

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

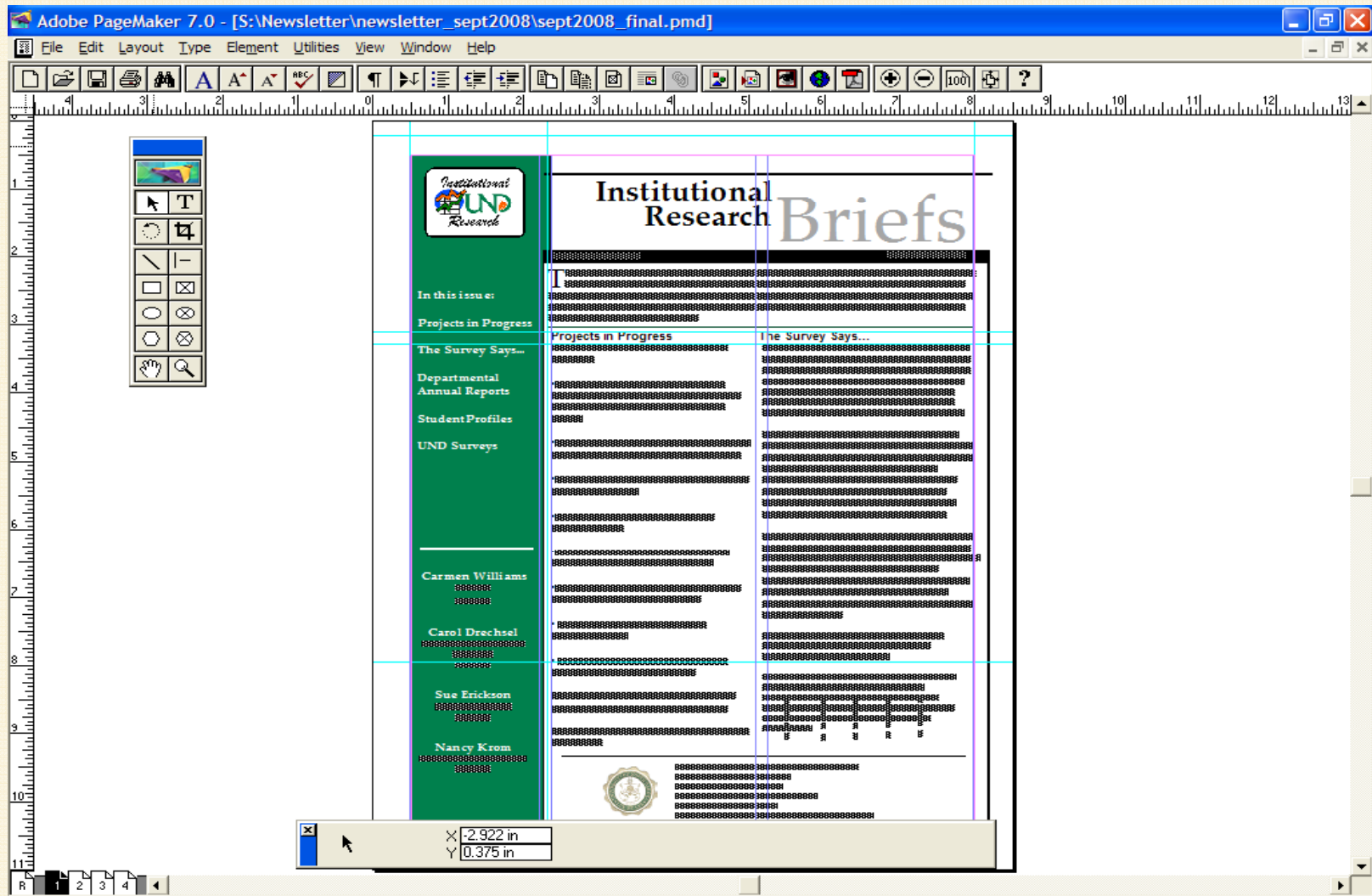


Publication Software

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

The screenshot shows a Microsoft Internet Explorer browser window displaying the University of North Dakota's University Letter website. The browser's address bar shows the URL <http://www2.und.edu/our/uletter/story.php>. The website header features the UND logo and the text "UNIVERSITY OF NORTH DAKOTA GRAND FORKS, ND" and "UNIVERSITY LETTER" in large green letters, with "UND's FACULTY/STAFF NEWSLETTER" below it. A navigation bar includes a search box, a "SEARCH" button, and links for "A to Z Index", "Directory", and "Map". The main content area is titled "ISSUE: Volume 47, Number 6: September 30, 2009" and includes a "Print this Issue" link. Below this, there are sections for "Contents", "Top Stories", and "Events to Note". The "Top Stories" section lists "Message to the University community from President Kelley" and "A Great Conversation with astronaut and alumna Karen Nyberg is Oct. 1". The "Events to Note" section lists several upcoming events, including an award reception for Gwen Klawon, a doctoral examination set for Vishnu Kanupuru, and a Norway Member of Parliament visit. The browser's status bar at the bottom shows the URL <http://www2.und.edu/our/uletter/index.html> and the "Internet" icon.

The University of North Dakota | University Letter - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail News RSS Feeds

Address <http://www2.und.edu/our/uletter/story.php> Go Links

UND UNIVERSITY OF NORTH DAKOTA GRAND FORKS, ND

UNIVERSITY LETTER

University Relations | University Letter

UND's FACULTY/STAFF NEWSLETTER

Main Navigation

SEARCH UND

SEARCH

[A to Z Index](#) | [Directory](#) | [Map](#)

ABOUT U LETTER

University Letter is published electronically weekly on Wednesday afternoons. Submissions are due at 1 p.m. Tuesday.

U LETTER

[U Letter Home](#)

[Submit a Story](#)

[Search U Letter](#)

[Print this Issue](#)

ISSUE: Volume 47, Number 6: September 30, 2009

Contents

Top Stories

- [Message to the University community from President Kelley](#)
- [A Great Conversation with astronaut and alumna Karen Nyberg is Oct. 1](#)

Events to Note

- [Award reception for Gwen Klawon is Sept. 29](#)
- [Doctoral examination set for Vishnu Kanupuru](#)
- [Norway Member of Parliament to visit UND](#)
- [Music department presents lecture series by faculty](#)
- [Homecoming Cook Off is Sept. 30](#)
- [Symposium on corporate branding begins Sept. 30](#)
- [Art & Democracy Film Series to show "American Beauty"](#)
- [Reception will be held at the North Dakota Museum of Art Sept. 30](#)
- [Denim Day is Sept. 30](#)
- [Faculty and staff are invited to Homecoming events](#)
- [Graffiti artist and UND alumnus will be on campus Oct. 1-8](#)
- [NDSU invites UND to hear National Ecological Observatory Network speaker](#)

<http://www2.und.edu/our/uletter/index.html> Internet

Institutional Research Briefs

now available online

The latest issue of the Institutional Research Office newsletter is available online at

<http://www.und.edu/dept/datacol/newsletter/Sept2009.pdf>

Highlighted in the September 2009 issue: ...

Post on IR Website

Office of Institutional Research | The University of North Dakota - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail New Tab

Address <http://www.und.edu/dept/datacol/newsletter/index.htm> Go Links

UND THE UNIVERSITY OF NORTH DAKOTA OFFICE OF INSTITUTIONAL RESEARCH GRAND FORKS, ND

UND Home Institutional Research Home Contact Information Institutional Research A-Z

Search UND Search UND Directory Map A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRIDAY, SEPTEMBER 25, 2009

Institutional Research

A - Z

About OIR

University Assessment Website

Departmental Annual Report Website

Core Data

Strategic Reports for Departments

Fact Book

Forms

Newsletters & Clips

Peer Institutions

Quick Links to Key Areas

Reports

Annual Reports

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 2009](#)
- [January 2009](#)
- [September 2008](#)
- [January 2008](#)
- [September 2007](#)
- [March 2007](#)
- [December 2006](#)
- [September 2006](#)
- [September 2005](#)
- [April 2005](#)

Internet

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!

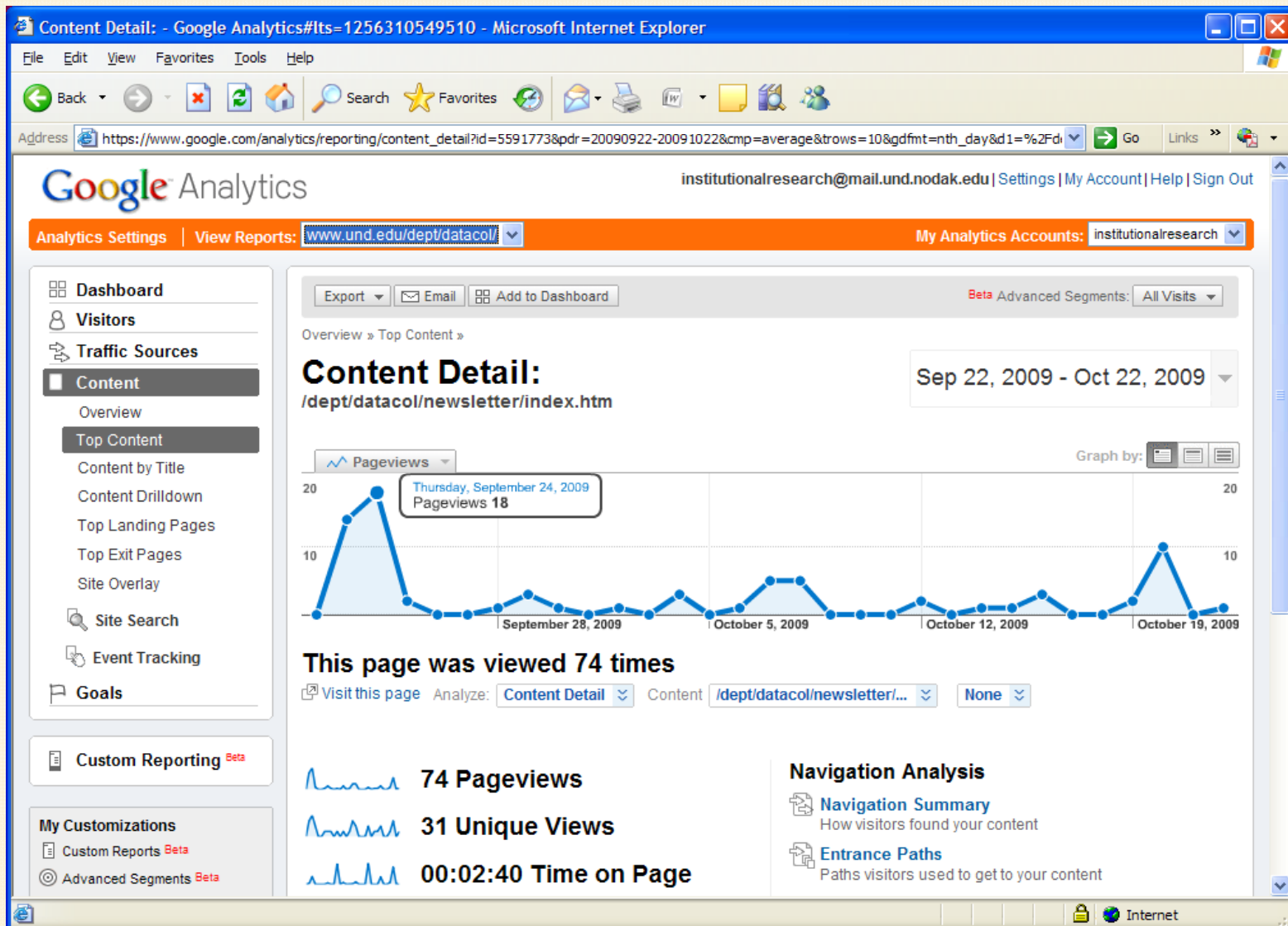
Tracking with Google Analytics

- **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/

The screenshot shows the Google Analytics homepage as it appeared in the early 2000s. The browser window title is "Google Analytics - Microsoft Internet Explorer". The address bar shows the URL "http://www.google.com/analytics/". The page features a prominent orange banner with the headline "What happens after they click?" and a sub-headline "Google Analytics helps you identify areas for improvement so your site stays on track more effectively." Below the banner, there are several content blocks: "The New Google Analytics" with a description of the redesigned interface; "Discover: Share Ad" with a description of the new interface for advertising; "Product Use" with a description of targeted advertising; "Case Studies" featuring a RE/MAX logo and a description of how they used Google Analytics; "Professional Services" with a description of consulting services; and "News & Announcements" with a description of the new website interface. A "Sign Up Now" button is visible in the middle section. The footer contains the URL "http://www.google.com/analytics/" and the Google logo.

Sample Report



- Dashboard
- Visitors
 - Overview
 - Benchmarking
 - Map Overlay
 - New vs. Returning
 - Languages
 - Visitor Trending
 - Visitor Loyalty
 - Browser Capabilities
 - Network Properties
 - User Defined
- Traffic Sources
- Content
- Goals

Custom Reporting Beta

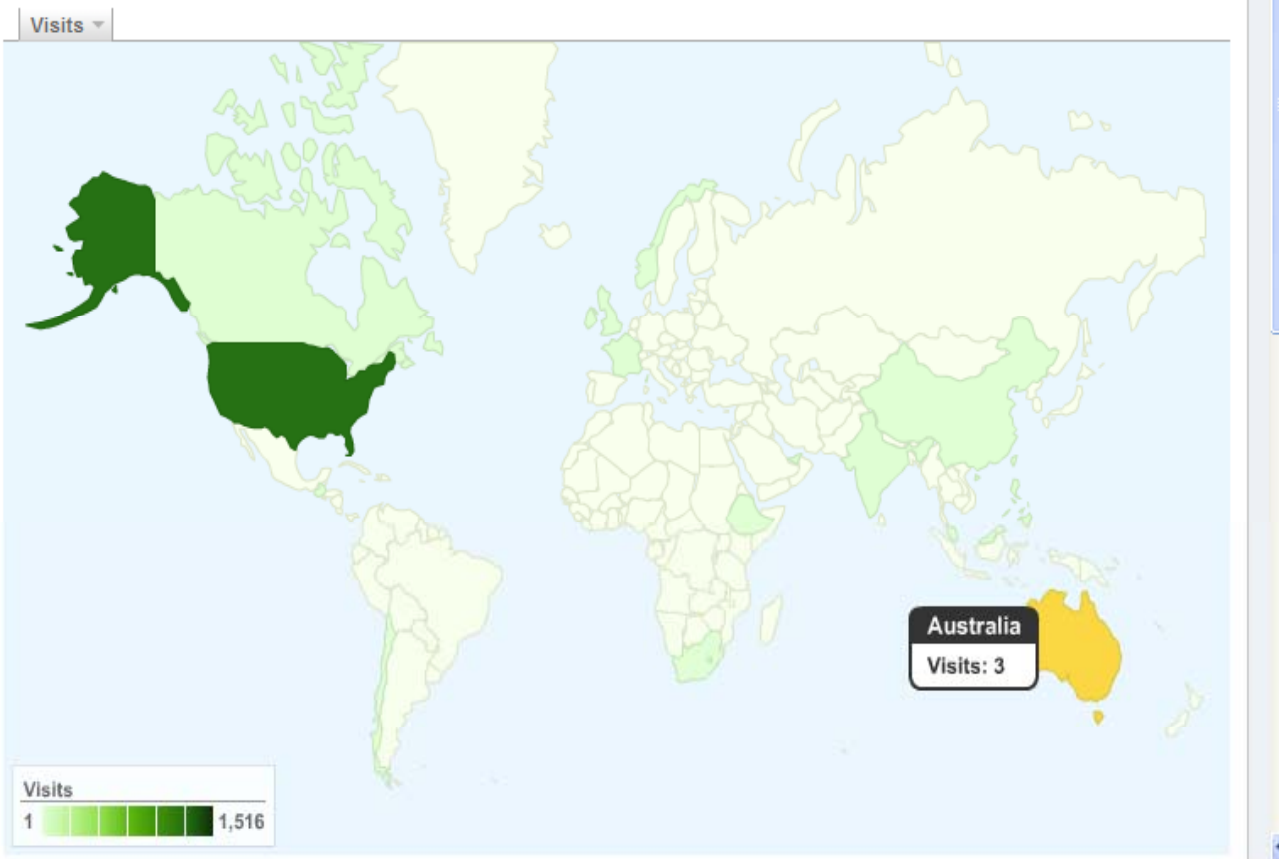
- My Customizations
 - Custom Reports Beta
 - Advanced Segments Beta
 - Email

Help Resources

- About this Report

Export Email Add to Dashboard Beta Advanced Segments: All Visits

Overview »
Map Overlay
Sep 22, 2009 - Oct 22, 2009





In this issue:

Collegiate Learning Assessment (CLA)

The Survey Says... 2008 Campus Quality Survey

University Student Assessment of Teaching (USAT)

Institutional Research CLIPS

Projects in Progress

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Did You Know?

According to the Noel-Levitz Student Satisfaction Inventory (SSI) in 2006, cost is ranked as the item most important when deciding to enroll at UND.

Institutional Research Briefs

September 2009

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Collegiate Learning Assessment Measures Student Learning

The Collegiate Learning Assessment (CLA) is an assessment tool designed to assist colleges across the United States with directly measuring student learning outcomes. UND is utilizing the CLA test for the first time this year. Approximately 100 freshmen will take the CLA in the fall and 100 seniors will test in the spring.

During the CLA, students complete either a performance task, where they are given a "library" of information from which they draw various conclusions, or a writing task where they complete two essays. Student responses are graded for critical thinking, analytic reasoning, problem solving, and written communication. Upon completion, CLA provides each student with their score, an expected score based on their entering academic level (ACT), and whether they are above, at, or below their expected level of performance. UND will receive a report comparing the freshman scores to the senior scores, with a "value-added" component. This value-added score indicates gains made throughout the undergraduate experience.

Since critical thinking and writing skills are included in UND's Essential Studies goals, we hope these findings will guide improvements to programs ensuring UND students develop strong skills in these areas.

Departmental Annual Report Reminder

The final due date for the FY09 Annual Reports is Wed., Oct. 15. However, earlier submittal dates may be established by your respective college, unit, and/or division.



The Survey Says...

UND employees may recall being invited to complete the Performance Horizons Campus Quality Survey this past fall.

The Campus Quality Survey (CQS) is a unique instrument that uses the basic structure, format, and criteria of the Annual Presidential Award for Quality. Each survey item relates to one of eight quality elements and the data provides more specific information about certain aspects of UND.

CQS is administered at all eleven of the North Dakota University System campuses. This is the fourth time the instrument has been administered. In August 2008 the UND Office of Institutional Research (OIR) mailed out the Campus Quality Survey along with 10 NDUS-developed questions to 2,437 full and part-time faculty and staff whom had been employed by the UND campus for at least one year. A total of 500 completed surveys were collected by October 2008. UND's adjusted return rate is nearly 21%.

Pages 2-3 of this newsletter include other highlights from this survey; the full report is available online at <http://www.und.edu/dept/datacol/reports/subFolder/cqs2008/>



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**Thank you for
attending!**

**Any questions
or comments?**

Thinking About Doing A Newsletter?

Some ideas to consider...

This presentation can be found at
<http://www.und.nodak.edu/dept/datacol/presentations/index.htm>

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