Office of Communications

A Helpful Guide to Processes

Fall 2018
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Office of Communications

Services offered include:

• Publications
• News Releases
• Campus-Wide Emails
• Weekly Newsletter
• Social Media
• Web Content
• Digital Signage
• Communication Plans
• Media Training
Publications are…

- Brochures
- Flyers
- Posters
- Postcards
- Programs for events
- With continuous improvement, more types of publications will be invented/needed/required.
When you need a publication…

- For DIYers:
  - Templates for flyers and brochures are available upon request (Email nreynolds@angelina.edu).
  - Submit the publication you created to Office of Communications for approval prior to printing.
Publications Requests

• Not a DIYer?
• Complete the publications request form on the Office of Communications’ web page.
• Allow 10 working days (minimum) to produce brochures.
  • Allow 10 more working days for printer.
• Flyers can be produced quickly (1-2 days).
News Release Requests

• Does it need to be communicated to the public?
• Complete the news release form on the Office of Communications’ web page.
• This content may be adapted for use on social media.
Campus-Wide Emails

- Campus-wide emails should be used sparingly for time-sensitive information.
- Email the exact information you wish to be sent campus-wide (nreynolds@angelina.edu).
- Follow-up with a phone call (X5345).
Campus-Wide Emails

• Is your information time-sensitive?
  • No: Let’s include it in Good Monday Morning AC.
  • Yes: Has this information already been in GMMAC or news release or otherwise publicized?
Campus-Wide Emails

- Is it an emergency?
- A RAVE alert may be more appropriate.
Campus-Wide Emails

- Remember: These emails go to ALL Angelina College employees
- The campus-wide email list is not sorted by faculty, staff, adjunct, etc.
Weekly Newsletter

• “Good Monday Morning AC” is read by 50% of employees*. 
• Submit items via email by 4 p.m. on Fridays. 
• Brief is best. 
• Don’t worry about writing it perfectly. I am happy to edit the piece for you.

*Average read rate for internal newsletter is 34%, according to Smart Insights.
Social Media

• AC Facebook, Twitter, Instagram, LinkedIn have 14K followers combined.
  • FB has 7K+ followers.
• Please let the Office of Communications know if you are using social media.
• Tag AC in all social media posts so we can share.
Web Content

- Complete the change request form on Office of Communications’ web page.
- Edits are usually completed w/in 24 hours.
- Expect a reply w/in 24 hours.
Digital Signage Requests

• 12 TVs in seven locations
• Student Center (2)
• Health Careers I (1)
• Community Services (1)
• ACA (1)
• Polk Co. Center (2)
• Administration (1)
• Technology & Workforce (1)
• Activity Center (3)
• Complete the form on the Office of Communications’ web page.
Digital Signage Requests

- These are essentially electronic billboards.
- Keep the message as brief as possible.
- Be sure to include contact information.
Communication Plans

• What’s a communication plan?
  • Intentional communication
  • Purposeful communication
  • Strategic communication
Communication Plans

• Why would you need one?
  • New initiative
  • Increase attendance at events
  • Increase awareness of processes/process change

• A template is available as a Word doc on Office of Communications’ web page.

• Let’s meet and make a plan!
Media Training

• What is it?
  • Preparation for media interviews

• Who needs it?
  • Academic administrators
  • Unit leaders
  • Lead faculty
  • Club sponsors
Media Training

• **Just-In-Time Training:** If you have a last-minute interview, I can help you prepare.

• **Once-Per-Year Training:** An in-depth media training session will be offered during the spring semester.

• **Please call the Office of Communications if contacted by the media.**
Bonus Material!

• Catalog Changes:
  • Curriculum changes must be sent to the Assistant Vice President of Academic Affairs.
  • Other editorial changes should be sent to Office of Communications and CC’ed to Asst. VP of AA.

• Employee Directory Changes:
  • Complete the form on the Online Directory page.
Bonus Material!

- Logos
  - If you need a copy of the Angelina College logo, email nreynolds@angelina.edu.
  - Please specify if you need the word mark (interlocking words) or the monogram (interlocking AC).
Office of Communications

• A word about forms:
  • Forms = Documentation
  • Forms simplify tracking number of requests for services.
  • The Office of Communications welcomes suggestions for improvements to forms and/or processes.
• Visit www.angelina.edu/office-of-communications/