



## **New Guidelines for Announcements and Events on Daily Digest**

Feedback heard from members of the campus community, the members of the Development, Communication and Alumni shared governance committee, and the individuals who are currently posting the majority of items have had similar key conclusions:

- The user interface is not appealing
- The amount of information presented is unregulated
- The repetition of information is not helpful to knowing what is happening on campus
- All three combine to create a cluttered product that is often ignored, deliberately filtered in email as if it were spam
- Items appear for too long in the email, often do not expire and lack key information
- Typos and general errors are too common
- There is a lack of organization

To begin the process of addressing these common concerns, the Office of Marketing and Communications has undertaken listening sessions to propose changes to the current product.

### **Purpose**

The purpose of the Daily Digest email is to provide to our two primary communities – faculty and staff employees and students – information on what is happening on campus today. The goal is to share special events and special deadline information, not information that is currently available through existing websites.

### **Mission**

The mission of Daily Digest is communicating to the entire campus each day the news employees or students need for that day.

To assist members of the campus community, a clearer structure of where to submit information and what are the minimum requirements for postings will be created, and a revision of the current categories will be made.

### **Effective May 15, 2018, the following policies related to Daily Digest will begin:**

Each submission must include the following details: the individual responsible for the posting and contact information, including email and phone; the date, time and location of the event.

If the event relates to the campus calendar, all appropriate event information must be entered into the Submit Event system before it can appear in Digest.

The deadline to place items with your area's appropriate member of the Daily Digest team is 1 p.m. the day prior to the email. This is a significant change and items sent after that time will be considered for the following day's Digest.

Each item will receive three placements:

- **Announcement** – letting campus know of an upcoming item

- **Reminder** – alerting the campus of an event or deadline
- **Deadline** – a final reminder related to the event

We welcome input from the person submitting the item about when each placement occurs. As an example, the announcement of an upcoming event may be a month prior, with the reminder the week of and the deadline being the day it happens or the last time to purchase tickets.

When combined with a recurring entry on the university main calendar, this provides four total exposures for announcements or events.

If there are legal or regulatory reasons for more than three placements, please provide supporting materials which justify an exception.

Each item will not be repurposed to create a false opportunity for three additional placements.

Items will only be placed in a single category.

Along with these changes to Daily Digest, a new policy related to all-user emails will also begin. The overall mission with these revisions is to convey information to our communities in the appropriate channels.

Among the goals for the future of Daily Digest are the creation of a user interface that is easier to read and scalable for mobile devices, to have the content married with the university campus calendar, to have it curated by staff members for better messaging and to see Digest fit into the overall communications strategy of the university.

When considering the wide range of communication tools at the disposal of all areas of campus, the end goal is to place message into the right tool for dissemination, with Digest fitting into the mix of other products like individual department or college listservs, through posting to departmental or college websites or social media, use of specialty apps, and all-user email messages.

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Reviewed by Executive Committee – April 23, 2018

**Effective May 15, 2018**