

Stakeholder Meeting Objectives

External Relations Team

- **The First 30 Days:** evaluate current communications tools being used, understand day-to-day operations, build rapport, and become familiar with events
- **The First 60 Days:** identify top priority areas of support, learn about key audiences to establish audience profiles, and solicit feedback on how they define AUSL's work to inform brand positioning
- **The First 90 Days:** present deliverables from first 60 days for team feedback, gather input on the MarCom long-term strategic plan, and report and discuss brand positioning data collected

Marketing Committee of the Board of Directors

- **The First 30 Days:** build rapport and discover how they define success for this role
- **The First 60 Days:** solicit feedback on how they define AUSL's work to inform brand positioning
- **The First 90 Days:** gather input on the MarCom long-term strategic plan

Stakeholder Meeting Objectives

CTR Team

- **The First 30 Days:** upskill on CTR's history, objectives, process, and success, understand day-to-day operations, and build rapport
- **The First 60 Days:** identify top priority areas of support, learn about key audiences to establish audience profiles, and solicit feedback on how they define AUSL's work to inform brand positioning
- **The First 90 Days:** gather input on the MarCom long-term strategic plan, and report and discuss brand positioning data collected

LiberatedED Way Team

- **The First 30 Days:** upskill on LiberateED Way's history, evolution, services, and successes, become familiar with the services offered, understand day-to-day operations, and build rapport
- **The First 60 Days:** identify top priority areas of support, learn about key audiences to establish audience profiles, and solicit feedback on how they define AUSL's work to inform brand positioning
- **The First 90 Days:** gather input on the MarCom long-term strategic plan, and report and discuss brand positioning data collected