

# Using a Centralized-Decentralized Model for the Student Affairs Ally Network

Managed by the Organizational Effectiveness **SWAT Team**

**Pool of Talent**  
Available & Willing to Work



Assess Professional  
Interests & Skills



Match Employees  
to Compatible Locations

Marketing  
Admissions  
Student Services  
Student Engagement

Provide Online Orientation  
& Communications Training

Website Audits & Editing  
Webex/Zoom Events  
Online Chat Support  
Email Marketing  
Blog Writing  
Content Development  
SMS Text Communications  
YouTube/Video Creation  
Facebook Live Events  
Social Media Coordination  
Instagram/Snapchat Stories  
Reddit AMAs  
Phone Support  
Webinars



Essential Functions  
Covered

Information Processing  
Touchpoint Assistance  
Data Entry & Processing  
Business Functions  
Workload Coverage

Employee Growth &  
Professional Development

New Skill Development  
Expanded Campus Knowledge  
Employment Opportunity  
Professional Experience  
Collaborative Culture

Student Community  
Better Engaged

Improved Digital Outreach  
Increased Use of Social Media  
Stronger Online Community  
Website Improvements  
Easier Access to Resources

