



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

Objectives:

- Establish awareness of the upcoming transition to a new member portal for online users
- Communicate the timeline for the upcoming changes, including when the existing portal will be down for final data migration
- Outline the expected changes for each audience
- Provide tools/resources for members to navigate the new portal

Goals:

- Effectively communicate the changes and facilitate a seamless transition for users

Key Performance Indicators (KPIs):

Email Outreach

- a) Open rates
- b) Click-through rates

Website Communication

- a) Impressions
- b) Click-through rates (if applicable)

Additional Collateral

- a) Views of video tutorials

Key Audiences:

- General Membership
- Chapter Leaders

The following strategies are broken down by Key Audiences. A schedule for video tutorial creation is also included.



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

Communication Strategy: A. General Membership

Key Messaging:

- We are launching a new member portal that will allow AKA to grow and provide you (the members) with better online functionality
- You will be able to request your own reactivations in the portal (currently done manually)
- You can request Chapter transfers in the new portal (currently done manually)
- This launch is part of a phased approach to implement an improved online member experience

Note: Specific launch date is for internal use only. Actual launch date to be communicated to members when finalized.
All suggested deployment dates are based on a 6/10 launch and should be updated if changed.

Tactical Approach	Call-To-Action / Objective	Key Message(s)	Asset Development	Due and Deploy Dates	Accountable Person/Dept
Email #1 1 Month prior to Launch	Raise Awareness	<p>Your member portal is changing in June! (Communicate actual launch date if finalized.)</p> <p>Briefly outline key changes.</p> <p>Please note: The AKA member portal will be down the week before launch as we migrate to the new member platform.</p>	Email	<p>Initial Text Due: April 29</p> <p>Deploy: May 13</p>	Comms Team
Website Messaging on Member Login Homepage #1	Raise Awareness	<p>Simple message and graphic about revamped member portal</p> <p>Post launch date as soon as it's finalized.</p>	Graphic and Short Text	<p>Text and Graphic Due: April 29</p> <p>Deploy: May 13</p>	<p>Banner: Design Team</p> <p>Text: Comms Team</p>



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

		<p>Please note: The AKA member portal will be down the week before launch as we migrate to the new member platform.</p>			
Email #2 2 weeks prior to launch	Raise Awareness	<p>Don't forget – our membership portal is changing!</p> <p>Reiterate key changes</p> <p>Please note: Our current member portal will not be accessible starting Sunday, June 2, as AKA seamlessly migrates your information to the new system.</p> <p>Communicate launch date for new portal.</p>	Email	<p>Initial Text Due: May 14</p> <p>Deploy: May 27</p>	Comms Team
Webpage/Redirect #1 for Member Portal	Communicate Changes	<p>Our AKA member portal is not available as we migrate to our new member platform.</p> <p>The new member portal will be accessible from Monday, June 10.</p> <p>For pressing needs, contact AKA at (contact info here).</p>	Webpage/redirect with short text.	<p>Initial Text Due: May 21</p> <p>Deploy: June 2</p>	Comms Team/IT



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

Email #3 1 Week Prior to Launch	Communicate New Assets	<p>Only one week until our new member portal!</p> <p>"We've created a short video to guide you through the new portal." Link to video</p> <p>Here's what to expect in the new portal.</p> <p>Reminder that the current portal is down during this final push, wait until launch to update information or call AKA directly in case of emergency.</p>	Email	<p>Initial Text Due: May 21</p> <p>Deploy: June 3</p>	Comms Team
Email #4 4 days prior to launch	Sense of Urgency	<p>Only four days until our new Member Portal</p> <p>Reiterate key changes</p> <p>Have you watched our quick tutorial to get better acquainted with the new portal? Link to video</p>	Email	<p>Initial Text Due: May 28</p> <p>Deploy: June 6</p>	Comms Team
Email #5 1 day before launch	Sense of Urgency	<p>Short message, to the point</p> <p>Our new member portal launches tomorrow!</p>	Email	<p>Initial Text Due: June 3</p> <p>Deploy: June 9</p>	Comms Team



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

		Questions? Our customer service reps are happy to help you navigate the changes			
Email #6	Awareness	Welcome to our New Member Portal! Link to informational video	Email	Initial Text Due: June 4 Deploy: June 10	Comms Team
Website Messaging on Member Login Homepage #2	Awareness	Welcome to our New Member Portal! Watch our quick tutorial to help you navigate the new portal. (Provide link to or embed video)	Graphic and Short Text	Text and Graphic Due: June 4 Deploy: June 10 Sunset Date: July 8	Banner: Design Team Text: Comms Team
Email #7	Awareness of Next Phase	We hope you've been enjoying our new member portal. This change is part of a bigger plan to improve your AKA online experience. More exciting changes are planned for the fall – stay tuned!	Email	Initial Text Due: July 8 Deploy: July 22	Comms Team



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

Communication Strategy B: Chapter Leaders

Key Messaging:

- With the launch of the new member portal, you (chapter leaders) will benefit from enhancements in the Chapter Officer Portal
- In the new portal, you will assume responsibility for more actions in the portal, such as paying reactivation and transfer invoices, paying chapter dues, etc.
- Work with your members now to update emails addresses before the transition, as login will require an email address along with the Financial Card

Note: The strategy assumes Chapter Leaders will already be receiving general membership communications about the transition, so these communications focus solely on Chapter Leader changes/updates.

Tactical Approach	Call-To-Action / Objective	Key Message(s)	Asset Development	Frequency/ Duration	Accountable/ Person(s)/Dept
Email #1 3 ½ Weeks Prior to Launch	Raise Awareness, Member Email Update	Our new Member Portal will include enhancements for Chapter Leaders! Outline changes Work with your members now to update their email addresses before the transition.	Email	Initial Text Due: May 7 Deploy: May 16	Comms Team
Website Messaging on Chapter Officer Portal Homepage #1	Raise Awareness	Simple message and graphic about revamped Chapter Officer portal Outline changes and communicate launch timeframe, including that the current portal	Graphic and Short Text	Text and Graphic Due: April 7 Deploy: May 16	Graphic: Design Team Text: Comms Team



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

		will be down a week before launch.			
Email #2 2 ½ Weeks Prior to Launch	Raise Awareness, Member Email Update	Have you reminded your members to update their email addresses in advance of the new portal? Updated user experience for chapter leaders, too. Outline new tools/responsibilities. Communicate finalized launch date	Email	Initial Text Due: May 14 Deploy: May 23	Comms Team
Email #3 About 1 week prior to launch	Communicate New Assets	Here's a sneak peek at our upcoming revamped Chater Officer Portal! We've created a quick video to guide you through the changes. (Link to video) Launch date	Email	Initial Text Due: May 27 Deploy: June 4	Comms Team
Email #4 3 days prior to launch	Sense of urgency	The new chapter officer and member portals launch on Monday! Provide link to video tutorial	Email	Initial Text Due: May 30 Deploy: June 7	Comms Team



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

		Questions about the changes? Contact us at (contact details here).			
Website Messaging on Chapter Officer Portal Homepage #2	Awareness	<p>Welcome to our New Chapter Officer Portal!</p> <p>Watch our quick tutorial to help you navigate the new portal. (Provide link to or embed video)</p>	Short Text	<p>Initial Text Due: June 4</p> <p>Deploy: June 10</p> <p>Sunset: July 8</p>	Comms Team

Video Tutorials – 2 Videos

Key Details:

- Video tutorial for both the general member portal and the Chapter Officer portal to be created (two videos)
- Language should be informative and conversational. Avoid technical jargon.
- Videos should be no longer than 1 minute, shorter if possible
- This schedule provides time for creation, review and finalization in advance of initial tutorial communications in the above plans.

Asset Development (1 for each video)	Due Dates	Accountable Person/Dept
Create initial tutorial (video component) for review	May 6	IT/Design and Fonteva
Finalize video component	May 13	IT/Design and Fonteva



AKA 2024 AMS Migration Communication Plan

Working Launch Date: 6/10/24

Create initial audio script (for video overlay) for review	May 15	Comms Team
Finalize script	May 20	Comms Team
Create initial full video with audio overlay for team review	May 23	Project Team
Finalize tutorial	May 30	Project Team