

**MMSA IMPLEMENTATION PLAN**  
**MMSA COMMUNICATIONS AND ONLINE PRESENCE**

September 2014

<b>SUMMARY OF INITIATIVE</b>	<ul style="list-style-type: none"> <li>▪ This initiative involves establishment and development of channels of communication for MMSA scholars.</li> <li>▪ The primary channels of communication for 2014 – 2015 are: <ul style="list-style-type: none"> <li>– Menzies Brief</li> <li>– MMSA website</li> <li>– MMSA LinkedIn page</li> </ul> </li> <li>▪ The <b>Menzies Brief</b> will focus on reporting on past events, announcement of new scholars and other activities being undertaken by the MMSA and the Foundation.</li> <li>▪ The <b>MMSA website</b>, which will be integrated with the Foundation website, will include scholars' profiles, information about upcoming conferences and Foundation/MMSA events, relevant job postings and MMSA mentoring framework.</li> <li>▪ Access to the <b>LinkedIn</b> page will initially be confined to MMSA members but could eventually include a public access page. Updates to the MMSA website should feed directly to the MMSA LinkedIn page.</li> </ul>
<b>OBJECTIVES OF INITIATIVE</b>	<ul style="list-style-type: none"> <li>▪ Enhance engagement between members of the MMSA.</li> <li>▪ Facilitate networking between members of the MMSA.</li> <li>▪ To provide a platform for the MMSA Mentoring Framework.</li> </ul>

MAIN ELEMENTS OF IMPLEMENTATION PLAN	RELEVANT DETAILS	RESOURCES (IF ANY) REQUIRED	TIMING FOR IMPLEMENTATION	CHAMPION/ MEMBERS OF IMPLEMENTATION TEAM
<p><b>1. Establish MMSA website</b></p>	<p>The MMSA website is being developed by external consultants as part of the revamp of the Foundation's website. Only MMSA members will be able to access the MMSA part of the website.</p>	<p>An external website developer has been engaged by the Foundation to assist with development of the Foundation's website and the MMSA's website.</p>	<p>Early November 2014</p>	<ul style="list-style-type: none"> <li>▪ Dariel and Adrian to liaise with website developers</li> </ul>
<p><b>2. Establish LinkedIn page</b></p>	<p>The LinkedIn page will be connected to the MMSA website. Ideally, it will be established following establishment of the MMSA website.</p>	<p>To be determined once the MMSA website has been established.</p>	<p>End December 2014</p>	<ul style="list-style-type: none"> <li>▪ Dariel and Adrian, in consultation with website developers or other consultant(s)</li> </ul>
<p><b>3. Communication and engagement strategy</b></p>	<p>Once the channels of communication have been established, a communication and engagement strategy will be developed to encourage members of the MMSA to utilise and continuously update the various channels.</p>	<p>A consultant may be determined to assist with this.</p>	<p>March 2015</p>	<ul style="list-style-type: none"> <li>▪ Dariel and Adrian, in consultation with consultant (if consultant to be engaged)</li> </ul>