

	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	
	REGISTRAR'S OFFICE	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	
Large	Registrar's Publications													
	ADVANCEMENT / ALGONQUIN COLLEGE	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													
	RECRUITMENT	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													
Medium	Winter Program Intake Push - All Schools													
Medium	Winter Open House													
	ALUMNI	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	
Small	AGM													
	Career Week													
	BOG AND FOUNDATION	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	
Small	BOG Citizen Ad													
Small	Foundation Board Ad													
	CCOL	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	
Large	Fall Campaign													
Large	Winter Campaign													
Large	Spring Campaign													
	WEB SUPPORT	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													
	MARKETO / SOCIAL MEDIA	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