OLLI
OSHER LIFELONG LEARNING INSTITUTE
AT THE UNIVERSITY OF GEORGIA®

Marketing & Communications Committee Projects
Meets 2nd Wed in each month, 2:00-3:00

Variety of Writing and/or Proofing Projects

Activities

Write copy for any of the following

- Web copy
- Articles for newsletter, OLLI Times
- Email copy
- Press releases
- Ad copy
- Facebook posts
- Video scripts

Time

- 2-3 hours a month, doesn't have to be monthly

Help Design Templates, Layouts, and Creative Materials

Activities

- Work as a team in development of new templates or other creative materials
- Layout for newsletters and emails

Time

- 2-4 hours a month, most projects last 1-2 months

Coordinate and/or Manage Projects

Activities

- Create and manage timelines and deliverables

Time

- 2-5 hours a month, most projects last 2-3 months

Creation of Emails in Mailchimp Platform

Activities

- Format email copy in OLLI Mailchimp templates

Time

- 1-2 hours a month

Take Photos or Videos of Events, Classes, etc

Activities

- Take photos or videos of 1-2 events or classes a month

Time

- 2-3 hours a month, doesn't have to be monthly

Metrics Reporting

Activities

- Pull information from database and update or create a report
- Capture Metrics from Facebook, Mailchimp or Google

Time

- 2-3 hours a month

Posting Documents and/or Photos to Online libraries

Activities

- Post existing documents and/or photos to a Google drive

Time

- 1-2 hours a month