ACCESS Email Communications Plan

The purpose of this document is to propose a plan for how ACCESS will communicate using email. This plan details the purpose of email communication, key audiences, important content, email frequency, and metrics for success.

Email Newsletters

The ACCESS Coordination Office (ACO) will send two recurring newsletters, The ACCESS Advance and Inside ACCESS.

	The ACCESS Advance	**Inside ACCESS**
Audience	- ACCESS-enabled researchers - Former XSEDE users - ACCESS staff - Key NSF employees	ACCESS Staff
Purpose	- Share scientific and engineering advancements enabled by ACCESS - Show that ACCESS is advancing the boundaries of CI - Inform ACCESS community about services, training and other pertinent opportunities	- Serve as a platform for internal project communication - Keep all members of the project apprised of what's happening in each of the tracks
Content Sections	- Science stories - ACCESS announcements/news ~~Resource Provider event/training announcements~~ - Researcher profiles	- Message from project leadership and/or NSF program officer (when possible) - Track Updates - Upcoming Events/Calendar section - A question & answer section - Staff spotlights
Rationale for Content	- See click analysis of XSEDE newsletter links based on the past 12 months <u>below</u>. This informs our decision to focus newsletter content on science stories, resource provider offerings, ACCESS-specific news and events. - Researcher profiles, while not included in previous XSEDE newsletters, have the potential to perform well on social media,	- A survey was sent out to ACCESS staff in August 2022 to see what types of content staff would like to see in the newsletters. Responses indicate that people are most interested in: - Routine updates and announcements from ACCESS service area PIs (87.5% of respondents)

	another metric for success for the ACCESS project.	○ Meeting information/calendar (87.5% of respondents) ○ Messages from the NSF program officer (57.1%) ○ A question and answer section (57.1%) ○ Staff profiles (42.9%)
How Will Content Be Gathered?	● Science stories will be gathered from access-ci.org website ● ACCESS comms team will conduct researcher interviews ● ACCESS announcements/news will be collected from track PIs and ACO leadership ● ~~Event/training opportunities will be collected from the access-ci.org website~~	● ACCESS Comms team members will work with ACO leadership to write project message ● Track PIs expected to send in 100-300 word announcements via Typeform about what their area has accomplished over the past month and plans for the upcoming month ● Events will be gathered from access-ci.org website and communication with project leadership ● Hannah will reach out to Tom G for updates on a quarterly basis ● Q&A section in newsletter will include a link to a form for people to submit their questions. Person who manages the form will pass questions on to ACO for answers ● ACCESS comms team member will work with Track PIs to identify staff to feature and will contact staff members about an interview

Newsletter Frequency	● Once per quarter
	  ○ First week of December 2022
	  ○ First week of March 2023
	  ○ First week of June 2023
	  ○ First week of September 2023
		● Once per month
		  ○ To be sent on the last Thursday of the month

Review Process	● Send to Dina for review two business days in advance.	● Send to Dina for review two business days in advance.
Metrics for Success	● 30% open rate ([2022 average](#))	● 50% open rate
How and From	● Newsletter will be sent using Constant Contact email marketing software	● Newsletter will be sent using Constant Contact email marketing software

Whom	● Newsletter will come from communications@access-ci.org email ● Reply-to address will be: communications@access-ci.org	● Newsletter will come from communications@access-ci.org email ● Reply-to address will be: communications@access-ci.org

Non-Newsletter Email Communication from ACCESS

The Constant Contact account is paid for by ACCESS and all project tracks can utilize its capabilities and features. As with all ACCESS track-specific communications, it should adhere to ACCESS branding guidelines to maintain a consistent look and feel with the rest of the project.

ACCESS-branded track-specific email templates will be created and stored in Constant Contact for each track to use.

Adding Emails to Constant Contact

Until this process can be automated, Hannah will reach out to the Operations team on a quarterly basis for a .csv file containing email addresses for all new ACCESS allocations.

12-month XSEDE Impact Newsletter Click Analysis

The target audience for The ACCESS Advance is people with ACCESS allocations. XSEDE sent a monthly newsletter to all of its users. Content in that newsletter can be broken down into 9 unique categories. A click analysis of how that content performed may be seen below.

Content Category	Number of Unique Links	Number of Unique Clicks	Average Clicks per Link
Service Provider Offering	14	1082	77.3
Service Provider Announcement	4	290	72.5
Science Stories	48	3162	65.9
Project Announcement	37	1927	52.1
External Announcement	32	1525	47.7
Internal Events	39	1794	46.0
Getting Started/About Project	25	1062	42.5
External Events	45	1800	40.0
Social Media	36	1371	38.1