Updates

No BBIS on Friday, November 20
- Maintenance is needed
- You’ll be able to log in but don’t send or schedule emails
Updates

Planning calendar/naming convention
- All messages should be named like this: UNIT_PREFIX 2015-09-10 message name
- Units consistently doing it correctly: AA, AA_REG, DEV_AG, WCA, OEE, PH, NUR, ASC. If your unit is not among these named, please change your process immediately to name messages correctly.
- Read more here: https://ucom.osu.edu/resources/broadcast-email/naming-convention.html
Updates

Annual Giving holiday solicitation plans
- Megan Murphy, digital fundraising specialist for Annual Giving, couldn’t be here today but supplied these slides
- Sharing for awareness and planning
- Emails are populated on calendar for easy reference: https://ucom.osu.edu/email-calendar/
2015 Year-End Campaign
Central Annual Giving
12/1: Giving Tuesday

Strategy: Cut through noise and differentiate Ohio State with a thank you message on Giving Tuesday.

Share updated impact map to illustrate how gifts have made a difference across the university.

Channels: Email, social media

Colleges/Units: Post the social graphic and thank your donors
12/15: Holiday eCard

Strategy: Two versions:
• Thank you message for 2015 donors
• Happy holidays and ask for donors of the last 5 years who have not renewed

Channels: Email, online, print

Colleges/Units: Share the holiday ecard* on your website and social media channels

*The link to the video will be available 12/1.
Strategy: Send calendar year-end email solicitations to donors as an ongoing annual activity

Channels: Email, online

Colleges/Units: Share the holiday graphics on your social media channels
Questions

Resources are available on the Intranet:
• Giving Tuesday
• Year-End Solicitations

For more information please contact:
Megan Murphy
murphy.1426@osu.edu
292-0989
Sender spotlight

College of Arts and Sciences

Eva Dujardin Dale
Sr. Visual Communications Specialist

Karin Samoviski
Visual Communications Manager
COLLEGE OF ARTS AND SCIENCES

HTML EMAILS

The Ohio State University
College of Arts and Sciences
What types of emails do we send out?

- ASCENT
  - College Newsletter
- Features
  - Timely topics
- News and Updates
  - Faculty and Staff Newsletter
- Unit Newsletters
  - Alumni Newsletter
  - Announcements
- Unit Event Announcements
PUTTING STUDENTS IN FOCUS
Last Thursday, we kicked off the first Donuts with the Dean of the year, a student-centered tweet up that we host three times each semester to add a little fun and to get to know our students. Follow @ASCatOSU on Twitter, where we announce these pop-up events! Read More >>

VISIT OUR NEW WEBSITE
WHERE WILL YOUR JOURNEY TAKE YOU?
With great excitement, we recently unveiled our new website. The new site showcases our academic programs and the vibrant life of our college to enhance connections with our community. Please take a look around and let us know what you think! Read More >>
Features

Timely Topics

What do Goosebumps, Peanuts and a Broadway Musical all have in common? Arts and Sciences Alumni!

Goosebumps
Alumnus R.L. Stine (BA, English), author of the popular Goosebumps books, talks about the new movie and what it's like to be played by Jack Black. He started the Goosebumps series in 1992; has written more than 125 books and sold more than 350 million copies. He still writes four books a year; his newest is Night of the Puppet People. MORE >>

The Peanuts Movie
Alumnus Steve Martino (BA, design; MA, art education) is the director of the soon-to-be-released The Peanuts Movie. "I am a big fan; I grew up with Peanuts," he said. "It was a tremendous honor and responsibility to animate and create the storyline to stay as true as was absolutely possible to Charles Schulz." A public panel discussion will be held on Thursday, Nov. 19. MORE >>

Dames at Sea
Alumnus Randy Skinner’s (BA, theatre) Broadway revival of Dames at Sea, a frolicking, upbeat musical, is garnering rave reviews – and audience adoration – at the Helen Hayes Theatre. Skinner says Ohio State – which he calls a "city within 10 blocks" – helped springboard his career when he moved to New York after graduation. "When you pick a school as large as Ohio State, it teaches you about life." MORE >>
News and Updates
Faculty and Staff Newsletter

From the Big Screen to Broadway
What do "The Peanuts Movie," "Goosebumps," "Silicon Valley" and "The Tonight Show with Jimmy Fallon" have in common? ARTS Alumni Dean Manderscheid blogs about our new web feature on our alumni in showbiz.

Next week, because of the Veteran’s Day holiday, News & Updates will be published on Thursday, Nov. 12.

NEWS & RESEARCH

Humanities and Arts Discovery Theme Mobile Coffee
The Humanities and Arts Discovery Theme is kicking off a conversation series on national topics in higher education and liberal arts in the 21st century. Michael Boehm, vice provost, Office of Academic Affairs, and Susan Williams, vice dean, Arts and Sciences, who are leading this new initiative on behalf of the Office of Academic Affairs, will discuss first-year goals and programs.

The first conversations will take place Tuesday, Nov. 17, 1:30-3 p.m. and Thursday, Nov. 19, 3-4:30 p.m. in the ABCD Rosen at the Faculty Club. Faculty, students and staff are invited. RSVP by Nov. 13, 2015, for more information, contact Bethany Dickens.

Chemist Named to 2015 Analytical Scientist Power List
Susan Clesis, professor and chair, chemistry and biochemistry, was named one of the “Top 100 most influential people in the world of analytical science” by The Analytical Scientist. The magazine is tailored for print, tablets and smart phones, and integrates all aspects of analytical chemistry.
Dear CJRC Alumni and Friends—

I am thrilled to introduce the autumn 2015 issue of the Criminal Justice Research Center newsletter.

We believe the selection of stories capture the exciting and important work taking place at the center.

Since 2006, young minority scholars from around the country have come to Ohio State to participate in the CJRC Summer Research Institute and this past summer’s institute was by far the most successful ever! Get to know the 2015 scholars and learn about their groundbreaking work.

In July, scholars from across the country gathered for our 13th annual Racial Democracy, Crime and Justice Network (RDCJN) Workshop to deliberate on topics ranging from policing and racism to genocide. Read about the workshop sessions and featured researchers.

On April 17, 2015 the CJRC hosted the annual Reckless-Dintz Lecture, featuring Dr. Samuel Gross, who spoke on false convictions. It is with great excitement that we announce Nancy Rodríguez, director, National Institute of Justice, as the guest speaker for our 2016 event. Details will be posted on the website soon.

I invite you to participate in any of our many lectures, research symposiums and guest speaker events. Our alumni and friends remain our strongest advocates and supporters.

Dana Haynie
ASC Alumni Events

Announce ASC Events

COLLEGE OF ARTS AND SCIENCES
ALUMNI AND FRIENDS

David C. Manderscheid
Executive Dean and Vice Provost
Invites you and a guest to an exclusive dinner and presentation featuring

John F. Beacom
Professor, Physics and Astronomy
Director, Center for Cosmology and Astro-Particle Physics

Stalking the Wild Neutrino
Towards Seeing the Invisible Universe with Invisible Particles

Thursday November 12, 2015
6:30 p.m.
Business casual attire

Bar Boulud
1960 Broadway
New York, NY 10023

RSVP to Jesale Gebhart
by Friday, November 6
gebhart.72@osu.edu / (614) 688-1837
Seating is limited
Announce Unit Events

Unit Events

Nature, Morality, and Law in the Anthropocene
Thursday, November 5, 2015 - 4:00pm to 6:00pm
Sasbe Auditorium, Moritz College of Law
55 West 12th Avenue, Columbus, OH

"The Anthropocene" is an informal geologic chronological term for the proposed epoch that began when human activities had a significant global impact on the Earth's ecosystems. Professors Sarah Krakoff (Law, Colorado) and Jedediah Purdy (Law, Duke) will discuss the implications of the anthropocene era for law and morality. The discussion will be moderated by Professor Cinnamon Carlarne (Law, Ohio State).

Sarah Krakoff teaches and writes in the areas of American Indian law, natural resources law, environmental ethics, public lands, and global warming. Her current projects include a book (currently titled Parenting the Planet) about the different stages of the human relationship to nature.

Jed Purdy teaches constitutional, environmental, and property law and writes in all of these areas. He also teaches legal theory and writes on issues at the intersection of law and social and political thought. He just completed a book, After Nature: A Politics for the Anthropocene.

Cinnamon Carlarne is a leading expert in environmental law and climate change law and policy. Her scholarship focuses on the evolution of systems of domestic and international environmental governance and includes a book, Climate Change Law and Policy: EU and US Approaches. She is also one of the editors for Oxford University Press' forthcoming Handbook of International Climate Change
MailChimp

- Use for ASC mailing to faculty, staff and students
- approximately 35 unit accounts.
- Alumni account
  - Set up and then put into the BBIS system.
  - Will look at adding a template directly to the BBIS system.
MailChimp

- Easy to use
- Easy to train
- Good online resources
- Free if people have less than 2000 people on their list
- Access to the accounts if people need help
- Can see their activity
- Can see metrics
Responsive Templates

- MailChimp has templates on GitHub that we are allowed to modify.
Challenges

- People in the units can break the template easily.
- Need to make sure units use the BBIS system when emailing alumni.
Best Practices

- Don’t rely on images to provide information.
  - If people don’t download the images then they would get the message.
- Keep it simple and scan-able
- Have a clear call to action
- Know your audience
- Use Email on Acid to make sure your template isn’t broken
Design showcase

A look at customized email templates

Kelli Sommer
Sr. Web Designer
Please keep these design guidelines in mind:

– Use your college or unit name in text only at the top of an email.

– Use as much “real text” as possible, rather than text in an image. Because an image may not load in an email client, important text should be typed or recreated outside of the image.

– A logo or secondary signature can be used in the footer.

– Consider the length of the email, especially when read on a phone. Be brief.
“No images” template

Wexner Medical Center Neurological Institute
Matthew Faulkner
“1 column, 2 item” template

Alumni Association
Bri Loesch
Headline lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subhead

Title with photo

Button name

Don't miss these exciting 2016 tours!

Sands and Shores of the Caribbean

Kentucky Derby

The Ancient Traditions of the Island of Japan

Flavors of Spain

Nordic Magnificence

International Explorations - The Art of Living in Tuscany

Around the World by Private Jet

The Majestic Great Lakes

For more information about these and other tours, contact the tours office at 1-800-555-1234.
“Newsletter” template

Administration and Planning
Sharon Bierman
Minor tweaks to the brand templates

– No critical updates so far

– Good idea to re-download templates a couple times a year, recreate templates, stay up-to-date
Questions or comments?

Email design, brand standards, source code, or suggestions for new email templates:

sommer.130@osu.edu
Email strategy and guidelines

https://ucom.osu.edu/resources/broadcast-email/guidelines.html
Questions?

Comments?

Thank you for coming.

Next meeting is Thursday, January 7, 3-4 p.m., #110B Hale Hall