

		Kick Off Month		Wk, Mo, @Milestone	Duration or timing of Updates	Integration			Media Relations	Media Advertising	Comm Rel	Email	Website	Social Media	Blog	Text Messages	Reader Board	Signage (in store)	Direct Mail	Print Calendar	Printed Material (misc)	Digital signs (tv screens)	The Pulse	Sharepoint	Sharepoint Homepage	Personal stories	Photography	Video
1	3	Jan-16	Jan-17	@Mi	N/A	--	Case for support	Lorraine	X	X			X	X					X		X					X	X	
1.1	3	Oct-18	Jan-17	@Mi	Monthly	--	JTE Advertising: Students	Lorraine		X			X	X	X				X		X							X
1.1	3	Jan-18	Mar-17	@Mi	Monthly	--	JTE Advertising: Students	Lorraine		X			X	X	X				X		X							X
1.1	3	Mar-16	Mar-16	@Mi	N/A	--	VESOL	Lorraine/Crystal	X	X	X		X	X					X	X			X			X		
1.1	3	Mar-16	Mar-16	@Mi	N/A	--	Warehouse Program	Lorraine	X		X		X	X	X				X	X	X	X	X			X	X	
1.1	3	Jan-16	Apr-16	Post Recap	Ongoing	--	High School 21+	Lorraine	X	X	X		X	X					X	X	X	X	X			X	X	
1.1	3	Jan-17	Mar-17	@Mi		--	JTE Messaging Hierarchy	Lorraine														X						
3.0	3	Jan-17	Mar-17	@Mi		--	Comicon/Cosplay Event advertising Research	Lorraine		X		X	X	X	X											X	X	X
3.0	3	Feb-16	Apr-16	@Mi	N/A	--	Uber Partnership Kick Off + Donation Drive	Tammy	X		X	X	X	X	X				X							X		
3	3			@Mi			DIY Blogger Event	Katherine	X					X	X						X					X		
3	3	Jan-16	Feb-16	@Mi		--	Mariners Radio (donate)	Crystal		X				X														
3	3	Jul-16	Feb-17	@Mi	Jan - Feb	--	Online shopping campaign 2 Valentine's	Tammy	X	X				X	X				X								X	
3	3	Aug-16	Jan-17	Wkly	Oct-Jan	--	Store Openings	Lorraine	X	X	X	X	X	X	X	X		X	X	X	X	X	X				X	
3	3		Jan-17	@Mi	N/A	--	Store Online Auctions	Lorraine	X			X	X	X	X	X		X	X	X	X	X	X					
3	3	??	Jan-17	@Mi	N/A	--	Winter Sale	Crystal				X	X	X		X	X	X	X	X								
3.2	3	Mar-16	Jul-16	@Mi	N/A	--	ADC Signage and message guidelines audit	Lorraine				X												X	X			
3.3	3	Feb-16	Nov-16	Wk	Aug-Oct	--	Glitter Sale	Lorraine	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X
3.3	3	Feb-16	Sep-16	Wk	Aug-Oct	--	Halloween	Lorraine	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X
3.3	3	??	Mar-17	@Mi	N/A	C+F*	Spring Donate Advertising	Crystal		X			X									X					X	
3.3	3	??	Mar-17	@Mi	N/A	C+F*	Spring Shop Advertising	Crystal		X										X							X	
4.0	3	Jan-17	Apr-17	@Mi	As Needed	--	Digital Signage implementation in 9 stores	Lorraine														X				X		
4	3	Jun-16	Mar-16	@Mi	N/A	--	Exposing Mission to shoppers	Lorraine				X	X	X	X		X	X		X	X	X	X			X	X	X
4.1	3	Dec-16	Jan-17	@Mi	N/A	--	Awards program	Tammy	X		X			X	X					X			X	X	X	X	X	X
4.1	3	Mar-17	Jan-17	@Mi	Mar-May	--	GiveBIG	Lorraine				X	X	X	X		X					X	X	X	X	X	X	
4.1	3	Jan-17	Mar-17	@Mi	Jan - Feb	Jay Ray	Goodwill Ambassador - Spring	Katherine				X	X	X	X							X			X	X	X	X
4.2	3	Apr-17	Jan-17	@Mi	N/A	--	Photo Session 3	Lorraine																			X	
6	3	Jan-17	Jan-17	@Mi	Mo/Qtrly TBD	--	Sharepoint Internal Communications Plan	Lorraine		X	X	X	X	X	X	X							X	X	X	X	X	X
8.1	3	Dec-16	Apr-17	@Mi	Dec - April	--	Earth Day	Katherine	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
1.2	4	Not doing	Jul-16	@Mi	Not doing	--	JTE Advertising- Employers	Crystal		X			X														X	
1.2	4	TBD	Jun-16	N/A	N/A	--	JTE Graduation	Lorraine					X								X					X	X	
3	4	??	Jun-16	@Mi	??	--	Fourth of July Sale	Crystal				X	X	X		X	X		X		X							
3	4	Jun-16	Aug-16	@Mi	N/A	--	Labor Day Sale	Crystal				X	X	X		X	X		X		X							
3	4	May-16	May-16	@Mi	May - June	--	Luxe Donation Event	Katherine						X	X													
3	4	??	May-17	@Mi	N/A	--	Memorial Day Sale	Crystal				X	X	X		X	X		X		X							
3	4	Jul-17	Jun-17	@Mi	May	--	Online shopping campaign 3 Vintage	Katherine	X	X				X	X											X		
3	4	Jan-16	May-16	@Mi	N/A	--	Storm sponsorship (donate)	Crystal	X	X	X			X	X								X				X	
3	4	Feb-16	Jun-16	@Mi	N/A	C+F*	Summer Shop Advertising	Crystal		X			X				X	X	X	X	X	X	X			X		
3	4	ON HOLD	ON HOLD	@Mi		--	Clicks to Bricks Launch (ON HOLD)	Lorraine	X			X	X	X	X	X				X	X	X	X					
3.3	4	Feb-16	Jun-16	@Mi	N/A	C+F*	Summer Donate Advertising	Crystal		X			X													X		
4.0	4	Jul-17	Oct-17	@Mi		C+F*	Brand Integration Strategy	Tammy	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4.0	4	May-16	Jun-16	@Mi	N/A	DC	Website redevelopment research	Tammy/Lorraine				X	X	X	X								X			X		
4	4	??	May-16	@Mi	??	--	Round Up Spring	Crystal						X								X			X	X	X	
4.1	4	May-16	Aug-16	@Mi	May - August	Jay Ray	Goodwill Ambassador - Summer	Katherine				X	X	X	X							X			X	X	X	X
4.1	4	Jun-16	Jun-16	@Mi	June -Sept	C+F*	Philanthropy Direct Marketing	Lorraine		X		X	X	X				X			X		X		X	X	X	X
4.1	4	Mar-16	Jun-16	@Mi	Mar-Sep	--	Design Challenge	Lorraine		X			X								X				X	X	X	
4.2	4	Sep-16	Jun-17	@Mi	TBD	DC	Website revamp + mobile	Tammy/Lorraine			X		X													X	X	
6.1	4	Apr-17	Jun-17	@Mi	N/A	--	Business Collateral Refresh	Lorraine													X							