# IT Communicators Coffee Shop: **Newsletters Mini Master Class**
Transcript from the Adobe Connect chat window

Sept. 14, 2018


Stan - NC State: Welcome everyone to today's session!

The New School: techtalk.newschool.edu THE NEW SCHOOL NEWSLETTER BLOG

Stan - NC State: We're glad you've joined us.

Karen Wetzel, EDUCAUSE: We are recording today's session and will make the archive, chat transcript, and slides available. It will be posted to the ITCOMM CG website and list, as well as added to the EDUCAUSE Library.

Karen Wetzel, EDUCAUSE: Please add your questions, links to your newsletters, and comments in this chat space throughout the event.

Jessika Reed: University of Alabama IT Newsletter archive:
https://us10.campaign-archive.com/home/?u=343531766013f590e75d77609&id=30f213e5eb

Stan - NC State: Please feel free to share links to your newsletters in the chat window.

Charlie Kulins - Adelphi University: We do not have a formal newsletter but we post news and events as they happen. https://it.adelphi.edu/it-news/

Jessika Reed: Thanks Charlie!

Stan - NC State: NC State posts its articles on our site as WordPress posts. Then we pull together an email message that links to each of the articles we're highlighting that month. E.g. https://app.bronto.com/public/viewmessage/html/36893/aa04m28qjwz2vmx8eikuor0c58p42/

Christy Snyder: Ken, what platform do you use to create your HTML emails?

Stan - NC State: MIchigan's link: https://michigan.it.umich.edu/news/

Stan - NC State: thanks for the question Christy. We'll definitely get to questions.

Stan - NC State: Feel free to post your questions in the chat room as you think of them and we'll make sure the presenters have a chance to respond.

The New School: How many people in U Mich IT Dept?

Courtney: So at U Michigan the audience is almost entirely staff who work within IT? Do you send anything to the rest of campus (marketing services, changes, events, etc)?

Christy Snyder: definitely interested in guidelines you mentioned Ken!

Ken Caldwell: Christy, we currently use Arial Enterprise to send our email, but we are presently in a trial for Emma Enterprise.

Ken Caldwell: Sure! We're happy to share. Please email [umit-cio-newsletter@umich.edu](mailto:umit-cio-newsletter@umich.edu) if you would like to learn more.

Stan - NC State: Do any of you have style guides specific to IT that you use (besides the school's guide)?

Antonia: We tend to follow the university's style guide

Jessika Reed: We use the University guide but also have a quick tip list for internal IT.

Stan - NC State: NYU's link: [www.nyu.edu/it/connect](www.nyu.edu/it/connect)

Keith Allison: NYU IT Connect's URL: [https://wp.nyu.edu/connect/](https://wp.nyu.edu/connect/)

Kittye Parker: Those of you who send out weekly or monthly newsletters, do your Universities also send out regular email blasts? And if yes, do you feel like they compete with one another?

Becky Klein @ Valpo: Watch out with Emma - Valpo has been using them and we've gotten hit with lots of overage charges on top of our contract costs

Stan - NC State: Are there ways you have promoted your newsletters to increase readership (for those who don't send to everyone)?

Antonia: We limit our email blasts to highly targeted content when there is something special to communicate

Stan - NC State: (We can't send to all of our campus.)

Stan - NC State: Are there others listening in who would be willing to share links to your newsletters?

Bobby Bernshausen: The Texas A&M Division of IT publications can be found at [https://cio.tamu.edu/about/publications_reports.php](https://cio.tamu.edu/about/publications_reports.php) Our main newsletter to IT professionals across campus is "IT Update" and our newsletter for all Texas A&M employees is called "PossibilITies."

L Trubitt - UAlbany 2: Antonia, I'd be curious to know how you attract people to your f2f events, and what kind of turnout you get. Is it primarily students?

Stan - NC State: Google's keyword planner: https://ads.google.com/home/tools/keyword-planner/

Jessika Reed: Here's our social - Instagram: https://www.instagram.com/uab_it/ . Twitter: https://twitter.com/UABIT Facebook: https://www.facebook.com/UABInformationTechnology/ , ongoing news: http://www.uab.edu/it/home/news

Jessika Reed: We've found video content has really helped us better engage our audience.

Irma: University of Texas Rio Grande Valley (UTRGV) Newsletter - https://www.utrgv.edu/it/newsletter/index.htm

Stan - NC State: That's a great headline Antonia!

Kathy @ Lehigh U.: I prefer to call them "click worthy" :)

Jessika Reed: Great spin on it! I love it!

Kim Sullivan: Thank you for your ideas on headlines, Antonia!

Courtney: My biggest problem at a SLAC with a single-person communication department (me) is that everyone WANTS more communication and things like social media/blogs/newsletters but they also refuse to help identify or provide content and the campus is not as interested in reading about IT-related things as they think they are (I've surveyed, done focus groups, etc). A bit frustrating.

Sue Cunningham: Absolutely Courtney - my experience exactly

Courtney: Lots of vague support for communications but when it comes to getting help putting anything together it's crickets! Ends up with very little content to share.

Sue Cunningham: We've had some improvement by setting our leadership team an objective of providing at least 3 articles a year to our internal (to IT) newsletter. There are about 25 people on the wider leadership team

Antonia: @ L Trubitt - We do a few things. Post the event in the campus calendar, flyers, posters and email are the mainstays. For the "intimate" events (20-40 people) we get the best mix of faculty, staff and students. Larger events get a few hundred, but most administrative staff.

Courtney: We have a 50 person department total and a 7 person leadership team. Just not enough of us or enough going on to generate much interesting content.

Kim Sullivan: We haven't issued a newsletter really.  We update our website with articles.  We often use our portal page announcement section to  point to the articles.  We also have a Campus Bulletin sent on a weekly basis.  We will request a small paragraph, and again, point to our article.

Kim Sullivan: We are a small, liberal arts college with 2500UGs and less than 1000 faculty and staff.

Courtney: Kim - similar size here. We don't even have an intranet/portal though!

Kim Sullivan: We also have grad students (2200ish).  It would be great to reach out to them as many are working professionals.

Kim Sullivan: @Courtney - not even a campus portal?

Courtney: @Kim No :(

Stan - NC State: We're getting some background noise, so I'm going to mute attendees again. Please feel free to ask any questions in the chat room.

Kathy @ Lehigh U.: This session was terrific. Thank you!

Sue Cunningham: Thanks

Christy Snyder: Thanks very much to all!

Irma: Great Session!

Rhonda 2: Rhonda - NC State: There were some great takeaways from this session. Thank you. Great job!

Karen Wetzel, EDUCAUSE: Please do visit the IT Communications CG to continue on this discussion! https://www.educause.edu/discuss/it-communications-constituent-group

University of Richmond: Thank you.

Karen Wetzel, EDUCAUSE: Thank you for joining us today!

Hilda Gonzalez: Thanks so much!