



2024 ROLLOUT SCHEDULE

JUNE 2024		
	Complete Contract Process	
	Complete Technology Project Intake process	
	Begin scheduling meetings/presentations with on campus partners for July/August	
	All Academic Units	
	Deans	
	Student Life	
	Inclusive Excellence	
	Identity Centers	
	Service Learning	
	Schedule presentations with administrative partners for awareness	
	Advancement	
	Senior Staff	
	Create presentations (student facing and alumni facing)	
JULY 2024		
	Schedule training/demos for relevant teams	
	AE entire team	
	Career Services entire team	
	Create Comm Plan	
	Create Marketing pieces:	
	- sticker	
	- 1-sheet for advisors/general	
	- pop-up banner – 1 for students and 1 for alumni	
	- t-shirt (Team t-shirts)	
	- business card	
	- social art	
	- Giveaway for students	

	Get rollout best practices, templates, Elon branded video from Protopia	
AUGUST 2024		
	Continue to schedule meetings/presentations with on campus partners	
	University Communications	
	Global Education Center	
	Law School	
	Athletics/Coaches	
	Admissions Travel Team	
	Schedule testing of Protopia platform	
	Create checklist for question review and walk through with assigned staff	
	Email/inform engaged alumni boards	
	Schedule campus digital boards	
SEPTEMBER 2024		
Sept 16	SPDC Rollout to Students <ul style="list-style-type: none"> - share in all student appointments - include in Elon 1010 - Incorporate as a requirement to complete College2Career 	
	AE Rollout to Students <ul style="list-style-type: none"> - Schedule on student social - Include in Student Life weekly email - include in Elon 1010 - table at College Coffees - table in Student Center - Table at Internship and Job Fairs - distribute Elon Q&A card at all student events - digital boards across campus - posters in residence halls - have Parent Engagement highlight opportunity to parents as one to have their student take advantage of 	
	In a partnership between AE, AG and SPDC, develop a system of: <ul style="list-style-type: none"> - Request they offer internship and job opportunities to the SPDC – maybe with an end of semester update on impact point to how they can share with SPDC? - Tag new alumni prospects based on updated job/industry information <p>And create personalized giving messaging schedule ie around professional development.</p>	
Sept 17	Academic Advisors – distribute a 1-sheet for them to share	

	AE Rollout to Alumni (request updates and create awareness)	
	<ul style="list-style-type: none"> - Email to alumni base - Newsletter - Alumni Magazine feature - Social Schedule - Today@Elon article 	
Sept 18	Share with all “profession” based student organizations	
	<ul style="list-style-type: none"> - Investment Banking Club - SHRM - professional honor societies - Others? 	
	Share with Greek Org leaders and Fellows Groups (Business, Leadership, etc.)	
	Include in Presidential scripts for alumni events in the regions	
OCTOBER 2024		
	Continue share with alumni throughout all fall comms and alumni events	
	Career Center continue to share in all student meetings and with classes	
NOVEMBER 2024		
DECEMBER 2024		
	Send faculty and staff an impact report on # of students, areas it impacted/how it was used/samples of questions	