



## Swedish Cherry Hill DRAFT MIMP Communications Plan

- Swedish Cherry Hill MIMP Website and Links
  - Redesign by Swedish Marketing and Communications Dept.
  - Will provide links to Dept. of Neighborhood MIMP site
  - Swedish campus contact and phone numbers
  - Campus maps
  - Sabey Corporation contacts
  - Updates and Q&A
- Swedish Cherry Hill Information postcard
  - 98122 and 98102 zip cords
  - Dept. of Neighborhood MIMP Links
  - Swedish CH MIMP Website information
  - Swedish campus contacts and phone numbers
  - Campus Map and Work plans location
  - Print excess to hand out to neighbors and residents.
  - Frequency – TBD
- Community Outreach
  - Coffee meeting with Neighbors – TBD
  - Squire Park Council Newsletter
  - Squire Park Council Quarterly meeting and BBQ – July 14<sup>th</sup>
    - Swedish and Sabey Tabling
    - Community Facebooks pages and community boards
  - Swedish Cherry Hill Community events – TBD
    - Neighborhood night out
  - Campus message board – postcard and general updates
- Community Connects
  - Encourage Squire Park neighbors to share MIMP information
  - SAC members share contacts and give recommendations