Ted Hattemer
Assistant VP, Interactive Communications

Kim Byce
Digital Strategist, Interactive Communications

Connie Wanstreet
Digital Strategist, Interactive Communications
Out with the old...

Broadcast email tool

Please log in

Enter your name and password below:

username password

Log in
In with the new
Email on Acid

Unfortunate name, powerful tool

Test your design

Employ advanced analytics

http://www.emailonacid.com/
Interactive Communications

Client Previews

Android 2.3
Android 4
Blackberry 8800
Blackberry 9930
Gmail App iOS 7
iPad 2
iPad Mini

iPhone 4S (iOS 6)
iPhone 5 (iOS 6.1)
iPhone 5S (iOS 7)
Kindle Fire 2.3
Read onCampus Today online

OSU.TODAY sponsored by: Wexner Center for the Arts

Tickets for our winter/spring season are on sale now! Against the backdrop of our Cruzamentos: Contemporary Art in Brazil exhibition and Cruzamentos: Contemporary Brazilian Documentary film series, catch the US premiere of a dynamic new work by Companhia Urbana de Dança, a performance by Brazilian hip-hop star Ciculo, and more. Also upcoming: New work from Wexner Center Artist Residency Award recipient Young Jean Lee and a comprehensive Pier Paolo Pasolini retrospective. Buy tickets.

Stay connected with Ohio State

Facebook  Twitter  Instagram  Snapchat  RSS
Total Opens

- United States: 945
- Bahamas: 6
- Indonesia: 5
- India: 4
- Canada: 1
Accomplishments and points of pride.

High Points

November 2014

LIVESTRONG leader joins Pelotonia. Doug Ulman, a nationally recognized voice in the fight against cancer, has been appointed president and CEO of Pelotonia. Ulman arrives at a critical moment in Ohio State’s fight, as the new $1.1 billion James Cancer Hospital and Solove Research Institute opens in December.

World’s first solar battery unveiled. Researchers at Ohio State have created a battery that runs on a combination of light and air. The patent-pending battery will help reduce the cost of renewable energy by 25 percent, and the university will license it to industry.

Ranked among ‘Best Global Universities.’ After evaluating institutions across the U.S. and 50 other countries, U.S. News & World Report ranks Ohio State as No. 34 on its list of ‘Best Global Universities.’

Clean water for Ohio. The College of Food, Agricultural and Environmental Sciences is embarking on a $1 million effort to ensure access to clean drinking water across Ohio. The ‘Test & Fix’ initiative will seek solutions to harmful algal blooms and other issues affecting water quality in the Lake Erie basin.

Future of sports medicine. Ground has broken for the new Jameson Crane Sports Medicine Institute. It will be home to the largest and most comprehensive sports medicine facility in the country with four research and performance labs, 15 interdisciplinary specialties and 160 sports medicine faculty and staff.

Addressing the achievement gap. Ohio State has joined an unprecedented, nationwide effort to improve college graduation rates among low-income and first-generation students. The University Innovation Alliance has raised $5.6 million for the effort and will develop a national “playbook” of proven interventions.
### Top 10 Clients - Unique Opens

<table>
<thead>
<tr>
<th>Client</th>
<th>Unique Opens</th>
<th>Total Opens</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outlook 2010</td>
<td>88</td>
<td>209</td>
<td>22%</td>
</tr>
<tr>
<td>Mail (Other)</td>
<td>61</td>
<td>190</td>
<td>20%</td>
</tr>
<tr>
<td>iPhone 8.1</td>
<td>83</td>
<td>101</td>
<td>10%</td>
</tr>
<tr>
<td>iPhone 7.1.2</td>
<td>49</td>
<td>54</td>
<td>6%</td>
</tr>
<tr>
<td>Firefox 11 (Other)</td>
<td>19</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>iPad 8.1</td>
<td>25</td>
<td>34</td>
<td>4%</td>
</tr>
<tr>
<td>iPhone 7.1.1</td>
<td>28</td>
<td>32</td>
<td>3%</td>
</tr>
<tr>
<td>Outlook 15</td>
<td>16</td>
<td>26</td>
<td>3%</td>
</tr>
<tr>
<td>Outlook 2013</td>
<td>11</td>
<td>18</td>
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</tr>
<tr>
<td>Outlook 2000-2003</td>
<td>9</td>
<td>17</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Top 10 Clients - Total Opens

<table>
<thead>
<tr>
<th>Client</th>
<th>Unique Opens</th>
<th>Total Opens</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail (Other)</td>
<td>449</td>
<td>703</td>
<td>13%</td>
</tr>
<tr>
<td>Firefox 11 (Other)</td>
<td>53</td>
<td>590</td>
<td>11%</td>
</tr>
<tr>
<td>iPhone 8.0.2</td>
<td>382</td>
<td>439</td>
<td>8%</td>
</tr>
<tr>
<td>iPhone 7.1.2</td>
<td>371</td>
<td>412</td>
<td>7%</td>
</tr>
<tr>
<td>Outlook 2010</td>
<td>190</td>
<td>284</td>
<td>5%</td>
</tr>
<tr>
<td>iPhone 8.1</td>
<td>240</td>
<td>271</td>
<td>5%</td>
</tr>
<tr>
<td>Outlook 2000-2003</td>
<td>124</td>
<td>205</td>
<td>4%</td>
</tr>
<tr>
<td>iPad 8.0.2</td>
<td>151</td>
<td>205</td>
<td>4%</td>
</tr>
<tr>
<td>iPad 7.1.2</td>
<td>148</td>
<td>196</td>
<td>4%</td>
</tr>
<tr>
<td>Windows Live Mail 7</td>
<td>87</td>
<td>163</td>
<td>3%</td>
</tr>
</tbody>
</table>
Responsive design

Kelli Sommer, Web Designer, Interactive Communications

Not responsive: http://www.osu.edu/connect/archive/0314.php

Responsive: http://www.osu.edu/connect/archive/1014.php
Five quick tips

These and other bits of email information will be located under Resources on ucom.osu.edu starting next week.
Five quick tips

1. Prepare for image blocking
   • use alt text and specify weight/height for all images
   • balance image/text content—avoid all-image-based emails
Five quick tips

2. Know spam trigger words but don’t get hung up on them
   • avoid obvious ones—free, click here—when possible
   • but know there’s more to the picture
Five quick tips

3. Honor your subscribers
   • use BBIS appeal data source to automatically send to those who have opted in
   • good for newsletters and general messages
Five quick tips

4. Maximize e-solicitations
   • work with Annual Giving for emails containing overt solicitation calls-to-action
   • AG can supply gift-tracking codes and coordination with larger marketing campaigns
Five quick tips

5. Know the subject line sweet spot
   • shorter is better
   • 28-39 characters is best
   • aim for less than 50
One user’s experience

Janet Ciccone,
College of Education and Human Ecology

Before: http://www.osu.edu/mass-email-resources/EHE/intouchOLD.html

After: http://www.osu.edu/mass-email-resources/EHE/intouchNEW.html
Message from the Dean: EHE initiatives improve lives and communities

Weighty issue: Stress and high-fat meals
Two college projects are making big news. Our faculty member Martha Belury in human nutrition, working with Janice Kiecolt-Glaser in medicine, found that stress and high-fat foods combine to slow metabolism in women, resulting in weight gain. (more)

Helping Ohio schools choose the best digital materials

Ohio State Fast Fact: Ohio State projects help Ohio schools transform

Ohio State is helping Ohio school districts modernize with the help of six grants from the Ohio Straight A Fund totaling $26.9 million. Faculty members in EHE are engaged in four of the projects: College Ready Ohio, EDCITE (see Dean's Message), REACH and Metro School. (more)
MESSAGE FROM THE DEAN

We give thanks for YOU

This Thanksgiving season, we send our appreciation to you, our alumni, donors and friends. We are especially grateful for how so many of you helped make our recent events a success.

In September, 43 of you who are donors and your families
Why care about email?

What we think we know
Why care about email?

What we think we know:

• Ohio State starts with massive earned influence
• Buckeyes (hopefully) think of us fondly and want to hear what we have to say
• first few emails are exciting to alumni and friends
Why care about email?

What we think we know:

• over time, we send too many emails that are not relevant or strategic
• relationship erodes as alumni begin ignoring our messages
Why care about email?

What we think we know:
• if a message is ignored, deleted or unsubscribed from, that’s one less event ticket sold, one less opportunity for engagement, one less volunteer, one less donation
Why care about email?

What we think we know:
• we’re all part of the problem and part of the solution
• we should think about big picture and where each individual email fits into university messaging as a whole
Why care about email?

What we think we know:
• we might be wrong
• our next steps? challenge these assumptions
Questions?

Comments?

Thank you for coming.

We’ll meet again soon.