Updates

Groups trained for BBIS since last meeting:
Social Work, Dentistry, Office of Energy and Environment, Veterinary Medicine

Total groups with Email on Acid access:
EHE, Engineering, Wexner Center for the Arts, College of Medicine, Med Center Development, Fisher, Vet Med, Arts and Sciences, Public Health, FAES, Annual Giving
Updates

Coming soon: Shared email calendar
- will pull data from BBIS and display message name, date of intended send and possibly list names
- probably won’t be live until at least summer
- get in habit now of using **send after date** on email messages. Use send after date but know it affects test messages; don’t set it until after you’ve tested. If you need to go back and test again, reset the send after date to a time in the past, in order to receive your test message now.
**Recipient lists:**

**Test lists:**

**Test emails:**

**Name of email:**

**Subject:** Sample subject

**From address:** sample@example.com

**Appeal:** (no Appeal selected)

Issue date: 3/11/2015 1:45:50 PM

Send after date: 3/11/2015 1:45:50 PM

From name: Sample from

More options...
Sender spotlight

Colleen Herr
College of Public Health
Newsletters and Emails at the College of Public Health
Who sends emails?
• Office of Advancement (BBIS)
  Communications (Colleen): Internal audience
    - Tuesday Times
    - Event Invitations
    - Special Announcements
  Alumni Affairs (Steve): External audience
    - Alma Matters
    - HSMPAS newsletter
    - Event Invitations

• Student Affairs (MyEmma)
  Student Newsletters
Tuesday, March 3, 2015

College News

Voices from the Community presents Vikas Kapil, DO, MPH, FACPMD

On Thursday, March 5 from 4-5 p.m. in Cunz Hall, room 160, Dr. Vikas Kapil, chief medical officer and associate director for science at CDC's Center for Global Health will provide an overview of the Center's activities and its critical role in providing global public health expertise to partners around the world. Click here for details and a complete list of upcoming lectures.

Infant Mortality: Action Across Campus

The Multicultural Public Health Student Association is hosting a panel discussion regarding ways the Ohio State community is working to lower our state's infant mortality rate. This event will be held on Wednesday, March 4 from 2-3:15 p.m. in 150 Cunz Hall. Panelists include professors from Public Health, Sociology and Medicine, as well as Erika Clark Jones, director for Celebrate One. Click here to register.

Email story submissions to Colleen Herr, at herr.48@osu.edu.
Purpose:
• Provide information to faculty and staff that is not relevant to the outside community
  - Faculty/staff events
  - YP4H/Wellness Committee Activities
  - Grant/funding information
  - Campus events beyond Cunz Hall

• Sent on a weekly basis

ULTIMATE GOAL:
Eliminate additional miscellaneous emails from being sent out and incorporate all faculty/staff news into one weekly newsletter
How many faculty/staff opened the Tuesday Times?

![Pie chart showing distribution of email opens]

Breakdown of Messages sent:

<table>
<thead>
<tr>
<th>State</th>
<th>Count</th>
<th>% of Sent</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>40%</td>
<td>36%</td>
</tr>
<tr>
<td>Not opened</td>
<td>73</td>
<td>60%</td>
<td>56%</td>
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<tr>
<td>Not delivered</td>
<td>0</td>
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<td>0%</td>
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<tr>
<td>Total sent</td>
<td>121</td>
<td></td>
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</table>

Email processed on 3/3/2015 1:48:33 PM
What links were clicked on in the Tuesday Times?

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<tr>
<th>Page</th>
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<th>Unique viewers</th>
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</thead>
<tbody>
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<td>0</td>
</tr>
<tr>
<td><a href="http://osu.edu/search">http://osu.edu/search</a></td>
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<td>0</td>
</tr>
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<td><a href="http://ccph.osu.edu/voices-community-lecture-series">http://ccph.osu.edu/voices-community-lecture-series</a></td>
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<td>0</td>
</tr>
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<td>1</td>
</tr>
<tr>
<td><a href="http://www.campusparc.com/">http://www.campusparc.com/</a></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><a href="http://d31bz2hkedizhs.cloudfront.net/20150302/07/79/27/b3/ccefe9857364380ae764bf07/CPH_Student_Ambassador_Application_15-16.pdf">http://d31bz2hkedizhs.cloudfront.net/20150302/07/79/27/b3/ccefe9857364380ae764bf07/CPH_Student_Ambassador_Application_15-16.pdf</a></td>
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<td>1</td>
</tr>
<tr>
<td><a href="http://youth.osu.edu/events-and-challenges/events">http://youth.osu.edu/events-and-challenges/events</a></td>
<td>2</td>
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</tr>
<tr>
<td><a href="http://ccph.osu.edu/sites/default/files/docs/AHC%20Exhibit%202%201%2015%20Final.pdf">http://ccph.osu.edu/sites/default/files/docs/AHC%20Exhibit%202%201%2015%20Final.pdf</a></td>
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<tr>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td><a href="https://www.facebook.com/publichealthbuckeyes">https://www.facebook.com/publichealthbuckeyes</a></td>
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<td>0</td>
</tr>
<tr>
<td><a href="https://twitter.com/OSUPublicHealth">https://twitter.com/OSUPublicHealth</a></td>
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<td>0</td>
</tr>
<tr>
<td><a href="http://www.flickr.com/photos/18577731@N02/">http://www.flickr.com/photos/18577731@N02/</a></td>
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<td>0</td>
</tr>
<tr>
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<td>0</td>
</tr>
<tr>
<td><a href="http://pinterest.com/osupublichealth">http://pinterest.com/osupublichealth</a></td>
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</tr>
<tr>
<td><a href="http://www.osu.edu">http://www.osu.edu</a></td>
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</tr>
<tr>
<td>Comm Prev Page - PH - Public Health</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
**College News**

**Buckeye Love**

If asked to describe the Master of Health Administration (MHA) program in one word, many would say “family.” This close-knit program has a strong reputation for staying connected long after receiving their diplomas. But beyond those close ties are family ties—those of two brothers and a father and son.

[Read more »](#)

**Central Ohio County Sees Decrease in Toxic Emissions**

Great news from Dr. Darryl B. Hood right here in the College of Public Health. Click here to listen to the WOSU segment on lead exposure and other environmental contaminants. Dr. Hood was tapped by the local NPR affiliate for his expertise on the health impacts of toxic emissions.

[Read more »](#)
How many alumni opened the Alma Matters?

Breakdown of Messages sent:

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
<th>% of Sent</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
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<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Not opened</td>
<td>1622</td>
<td>75%</td>
<td>60%</td>
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<td>22</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Total sent</td>
<td>2149</td>
<td></td>
<td></td>
</tr>
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</table>

Graph showing:
- 59% of messages are valid accounts.
- 1% of messages are others.
Who opened the Alma Matters?

<table>
<thead>
<tr>
<th>Name</th>
<th>Email address</th>
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<th>Opened</th>
<th>Bounced</th>
<th>Bounce type</th>
</tr>
</thead>
<tbody>
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<td>2/5/2015 2:29 PM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anne C. Spaulding</td>
<td><a href="mailto:aaron.spaulding@gmail.com">aaron.spaulding@gmail.com</a></td>
<td>2/5/2015 2:29 PM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aarne D. Fields</td>
<td><a href="mailto:aaronfields@yahoo.com">aaronfields@yahoo.com</a></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Anne J. Simon</td>
<td><a href="mailto:aaronsimon@aol.com">aaronsimon@aol.com</a></td>
<td>2/5/2015 2:29 PM</td>
<td>2/5/2015 5:19 PM</td>
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<td></td>
</tr>
<tr>
<td>Anfi Vala</td>
<td><a href="mailto:vala.3@osu.edu">vala.3@osu.edu</a></td>
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</tr>
<tr>
<td>Abbey R. Johnston</td>
<td><a href="mailto:johnston.221@osu.edu">johnston.221@osu.edu</a></td>
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<td></td>
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</tr>
<tr>
<td>Abbie E. Obenour</td>
<td><a href="mailto:abbie.obenour@gmail.com">abbie.obenour@gmail.com</a></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abby C. Sauer</td>
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</tr>
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<td></td>
<td></td>
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<tr>
<td>Abdulqadir A. Ahmed</td>
<td><a href="mailto:tazr162@hotmail.com">tazr162@hotmail.com</a></td>
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<td>Abha Teowari-Washam</td>
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<tr>
<td>Abigail J. Hardman</td>
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<tr>
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<td>Adam C. Bartley</td>
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<tr>
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<tr>
<td>Adene A. Llorens</td>
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<td>2/5/2015 2:29 PM</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Process:
• Copy code from previous month’s newsletter and bringing it into Dreamweaver
• Create images as necessary and save in local folder
• Upload all images in BBIS and update links in Dreamweaver
• Copy completed code from Dreamweaver back into BBIS
• Send a test to myself and resend a test after every batch of edits

Objectives/goals:
• Continue to promote CPH and alumni society website content for those who don’t regularly visit
• Drive traffic back to website
• Promote volunteer opportunities and events
• Communicate college news and updates to keep people connected to academic programs and progress
• Highlight students, faculty and alumni for a personal touch
Dear HSMP Alumni,

One of the best parts of my job as HSMP Division Chair is the opportunity to meet and work with so many of you to advance our MHA program. I truly appreciate your collective wisdom, experience and insight into the field – and your generosity in giving back to our program in so many ways.

As much as you’ve learned from the program as students, we now learn from you as we prepare the next generation of healthcare leaders. For example, we are thrilled to be hosting Alan Channing, MHA ’71, as our Midland Lecturer on March 31. As most of you know, Alan has been a national leader in improving health care services for our most vulnerable citizens. The opportunity our students have to learn first-hand from his experience is a tremendous one not only within our College, but for the broader OSU and Central Ohio healthcare community. If you are in or near Columbus on March 31, I encourage you to
Strategy
• Tackle weaknesses we find when it comes to alumni and donor relations by demonstrating the strength of program and commitment of our faculty

Purpose
• Use the newsletter as a tool to promote the program so people can see how strong it is
2015 MIDLAND LECTURE

TUESDAY, MARCH 31
11:30 A.M.-12:30 P.M.
U.S. BANK CONFERENCE THEATER, OHIO UNION

SAFETY NETS:
THE CARE MODEL FOR A HEALTHY COMMUNITY

Alan Channing, MHA ’71 and noted authority on safety net hospitals will deliver the 2015 Midland Lecture, hosted by Ohio State’s College of Public Health, Division of Health Services Management and Policy.
HSMP Alumni Society
Chicago Reception

Tuesday, March 17
6 - 8 p.m.
The Berghoff, East Room
17 West Adams Street
Chicago, IL 60603

Join HSMP alumni, faculty and students at this year's Chicago Reception in conjunction with ACHE Congress. Come when you can, leave when you must. Complimentary beer, wine, soft drinks and hors d'oeuvres will be provided.

Tickets $45
Sponsor a Student $45
Click here to register

Here are some nearby restaurants should you choose to arrange dinner before or after the reception:
Berghoff Restaurant
Important Student Information

There will be no student newsletter next week due to Spring Break. The newsletter will resume the week of March 22nd.

Autumn 2015 Public Health schedule of classes will be available March 22nd, and a link will be provided in the newsletter.

Important Dates for Spring 2015

Enrollment appointments for Autumn 2015 registration for graduate students begin opening March 27th.

Student spotlight.....Jeffrey Kim, MPH student in Veterinary Public Health
Scroll down to the bottom of the newsletter...

Announcement for graduating students!

The College of Public Health Graduation Celebration will still be held on Saturday, May 9th, however the event has been moved to the Fawcett Center Conference Theatre. The event will be held from 3:00pm - 5:00pm.

Student Opportunities, Events, & Involvement
Student Newsletter Analytics

CPH Undergraduate Newsletter - Week of December 1, 2014
Ohio State College of Public Health Office of Academic Programs & Student Services <droesch.4@osu.edu> to UGCPH

- Mailing Score: 10
  - 40% Open Rate (145 opens)
  - 21% Click Rate (30 unique clicks)
  - 100% Delivery Rate (360 delivered, 1 bounced)
  - 0 Opt-outs
  - 4 Shares

Global Significance, Local Impact
Long term projects and goals

• Have the ability to pull lists of alumni by division-develop targeted email communications for each division (TAS)
• Monitor email readership (open rates) and tweak messaging to increase
• Rather that save images in BBIS, use an FTP client to save images
• Be able to pull an accurate (according to us) faculty/staff email list (TAS)
• Train Student Services to send newsletters through BBIS
• Utilize Email on Acid
Email on Acid Update

Ted Hattemer
Interactive Communications

- Housekeeping: use unit prefix on all tests and analytics. See list at go.osu.edu/unitprefix.
- Analytics comparisons
Gaining and Honoring Subscribers
Why build subscriptions?

• Offers customization to constituents
• Personal experience and common sense say we’d rather open and engage with email we’ve voluntarily sign up for
• Our stats back this assumption
• Example: Buckeye Room
BuckeyeRoom_Feb2015

Total Subscribers: 7130

Days Remaining: complete

Total Opens: 7,433 (104%)
Unique Opens: 4,303 (60%)

Total Clicks: 555 (8%)
Unique Clicks: 509 (7%)
How do we build subscriptions currently?

Constituents can opt in (or out) using two methods:

1. Click email preferences link required in every BBIS message
2. Contact university and asked to be subscribed
Two new tools to build subscriptions

Email sign up form
- Place on your site or as promo in your emails
- Anyone who clicks can subscribe to your area or specific messages like newsletters
- Contact Kim Byce for assistance
Subscribe to email

Check the box below and enter your email address to receive email from Ohio State.

☐ Connect monthly e-newsletter

Email Address *

Submit

https://connect1.osu.edu/ohiostate/page.aspx?pid=1110
Subscribe to email

Check the box below and enter your email address to receive email from Ohio State.

☐ Connect to Veterinary Medicine monthly enewsletter

Email Address *

Submit

https://connect1.osu.edu/ohiostate/admin/email-management/VME-Connect
Subscribe to email

Select your areas of interest below and enter your email address to begin receiving email from the Wexner Center for the Arts.

- Weekly Update (listing all events for the upcoming week)
- Theater
- Dance
- Music (jazz/world)
- Music (Next@Wex)
- Film/Video
- Exhibitions
- Family Programs
- Lectures, Talks, Tours
- Teen Programs
- Teacher Workshops and Resources
- School Programs
- Store
- GenWex (young professionals)

https://connect1.osu.edu/ohiostate/page.aspx?pid=1081
Two new tools to build subscriptions

Master subscription form
- Will be located within alumni login area, on main AA site and participating unit sites
- Users can see all Ohio State areas at once and select their interests
- Promote anywhere you’re telling constituents to log in and update their info
### Manage your subscription

**Email Preferences**

Buckeyes can stay connected to Ohio State in many ways, including email. Click "subscribe" next to the areas below that interest you.

<table>
<thead>
<tr>
<th>Subscribe</th>
<th>Send to</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ] Ohio State Connect Monthly e-News</td>
<td>(Email) <a href="mailto:byce.1@osu.edu">byce.1@osu.edu</a></td>
</tr>
<tr>
<td>[ ] Alumni Association</td>
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</tr>
<tr>
<td>[ ] Alumni Career Management</td>
<td>(Email) <a href="mailto:byce.1@osu.edu">byce.1@osu.edu</a></td>
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<td>[ ] Alumni Association Tours</td>
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</tr>
<tr>
<td>[ ] Placing Students First e-News</td>
<td>(Email) <a href="mailto:byce.1@osu.edu">byce.1@osu.edu</a></td>
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<tr>
<td>[ ] Wexner Center for the Arts</td>
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<tr>
<td>[ ] College of Arts and Sciences</td>
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</table>

https://connect1.osu.edu/page.aspx?pid=1123
Honoring subscriptions

- Build messages using templates set to the appeal data source
- Do this for all messages suitable for the public (i.e. newsletter but not exclusive events)
- Message will automatically reach all subscribers to your area, both in and out of TAS
- Will dedupe against queries
<table>
<thead>
<tr>
<th>Data source</th>
<th>Generates automatic recipient list?</th>
<th>Merge fields available?</th>
<th>Use case</th>
<th>Limitations</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>No</td>
<td>No</td>
<td>Most flexible; can go to any kind of list; you don’t care about merge fields or subscribers</td>
<td>Can't be sent to subscribers; no merge fields</td>
</tr>
<tr>
<td>Appeal</td>
<td>Yes (based on specific appeal code)</td>
<td>No</td>
<td>You want to send to subscribers and don’t care about merge fields</td>
<td>Additional lists are constituent only; no merge fields</td>
</tr>
<tr>
<td>Constituent</td>
<td>No</td>
<td>Yes (from TAS)</td>
<td>All constituents are in TAS and you want to use merge fields from TAS</td>
<td>Can't be sent to subscribers or imported lists</td>
</tr>
<tr>
<td>Imported list</td>
<td>Yes (that one imported list)</td>
<td>Yes (from list)</td>
<td>Constituents aren't in TAS and you want to use merge fields from the list</td>
<td>Can’t be sent to additional lists or subscribers</td>
</tr>
</tbody>
</table>
Questions?
Comments?

Thank you for coming.

Next meeting is May 14, 2015, 3-4 p.m., #110B Hale Hall