

Since our last CUAA Council meeting, we have published 3 monthly newsletters:

02/27/13 edition included: 12 stories about Cooper Couples, Founder’s Day Recap story, Minutes of 2/12/13 Alumni Council meeting, coverage of Florida, Texas and San Francisco Regional Events, coverage of CUAA Pop-up events, Coverage of upcoming events.

03/27/13 edition included: 3 alumni profile stories, coverage of upcoming CUAA election, coverage of CUAA Pop-up events, Coverage of upcoming events.

04/24/13 edition included: 4/23/13 Board of Trustees announcement about tuition, 2 alumni profile stories; coverage of CUAA Pop-up events and California Regional Events, Coverage of CUAA election which was in progress, Coverage of upcoming events.

Thank you to Peter Adler, Rocco Cetera, Anne Dudek Ronan, Mary Lynch, Katie Moore, Hsu-Wei Shueh and all who contributed to the Cooper Couple and alumni profile stories for producing content material for these newsletters.

### Deadline to submit content for May newsletter is 05/22/2013 and for the June newsletter is 06/19/13.

### Since our last CUAA Council meeting, the communications committee has publicized Art openings for 3 Alumni shows on the CUAA Facebook page and on the CUalumni.com website.

### We have promoted the accomplishments of 18 art alumni, 16 Architecture alumni and 9 Engineering alumni by posting links to articles published about them on the CUAA Facebook page and on the CUalumni.com website.

### We have posted weekly Cooper Trivia questions on the CUAA Facebook site.

### We have posted links to news coverage of CU Student protests and news coverage on CU finances to on the CUAA Facebook site

### We held one committee meeting on 04/11/13 where we discussed content for the April, May and June issues of the newsletter and explored the use of a Web-based platform (Google+) for conducting meetings. During the meeting, committee members were selected to write articles for upcoming profile articles, End-of Year-Show, and Graduation.

### Current # of followers on our social media sites:

### Twitter: 183 up from 150 in Feb. 2013

### Facebook: 2519 up from 2432 in Feb. 2013

### LinkedIn: 2262 up from 2128 in Feb. 2013