BROADCAST EMAIL
COMMUNITY

9/10/2015
Updates

Are you using the templates from the brand site?

- We’re collecting examples of the templates in use. Please send your samples to Kelli Sommer (sommer.130).
- As reference, templates are located here: http://brand.osu.edu/web-and-mobile/
Updates

**Audience guidelines**

- Document to serve as reference when making decisions about email audiences
- Will answer questions like who should/should not be contacted, how to define “donor” and what kinds of messages require central coordination
- Delivery date = end of August beginning of November
Updates

**Email survey**
- Will be sent to all Broadcast Email Community members
- Rate satisfaction of BBIS
- State opportunities for improvements
- Share snapshot of common use cases
- Mid fall
- Hoping for a high response rate—thanks in advance!
Sender spotlight

College of Medicine

Leigh Staub
Director of Alumni & Constituent Engagement

Molly Gilbride
Assistant Director of Alumni & Constituent Engagement
College of Medicine
Alumni Affairs

Leigh Staub
Director, Alumni & Constituent Engagement

Molly Gilbride
Assistant Director, Alumni & Constituent Engagement
BBIS: A budding relationship
So here’s the dirt

- The breakup: Harris Connect
- Match Maker: University Communications
- First date: January 2014
- Going steady for a year and a half
So happy togetherrrrr.
But no relationship is perfect...
Our Process

- Email Templates
- Image Templates
- Content
- Editing & Testing…lots of testing.
You’re Invited!

Champions of Medicine

Learn from our champions of medicine alumni who work first-hand with Ohio State athletics and celebrate our outstanding curriculum that prepares future Buckeye physicians, physical therapists, and athletic trainers for success.

Join College of Medicine, Physical Therapy and Athletic Training alumni at this fun event!

Tuesday, July 14 from 6-8 PM
Hosts: Charles R. Bush, MD ‘74 and Mrs. Becky Bush
1493 Jewett Road
Powell, OH

The panel will feature:
- Chris Keating, MD, Head Team Physician, Executive Director of Ohio State Sports Medicine
- Grant Jones, MD ‘92, Professor of Orthopaedic Surgery, Team Physician, The Ohio State University
- Kristin Holbrook, PT, DPT ‘09, SCS, Team Physical Therapist
- Caroline Lewis, PT, DPT, AT ‘10, Sport Medicine Staff Physical Therapist

Facilitator:
E. Christopher Ellison, MD
Interim Dean, College of Medicine

Light dinner and drinks will be provided for you and a guest.

Register Online by July 6.
“Space is limited, register early.”

We do not have contact information for all alumni. Please share this invitation with your medical Buckeye peers in Columbus.

Join Us

Reunion 2015 Registration
October 9-11, 2015
Register for Reunion Weekend by September 24, 2015. Alumni will get a chance to reconnect with classmates, visit the College, and watch the Ohio State Buckeyes take on the Maryland Terrapins. Register here and learn more.

Medical Ethics Conference
October 15 & 16, 2015
The Center for Bioethics in conjunction with OSU Medical Ethics Conferences is hosting an inaugural conference on the topics of Physician Duty of Patient Rights in a Ruristical Age: Questions of Clinical Judgment and Conscience. Join us for two days of lectures, case presentations with extended Q&A and discussion, along with case reviews. AMA credit available. Register here and learn more.

Readership Survey
Have you checked out the new Ohio State Medicine Alumni Magazine? If not, check out the digital version here. We want to hear from you. Please take a few moments to share your thoughts with us about the redesigned magazine by filling out a brief survey.

Don’t Forget

Update Your Information
It is difficult to keep all 16,000 medical alumni records up to date and we need your help. Please log in to the alumni portal to access your account and check to see if your information is accurate. Learn More.

Take Advantage of Continuing Medical Education Courses
The Ohio State University Wexner Medical Center provides high-quality continuing medical education in residencies and other health care professions to facilitate the delivery of patient-centered care.
You adapt.
Don't Forget

Update Your Information
It is difficult to keep all 14,000 medical alumni records up to date and we need your help. Please log in to the alumni portal to access your account and check to see if your information is accurate. Learn More.

Take Advantage of Continuing Medical Education Courses
The Ohio State University Wexner Medical Center provides high quality continuing medical education to physicians and other healthcare professionals to facilitate the delivery of better and enhanced patient care and outcomes. Learn More.

Alumni News

HOST Program: Looking for Volunteers
The Help Our Students Travel (HOST) Program matches traveling fourth year students with OSU physicians throughout the country during residency interviews. Through this program, our alumni are able to support students during the interview process by hosting students in their home or providing additional resources. Complete a volunteer form and we'll be in touch if a student is interviewing near your location. Read more.

Alumni Finds Himself as a Commander in the U.S. Navy
Nearly 20 years ago, while enrolled as a College of Medicine student, Sean M. Hussey, MD ’97, never thought he’d find himself as a commander in the U.S. Navy, serving in a Middle Eastern desert halfway around the world. Learn more about his story through his three-part blog series featured on the College of Medicine alumni website.

Alumni Receives R01 Award for Antibiotic Work
A research team at The Ohio State University College of Medicine led by Alumni Courtney Habert, MD ’05, MS, was recently awarded a R01 research award by the National Institute of Allergy and Infectious Diseases for “Automation and Multi-Site Validation of a Personalized Empiric Antibiotic Advisor.” Read more about her work here.

Student News

Ride for World Health Day
OSU medical students are gearing up for the annual Ride for World Health cross-country pedal-powered lecture series and we are looking to involve alumni along the route from San Diego to Washington, D.C.
Lessons learned

• Consistent 2-tech naming conventions
• Uploading photos to the right folder
• HTML quirks
• Use test message for internal audiences before “Final send”
You appreciate.
The perks

• Sending on behalf of others
• Connects to TAS
• Design experts
• University-wide tool & resources
• Email data
You reflect.
<table>
<thead>
<tr>
<th>Email</th>
<th>Subject</th>
<th>Distribution List</th>
<th>Open Count</th>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scarlet and Gray Reception</td>
<td>See you at the Ohio State PT reception</td>
<td>All Physical Therapy Graduates</td>
<td>66%</td>
<td>Sunday</td>
<td>10:30 AM</td>
</tr>
<tr>
<td>Reunion Survey (2)</td>
<td>Reunion Photos and Survey Reminder</td>
<td>Reunion Attendees</td>
<td>64%</td>
<td>Thursday</td>
<td>11:01 AM</td>
</tr>
<tr>
<td>Reunion Survey</td>
<td>What did you think of the 2014 Reunion</td>
<td>Reunion Attendees</td>
<td>54%</td>
<td>Wednesday</td>
<td>11:18 AM</td>
</tr>
<tr>
<td>Indy Game Watch</td>
<td>Indy Med Alumni Happy Hour</td>
<td>Indianapolis Metro Area</td>
<td>44%</td>
<td>Friday</td>
<td>4:50 PM</td>
</tr>
<tr>
<td>Indy Game Watch (2)</td>
<td>Can you attend?</td>
<td>Indianapolis Metro Area</td>
<td>42%</td>
<td>Tuesday</td>
<td>11:40 AM</td>
</tr>
<tr>
<td>Scarlet and Gray Reception</td>
<td>RSVP for PT reception!</td>
<td>All Physical Therapy Graduates</td>
<td>41%</td>
<td>Tuesday</td>
<td>4:35 PM</td>
</tr>
<tr>
<td>US News Report</td>
<td>Great news about our medical school</td>
<td>All Alumni</td>
<td>38%</td>
<td>Friday</td>
<td>4:19 PM</td>
</tr>
<tr>
<td>Atlanta Happy Hour (2)</td>
<td>Register for Buckeyes Physician Happy</td>
<td>Atlanta Metro Area</td>
<td>36%</td>
<td>Thursday</td>
<td>2:30 PM</td>
</tr>
<tr>
<td>Dr. Retchin</td>
<td>A message from Dr. Retchin</td>
<td>All Alumni</td>
<td>36%</td>
<td>Tuesday</td>
<td>3:34 PM</td>
</tr>
<tr>
<td>Admissions Workshop</td>
<td>Med School Admissions Workshop</td>
<td>Columbus Metro Area</td>
<td>35%</td>
<td>Friday</td>
<td>4:10 PM</td>
</tr>
<tr>
<td>AAMC Survey</td>
<td>How long should medical school be?</td>
<td>All Alumni</td>
<td>35%</td>
<td>Wednesday</td>
<td>5:06 PM</td>
</tr>
<tr>
<td>Med 1 to Alum Cincy (2)</td>
<td>Invitation to Network with Med Students</td>
<td>Cincinnati Metro Area</td>
<td>33%</td>
<td>Wednesday</td>
<td>7:51 PM</td>
</tr>
<tr>
<td>Med to Alum Cleveland (2)</td>
<td>RSVP Soon: Networking with med students</td>
<td>Cleveland Metro Area</td>
<td>33%</td>
<td>Wednesday</td>
<td>5:45 PM</td>
</tr>
<tr>
<td>Atlanta Happy Hour</td>
<td>Join us for happy hour in Atlanta</td>
<td>Atlanta Metro Area</td>
<td>32%</td>
<td>Monday</td>
<td>5:20 PM</td>
</tr>
<tr>
<td>Med 1 to Alum Cincy (3)</td>
<td>RSVP: OSU Alumni &amp; Med Student</td>
<td>Cincinnati Metro Area</td>
<td>32%</td>
<td>Tuesday</td>
<td>5:56 PM</td>
</tr>
<tr>
<td>Cleveland Happy Hour</td>
<td>You're invited: Happy Hour with OSU</td>
<td>Cincinnati Metro Area</td>
<td>31%</td>
<td>Friday</td>
<td>4:09 PM</td>
</tr>
<tr>
<td>Scarlet and Gray Reception</td>
<td>Will you attend the OSU PT Reception</td>
<td>All Physical Therapy Graduates</td>
<td>31%</td>
<td>Monday</td>
<td>10:39 AM</td>
</tr>
<tr>
<td>Pittsburgh Happy Hour</td>
<td>OSU Med Alumni Happy Hour in Pittsburgh</td>
<td>Pittsburgh Metro Area</td>
<td>31%</td>
<td>Monday</td>
<td>10:04 AM</td>
</tr>
<tr>
<td>Pittsburgh Happy Hour (2)</td>
<td>Join us for happy hour in Pittsburgh</td>
<td>Pittsburgh Metro Area</td>
<td>31%</td>
<td>Thursday</td>
<td>1:20 PM</td>
</tr>
<tr>
<td>Columbus May Events (2)</td>
<td>RSVP by Sunday: Network with medic</td>
<td>Columbus Metro Area</td>
<td>31%</td>
<td>Wednesday</td>
<td>7:51 PM</td>
</tr>
<tr>
<td>Doctor's Day</td>
<td>You're a Champion of Medicine</td>
<td>All Alumni</td>
<td>30%</td>
<td>Saturday</td>
<td>3:55 PM</td>
</tr>
<tr>
<td>Admissions Workshop (2)</td>
<td>Is your child interested in medical school</td>
<td>Cincinnati Metro Area</td>
<td>30%</td>
<td>Thursday</td>
<td>10:39 AM</td>
</tr>
<tr>
<td>Atlanta Happy Hour (3)</td>
<td>Not too late</td>
<td>Atlanta Metro Area</td>
<td>30%</td>
<td>Wednesday</td>
<td>2:39 PM</td>
</tr>
<tr>
<td>OT Hite</td>
<td>Register for 2015 Hite Symposium</td>
<td>All Occupational Therapy Graduates</td>
<td>29%</td>
<td>Monday</td>
<td>9:50 AM</td>
</tr>
<tr>
<td>COM WIWC</td>
<td>Save the date: Women in White Coat</td>
<td>Central Ohio Women</td>
<td>29%</td>
<td>Tuesday</td>
<td>11:53 AM</td>
</tr>
<tr>
<td>COM WIWC (2)</td>
<td>Will you attend Women in White Coat</td>
<td>Central Ohio Women</td>
<td>29%</td>
<td>Tuesday</td>
<td>8:53 AM</td>
</tr>
<tr>
<td>Scarlet and Gray Reception</td>
<td>You're Invited: Scarlet &amp; Gray Recepiton</td>
<td>All Physical Therapy Graduates</td>
<td>29%</td>
<td>Tuesday</td>
<td>4:33 PM</td>
</tr>
<tr>
<td>Med 1 to Alum Cincy</td>
<td>Alumni &amp; Student Networking Event</td>
<td>Cincinnati Metro Area</td>
<td>29%</td>
<td>Tuesday</td>
<td>6:00 PM</td>
</tr>
<tr>
<td>Reunion Registration (2)</td>
<td>Have you registered yet?</td>
<td>All Alumni</td>
<td>28%</td>
<td>Friday</td>
<td>11:17 AM</td>
</tr>
<tr>
<td>End of the Year Message</td>
<td>Season's Greetings!</td>
<td>All Alumni</td>
<td>28%</td>
<td>Monday</td>
<td>10:21 AM</td>
</tr>
</tbody>
</table>
You learn.
Subject lines
• “Great news about our Medical School”… 38%
• “Give the gift of opportunity”…17%
• E-Newsletter subject: an opportunity to play

FY15 data
• 74 emails sent
• Ave open rate: 26%
• Targeted messages, higher open rate
You try new things.
Email on Acid

First Impression: Love at First Sight

- Easy to navigate and understand
- Visual
- Informative
- Interesting and useful
Recent Emails

• Event information/registration
• Newsletter: Event info, news, updates… Variety of content and stories
You grow together.
Looking forward

• Assessment – patterns to learn from
• Explore evolving additional communication pieces
• Strengthening partnership with design
• Responsive Design
...a bright future ahead.
Shared email calendar—it’s here!

- We started talking about it in January

- In June, Advancement IT created a web service to carry data out of BBIS

- Interactive Communications, specifically Corey Hinshaw, used this feed to build and populate a calendar

- Drumroll please…

  https://ucom.osu.edu/email-calendar/
Goals in creating calendar

- Present past and future messages in an easy-to-read chronological view
- Provide snapshot of info: message name, unit, author, audience, visual preview
- Require no extra steps by email editors—updating of calendar is automatic
Calendar features

- Color coding: blue = planned, green = sent, red = planned but not sent

- Sent messages appear in chronological order by time sent

- Filter by unit—easily see what you or others have planned

- Central messages are prominent (bold and via filter)
Naming convention

For calendar to work correctly, all messages must be named like this:

UNIT_PREFIX  2015-09-10 message name

Note the use of underscore, spaces and hyphens.

Examples:

AA 2015-08-31 Homecoming tailgate invitation
DEN 2015-05-14 alumni lecture series
DEV_AG 2015-07-23 Fall solicitation
MED_CHRI 2015-04-12 April Newsletter
Naming convention

UNIT_PREFIX  2015-09-10 message name

Unit prefix must be part of standard list. Refer to naming convention link on calendar.

If you’ve been using any unit prefix other than what’s designated for your unit, please stop now and start using the standard prefix going forward.

If you have a need to differentiate messages further than what’s provided for your unit, contact byce.1@osu.edu to discuss options.
Naming convention

UNIT_PREFIX  2015-09-10 message name

The date is year-month-day, separated by hyphens, with a single space on either side. This is the day of intended send.

Message name is whatever you want. Try to be concise yet convey enough detail to explain what kind of message it is. This name should tell other email editors at a glance what it’s about.
A few tips

- Calendar refreshes from BBIS every hour.

- If you’re playing around/testing and don’t want a message to show in calendar, don’t put any numbers in the message name.

- It’s best to be logged into BBIS when using the calendar, as you’ll be able to view message previews seamlessly without having to login and then reorient.
Expectations for email editors

- Add messages to BBIS as soon as possible, even if there’s no content—goal is to fill calendar so others can plan.

- Use naming convention on all messages.

- Refer to calendar regularly and incorporate it into your planning, paying special attention to central messages planned. Example: Connect, Annual Giving solicitations, Alumni Association magazine.
Future state

- Improvements to design

- Ability to add messages not sent via BBIS, for even more comprehensive view of what’s reaching our constituents

- Your feedback! Please let us know what you like plus ways experience can be improved.
Getting your email opened

A look at subject line best practices
The average working professional receives more than 100 emails a day, and deletes almost half.

How do you make your message stand out?

One rule: no rules. But, a few ideas.
1. Tell don’t sell.

- “When it comes to email marketing, the best subject lines TELL what’s inside and the worst subject lines SELL what’s inside.” (Mailchimp)

- “Subject lines should, simply put, describe the subject of your email. Yes, really—that’s it!” (Litmus)

- Set expectations and clearly state what’s in email.
2. Think small.

- 50 characters or less is ideal

- One study showed highest open rates for subjects with 4-15 characters, and highest click rates for subjects with 28-39 characters

- If impossible to go this short, at least place main theme of message at beginning of email. Example: “You’re invited to Ohio State’s…” vs “The Ohio State University is pleased to invite you to…”
3. Utilize all your real estate.

- Think about sender name. Is it recognizable as part of Ohio State?

- Take advantage of preheader text. Use it to complement and elaborate on subject line. Example:

  Subject = You’re invited to Ohio State tailgate.
  Preheader = RSVP today!

Caution—test thoroughly!
4. Try these

- Ask a question. “Want to mentor current Buckeyes?”

- Leverage localization. Good for out-of-town events. “Watch the game with Ohio State fans in Cleveland.”
5. Avoid these

- Overuse of sales terms and numbers. Free, percent off, hurry, act now. Won’t trigger spam filters on their own but are often ignored due to user fatigue.

- All caps and too many exclamation points. Use in moderation if at all—seems spammy.
Further reading

- “The Opening Line” infographic *(Litmus)*
- “How people decide which emails to open” *(Emma)*
- “The three key elements of irresistible email subject lines” *(Copyblogger)*
- “18 of the best email subject lines you’ve ever read” *(HubSpot)*
- “5 tips to create a killer subject line” *(Email on Acid)*

(Thanks to Anthony Rodriguez for suggesting this topic and sharing some of his favorite resources!)
Questions?

Comments?

Thank you for coming.

Next meeting is Thursday, November 12, 3-4 p.m., #110B Hale Hall