

# Memo

To: XXXXXXXXX  
From: Stephan Ross  
Date: May 2, 2006  
Re: Electronic Newsletters and HTML Emails

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This memo is to help you get up to speed with the current campus usage of electronic newsletters. My team has spent a huge amount of time during 2005 on electronic newsletters and HTML emails with custom designs. My recommendation is to move to a hosted, web-based vendor solution that I can train users on and that the Communication Office can oversee in terms of up-front approval, branding and messaging.

## Issues

- Hugely labor intensive for IT staff, both to create and to change.
- We are not consistently in keeping with CAN-SPAM legislation.
- No visual branding or institutional messaging, Comm. Office can't oversee them.
- Each is a different technology system and requires different support.
- Technology bottlenecks: each system is completely different.
- Consistent high demand; we can't keep up and aren't meeting user's needs.
- Limited tracking. We don't know what our return on investment is.

## Current Electronic Newsletters/HTML Emails

Name	Sender	Recipients	Notes
Westminster Events	Comm. Office	Campus	Custom design created by Richard.
Westminster Update	Comm. Office	Campus	Custom software written by Richard.
Alumni newsletter	Alumni office	Alumni	Harris system.
Admissions emails	Admissions Office	Prospects	Custom software written by Devin
Admissions Marketing Report	XXXXXXX	Campus staff, faculty	GroupWise + Editors
Winter at Westminster emails	XXXXXXX	Prospects	Custom software written by Devin. Andy has to do all of the visual customizations. Laura and Sarah write the text.
Diversity newsletter	Diversity Center	Campus	Microsoft publisher.
Honors Newsletter	Honors	Faculty, students	Word file, converted to PDF and email out. Archived on web.
Aviation Newsletter	XXXXXXX	Aviation students/faculty	Print to date.
MPC Newsletter	XXXXXXX	MPC students	Created by a class of MPC students, under direction of Helen Hodgson. Has been a print vehicle to date.

## Other Requested or Potential eNewsletters/HTML Emails

- President's Innovation Network
- Faculty Showcase (requested by FTC)
- Assessment
- ASWC
- Student Life
- Career Center
- The Scientific Griffin
- Health, Wellness and Athletic Programming (FWRD)