Thinking About Doing A Newsletter?

Some ideas to consider...

Presented at AIRUM
October 2009

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Points Covered in Presentation

- Purpose
- Design
- Topics
- Software
- Frequency
- Distribution
- Other forms of information sharing
Purpose

- Convey information
  - Inform!
  - Educate!

- Don’t bore!
Purpose

As stated on the front of our IR Briefs:

The purpose of Institutional Research Briefs is to inform others of the types of information from the Office of Institutional Research and to provide a brief summary of some of the projects we’re working on along with the findings. Briefs will be published two to three times a year and distributed to the campus community as well as archived on our website.
Newsletter Considerations

- Advantages
  - Useful tool to convey information
  - Can be saved and referred to later
  - Low cost

- Disadvantages
  - Hard to determine if it is read or information is being used
  - Passive tool – difficult to know what audience is taking away from the newsletter

Source: Topics are drawn from the 2009 Wisconsin Association of Lakes article
A Good Design is Key!

- Name your newsletter
- Uniform look
- Limit number of pages
- Keep articles short
A Good Design is Key!

- Clever titles throughout
- Some white space is OK!
- If online, add clickable link
- Space for address label
A Good Design is Key!

- Go easy on the clip art
  - Try some eye-catching photos

- Different fonts can be used (titles, text)

- Consider color – but not too much!
A Good Design is Key!

- Graphics can help summarize
  - But keep it simple

- Don’t forget to add contact information

- Add date!

- Short index is helpful
Topics to Consider

- Research data – *The Survey Says*…
  - *Inside pages are directly from survey*

- Staff introductions & awards

- Availability of online data
  - Census data, Factbook, degree data

- Projects underway
Topics to Consider

- Solicit services
- Upcoming deadlines
- Consistent features
  - It’s a fact!
  - Did you know?
Topics to Consider

- How-to guides
- Notices of upcoming events
- Copyright laws
  - Source: Topics are drawn from the 2009 Wisconsin Association of Lakes article
Software

Publication Software
Adobe Pagemaker 7.0.1
Adobe InDesign(CS4)
MS Office Publisher
Why use publication software instead of word processing software?

- Easy to use layout program
- Graphics “stay put” on a page
- Multi-column layout is a breeze
- Can easily wrap text around graphics
- Ink colors are formatted properly for printing
- Less time spent with layout/production problems than word processing software
Newsletter Templates

- Create your own template
  - Keep the format the same from issue to issue
  - Readers will recognize it’s “your” publication

- Not Creative? Many newsletter templates are available within the software or searchable via the product website.
How Often Publish?

- Budget considerations
- Timing is important
  - After census date
  - After a survey is completed
  - Pre-scheduled timeline
- Avoid certain timelines
  - Beginning of semester/end of term
  - Holidays
  - Institutional deadlines
Distribution

- Paper copies to departments
- Paper copies to new faculty
- Email through listservs
University Newsletter - announcement
Institutional Research Briefs
now available online
The latest issue of the Institutional Research Office newsletter is available online at

Highlighted in the September 2009 issue: ...
Institutional Research "Briefs" & "Clips"

Selected links are in PDF file format. The free Acrobat Reader is required for viewing and printing. Once you have downloaded the reader, you will be able to view and print pages in Portable Document Format (PDF). Click on the icon to download the free software from Adobe. If you have questions or problems using PDFs or Acrobat Reader, please refer to Adobe's Introduction to Acrobat Reader.

Institutional Research "Briefs"

Welcome to Institutional Research Briefs! Two important functions of the Office of Institutional Research are to provide trend information and to conduct research about the University. The purpose of this newsletter is to inform others of the types of information available from our office and to provide a brief summary of the different projects we're working on along with the findings. Periodically, we will publish hard copies of this newsletter and distribute them to campus offices. These newsletters will also be available through this website.

PLEASE SELECT NEWSLETTER

- September 2009
- April 2008
- January 2009
- September 2008
- January 2008
- September 2007
- March 2007
- December 2006
- September 2006
- September 2005
- April 2005
- January 2005
Other Forms of Information Sharing

- Institutional Research "Clips"

The Office of Institutional Research produces Research Clips to provide the university community with a brief report on a single theme or topic. In most cases the "clips" are a subset from a more detailed research project or survey analysis.
Most Recent Clips

- What can we learn from non-returning students? (August 2009)
- What Matters to International Students? (July 2009)
- The Journey from Freshman to Senior (July 2009)
Anybody Reading It?

- Set up an online tracking system
- Ask your readers!
Tracking with Google Analytics

- Google Analytics is free and easy to setup.
- Learn more about where your visitors come from and how they interact with your site.
www.google.com/analytics/
Sample Report

Google Analytics

Content Detail: /dept/datacol/newsletter/index.htm

Pageviews: 74
Unique Views: 31
Time on Page: 00:02:40

This page was viewed 74 times

Navigation Analysis

Navigation Summary

Entrance Paths
Paths visitors used to get to your content
Map Overlay - Google Analytics

Overview

Visits

Visits: 3

Australia

Visits: 3

Visits: 1

1,516
In this issue:

- Colleget Learning Assessment (CLA)
- The Survey Says...
- 2008 Campus Quality Survey
- University Student Assessment of Teaching (USAT)
- Institutional Research CLIPS
- Projects in Progress

Institutional Research Briefs

The purpose of Institutional Research Briefs is to improve access to the types of information some of the projects we are working on and to provide a brief summary of research. They will be published two to three times a year and distributed to the campus community.

Collegiate Learning Assessment CLA

The CLA is an assessment tool designed to evaluate student learning outcomes across the academic standards. The CLA assesses the skill that is the best predictor of college success. It is comprised of 80 questions that assess four skill areas: reading, writing, critical thinking, and quantitative reasoning. The CLA is administered to the full senior class in the spring of their senior year.

The Survey Says...

The Campus Quality Survey (CQS) is a unique and comprehensive survey that measures the academic and student experience at UND. Each survey questions students on the various aspects of their education, the quality of their student involvement, and their overall experience at UND. CQS is administered to all students in the fall of the junior year.

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Thank you for attending!

Any questions or comments?
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This presentation can be found at
http://www.und.nodak.edu/dept/datacol/presentations/index.htm

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