

RE-OCCURRING MARKETING ACTIVITY CALENDAR - BY FISCAL YEAR - APRIL 1 TO MARCH 31

01-Jan-15

Project Size	ACTIVITY/DEPARTMENT	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
	<b>REGISTRAR'S OFFICE</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Large	Registrar's Publications												
	<b>ADVANCEMENT / ALGONQUIN COLLEGE</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Large	Annual Report												
Large	Algonquin Environmental Graphics												
Large	Business Plan												
Large	Convocation												
Small	Forum												
Small	Miscellaneous Event Support												
Small	Monthly 404 Page Updates												
Large	President's BBQ												
Large	President's Breakfast												
Small	President's Coffee Break												
Large	Strategic Plan												
Small	United Way Activities												
	<b>RECRUITMENT</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Small	Algonquin Connections												
X Large	Annual Demand Generation Advertising Campaign												
Medium	Departmental Marketing Plan												
Small	CIP (College Information Program)												
Medium	Fall Open House												
X Large	FT Monograph (PDF) Update and Materials												
Small	March Break												
Large	Post-Christmas Enrolment Boost Campaign - All Schools												
Medium	Spring Open House												
Small	Toronto Metro Fair												
X Large	Viewbook									Update Reminder			
Medium	Winter Program Intake Push - All Schools												
Medium	Winter Open House												
	<b>ALUMNI</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Small	AGM												
	Career Week												
	<b>BOG AND FOUNDATION</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Small	BOG Citizen Ad												
Small	Foundation Board Ad												
	<b>CCOL</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Large	Fall Campaign												
Large	Winter Campaign												
Large	Spring Campaign												
	<b>WEB SUPPORT</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Small	Algonquin College Web Support												
Small	Web Page Updates and SLA												
Small	Analytics and Assesment												
Small	Website performance and compliance												
Medium	Program pages, visual design, seo and toolset												
Large	Mobile Site												
medium	Future Students updating												
Medium	Program Picker tool												
Small	youtube/video file management and publishing												
Large	Yearly program page/monograph Q/A and publishing												
Small	Website and Mobile Website Surveys												
	<b>MARKETO / SOCIAL MEDIA</b>	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
Medium	Recruitment Marketo/Social Media Campaigns												
Medium	Marketing Nurturing Campaigns												

**Project Size Legend**

Small = up to 10 hrs  
 Medium = 10 to 50 hours  
 Large = 50 to 100 hours  
 X Large = over 100 hours