Solving the Student Communication Bottleneck

De’Awn Bunch
Executive Director,
Enrollment Services Communication and Marketing

Alexsaundra Preston
Communications Manager,
Student Affairs & Enrollment Services

University of Houston
<table>
<thead>
<tr>
<th>Title</th>
<th>Body</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Houston De.</td>
<td>Water Service Restored - recent City of Houston water main break. University personnel are checking individual facilities to ensure service is running smoothly.</td>
<td>3/6/11</td>
</tr>
<tr>
<td>University of Houston De.</td>
<td>City of Houston Water Main Failure - RELEASE City of Houston Water Main Failure. The City of Houston has experienced a water main break that has disrupted water service in the area.</td>
<td>3/6/11</td>
</tr>
<tr>
<td>University of Houston De.</td>
<td>Travelling to Mexico for Spring Break Discounted - Discouraged. The University of Houston Department of Public Safety wants to alert all students planning on or considering travelling to Mexico for Spring Break.</td>
<td>3/6/11</td>
</tr>
<tr>
<td>Amy Marks</td>
<td>UH alumni are giving you an opportunity - that thousands of UH alumni have donated to UH, giving you opportunities to make more of your college experience than ever before.</td>
<td>3/7/11</td>
</tr>
<tr>
<td>University Relations</td>
<td>TOSS: Trade in Other Schools' Shirts - In lieu of University of Houston's marketing department will be hosting another &quot;T-shirt trade-up&quot; Saturday, March 5 at 10 AM.</td>
<td>3/4/11</td>
</tr>
<tr>
<td>University Relations</td>
<td>TOSS: Trade in Other Schools' Shirts - University of Houston Wellness is currently conducting a campus-wide survey which focuses on student wellness, substance abuse, and mental health.</td>
<td>3/3/11</td>
</tr>
<tr>
<td>Trevor, Danny (3)</td>
<td>Marketing Part 1 - Target Market - straight out of our project with a few edits. Kept the reference in just one. Not sure if we need references. Also, if a different reference is needed, please let me know.</td>
<td>3/2/11</td>
</tr>
<tr>
<td>University of Houston Services</td>
<td>University of Houston: Share Your Opinion on UH Dining and Enter to Win Prizes - at the University of Houston via our online survey, you'll be entered to win one of several prizes.</td>
<td>3/1/11</td>
</tr>
<tr>
<td>Sean Milligan</td>
<td>Part 1 - All. Here is Trevor and my project from last semester that we are using for this class. The breakdown:</td>
<td>2/26/11</td>
</tr>
<tr>
<td>University Relations</td>
<td>TOSS: Trade in Other Schools' Shirts - University of Houston's marketing department will be hosting another &quot;T-shirt trade-up&quot; Wednesday, March 2 at noon.</td>
<td>2/26/11</td>
</tr>
<tr>
<td>University of Houston De.</td>
<td>CASE UPDATE: Burglary/Sexual Assault - Moody Towers - With the University of Houston On 2/24/11 at 7:58 PM, a UH student who lives in Moody Towers reported to UHPD.</td>
<td>2/25/11</td>
</tr>
<tr>
<td>University of Houston De.</td>
<td>Community Alert: 21522 University of Houston University of Houston Emergency Operations Center <a href="http://www.prep-site.com/go/site">http://www.prep-site.com/go/site</a></td>
<td>2/24/11</td>
</tr>
<tr>
<td>University of Houston, (2)</td>
<td>Burglary - Sexual Assault - Moody Towers - 21522 University of Houston University of Houston Emergency Operations Center <a href="http://www.prep-site.com/go/site">http://www.prep-site.com/go/site</a></td>
<td>2/24/11</td>
</tr>
<tr>
<td>University Relations</td>
<td>TOSS: Trade in Other Schools' Shirts - University of Houston's marketing department will be hosting another &quot;T-shirt trade-up&quot; Wednesday, Feb. 23 at noon.</td>
<td>2/21/11</td>
</tr>
<tr>
<td>Susan M. Abughosh, Assoc.</td>
<td>UH Student Research Survey - the College of Pharmacy Department of Clinical Sciences and Administration at UH. I have been given permission by the University for use of data.</td>
<td>2/19/11</td>
</tr>
<tr>
<td>University of Houston De.</td>
<td>UH40 Internship Survey 2011 - Student; University Career Services (UCS) is asking for your assistance on behalf of UH students. UH alumni, and the campus.</td>
<td>2/18/11</td>
</tr>
</tbody>
</table>
Project Timeline
Dr. Walker’s Initiative
Thinking about our students
Feedback and Buy-in
Design Evolution
It’s Go Time!

Clock icon
Having trouble keeping up with all the campus announcements? Tired of all the emails?

We’ve heard your feedback, and would like to introduce CoogNews!

CoogNews is the new weekly student eblast that will provide a snapshot of campus information, news announcements and events targeted to UH students. Beginning August 28, this electronic newsletter will be distributed by the Division of Student Affairs via UH’s email system to all students every Tuesday. Take a sneak peek of what you can look forward to reading each week!

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WEEKLY NEWS

Welcome to the new school year! We’re excited to see you on campus and I look forward to seeing you at the events planned this week. Go Coogs! Have a great week!

Quote of the week: “The ladder of success is best climbed by stepping on the rungs of opportunity.” - Ayn Rand

~Dr. Walker

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WHAT’S NEW

UH Theater Alums Return for Tribute to Alma Mater  Six noted alums from the University of Houston’s School of Theatre & Dance will pay tribute to their alma mater with songs and stories at 8 p.m., Sept. 7 in UH’s Lyndall Finley Wortham Theatre.

UH Students Building Solar-Powered Classroom  It all started with some inspiration and seeds. Now, a community garden in Houston’s Alief area is bringing neighbors together to plant and harvest vegetables.

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CAMPUS EVENTS

August 23 - September 3
The Cats Back
The Cats Back initiative helps promote and inform the UH community about the multitude of events that take place during the first two weeks of the fall semester.

October 12 - 13
UH Family Weekend
Family Weekend is an annual event that takes place each fall in honor of parents, grandparents and all extended family.

Saturday, November 10
Homecoming
It's a great time to be a Cougar, whether you're an alum, a student, faculty, staff or a much loved friend of the UH.

March 20 - 21, 2013
Frontier Fiesta
Frontier Fiesta is a student
Internal E-communications Policy

Procedures for Sending E-mail to Students, Faculty and Staff

To ensure that email remains an effective means of communication, the university must be strategic in its use of broadcast email messages.

Using email impersonally and indiscriminately will harm the credibility of the entire university and make audiences less likely to welcome university emails that could be of interest to them. The system should be used only when the content impacts a significant percentage of recipients.

This page is meant to inform you of policies regarding the use of RightNow, the university's tool for sending official emails to students, faculty and staff.

Email Request Process

University Information Technology (UIT) E-Comm will coordinate approvals of each email request with the respective list approvers.

Students

Communication requests to all students should be submitted to the Division of Student Affairs and Enrollment Services via the online form at http://www.uh.edu/dsaes/coognews/ for inclusion in the weekly CoogNews newsletter.

Student audience approvers

- Dr. Richard Walker, Vice President for Student Affairs and Enrollment Services - University of Houston
- De'Awn Bunch, Executive Director, Enrollment Services Communication and Marketing
Faculty and Staff

CoogNews is a weekly electronic newsletter that provides a brief synopsis of campus information, news announcements and events targeted to UH students. CoogNews is distributed by the Division of Student Affairs and Enrollment Services via UH’s email system to all students every Monday afternoon during the fall and spring academic semesters, and every other Monday during the summer sessions. The deadline for submission of an entry is 5 p.m. each Thursday. Please fill out the form to have your announcement included in the next issue.

If you are a faculty or staff member interested in subscribing to CoogNews, please email Alexsaundra Preston.
Stats and Reports
<table>
<thead>
<tr>
<th>Link Name</th>
<th>Total Clicks</th>
<th>Unique Clicks</th>
<th>Link URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snack and Paint - uh.collegiatelink.net</td>
<td>80</td>
<td>67</td>
<td><a href="https://uh.collegiatelink.net/form/step-1?Guid=a500bfc-bd65-4b60-a418-5e1c281346fb">https://uh.collegiatelink.net/form/step-1?Guid=a500bfc-bd65-4b60-a418-5e1c281346fb</a></td>
</tr>
<tr>
<td>five things to look forward to - thedailycougar.com</td>
<td>48</td>
<td>38</td>
<td><a href="http://thedailycougar.com/2016/04/25/five-things-to-look-forward-to-this-week-20/">http://thedailycougar.com/2016/04/25/five-things-to-look-forward-to-this-week-20/</a></td>
</tr>
<tr>
<td>RecBeats - <a href="http://www.uh.edu">www.uh.edu</a></td>
<td>43</td>
<td>40</td>
<td><a href="http://www.uh.edu/recreation/">http://www.uh.edu/recreation/</a></td>
</tr>
<tr>
<td>Make-up day option made available to faculty - thedx</td>
<td>41</td>
<td>41</td>
<td><a href="http://thedailycougar.com/2016/04/20/make-day-option-made-available-faculty/">http://thedailycougar.com/2016/04/20/make-day-option-made-available-faculty/</a></td>
</tr>
<tr>
<td>Finals Mania to give weary students break from study</td>
<td>37</td>
<td>37</td>
<td><a href="http://www.uh.edu/af-auxiliary-services/news/articles/2016/April/04222016FinalsMania.php">http://www.uh.edu/af-auxiliary-services/news/articles/2016/April/04222016FinalsMania.php</a></td>
</tr>
<tr>
<td>Graduation Reception and Awards Program - <a href="http://www.u">www.u</a></td>
<td>26</td>
<td>18</td>
<td><a href="http://www.uh.edu/technology/news-events/calendar/?view=e&amp;id=6492">http://www.uh.edu/technology/news-events/calendar/?view=e&amp;id=6492</a></td>
</tr>
<tr>
<td>Peer Leadership Opportunities at UH Dining: - univof</td>
<td>25</td>
<td>21</td>
<td><a href="http://univofhouston.campusdish.com/">http://univofhouston.campusdish.com/</a></td>
</tr>
<tr>
<td>Breakfast for Dinner?: - univofhouston.campusdish.co</td>
<td>24</td>
<td>24</td>
<td><a href="http://univofhouston.campusdish.com/">http://univofhouston.campusdish.com/</a></td>
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<tr>
<td>here - <a href="http://www.uh.edu">www.uh.edu</a></td>
<td>16</td>
<td>16</td>
<td><a href="http://www.uh.edu/af-auxiliary-services/parking/blog/">http://www.uh.edu/af-auxiliary-services/parking/blog/</a></td>
</tr>
<tr>
<td>Longtime UH Optometry Professor Selected Educato</td>
<td>12</td>
<td>12</td>
<td><a href="http://www.uh.edu/news-events/stories/2016/April/042116BlitzEducatorHonor.php">http://www.uh.edu/news-events/stories/2016/April/042116BlitzEducatorHonor.php</a></td>
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Future of Coognews
53% of people open email on mobile device
CoogNotes

Happy CoogNews day! We hope you’re having a great Spring Break!

What’s New

Frontier Fiesta to Impact Parking Around TDECU Stadium: To help prepare for Frontier Fiesta, which will be set in and around TDECU Stadium, parking lots in the area will be blocked off as early as two weeks before the event to allow for construction of the festival space to begin.

The 2016 Dean’s Award: The Dean of Students Office is currently accepting applications/nominations for outstanding students to give recognition to their contributions to the quality of campus life through service, leadership and spirit. For application and more information, visit The Dean of Students website.

RecBeats: Registration for the Intramural 6 ft and under and co-rec basketball leagues are now open! Visit uh.edu/recreation for more information.

Carnival Comes to UH Dining Halls: Come see most spectacular show on campus as the University of Houston Dining Services host Carnival on March 22 at Fresh Food Company and March 23 at Cougar Woods Dining Hall! Dine on carnival classics and enjoy complimentary popcorn!

Houston Early Research Experience (HERE) Program: The Houston Early Research Experience (May 16-27) introduces freshmen and sophomores from all majors to the fundamentals of research. Competitive candidates have a 3.5 GPA (or higher), but all who are a good fit are welcome to apply. Participants

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# Newsletter Item Submission

<table>
<thead>
<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Short Title</td>
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<tr>
<td>Date (MM/DD/YY)</td>
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<tr>
<td>Time:</td>
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<tr>
<td>Location:</td>
<td></td>
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<tr>
<td>Cost:</td>
<td></td>
</tr>
<tr>
<td>RSVP required?</td>
<td>Yes</td>
</tr>
<tr>
<td>Brief Description (50 words max for main sections; 30 words max. for Campus Events)</td>
<td></td>
</tr>
</tbody>
</table>

Upgrade Submission Form
Social Media Integration
9. A Thousand Words (and Then Some)

Some recount the tragedy of Ebola while others look at familiar moments from photographers' lives. All are worth a look. *InFocus* with the [winners of the 2015 Sony World Photography Awards](#)
Dig deeper into our analytics

Identify class standing
Dig deeper into our analytics

Identify class standing
Compare keywords
Parking  Scholarships  Major events
Dig deeper into our analytics

Identify class standing
Compare keywords
A/B testing
Getting Started on your campus
Assess the Need

Ask your students
Colleagues
Faculty/Staff
Set Goals

New initiative?
Improve something?
Solve a problem?
Set Goals

Specific
Measurable
Attainable
Relevant
Time bound
Set Goals

- Specific
- Measurable
- **Attainable**
- Relevant
- Time bound
Collecting Submissions
Importing & Editing
Layout & Delivery
Set Goals

- Specific
- Measurable
- **Attainable**
- Relevant
- Time bound
Identify your campus partners | IT Services
Identify your campus partners

IT Services
E-Communications
Identify your campus partners

IT Services
E-Communications
Submitting departments
Create a system

Collecting Content
Create a system

Collecting Content
Tracking/Analytics
Create a system

Collecting Content
Tracking/Analytics
Feedback
Design and Test
Launch!

Share the news
Make it an Event
Invite your contributors
Assess the effectiveness

Metrics
• Open rate
• Click through
• Bounce rate
• List growth
Questions
Thank you!

De’Awn Bunch  
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Enrollment Services Communication and Marketing

Alexsaundra Preston  
Communications Manager,  
Student Affairs & Enrollment Services

University of Houston