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Me-Mail: A New Approach to Student Listservs

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Me-Mail: A New Approach to Student Listservs
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Honors Program
Senior Honors Research Project
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Introduction:

University campuses and other institutions across the nation struggle with installing and operating an internal and unified source of communication. In the era of e-mail, text-messaging, Facebook, Instagram, Twitter, Snapchat, and many more software applications, college campuses in particular are always looking to adapt best practices and reach the maximum amount of people with engaging content. Here at the University of Wyoming (UW), many departments exercise their rights to distribute information to all of the students, anytime, at their own discretion. Consequently, the issue of oversaturation can occur. In this paper, a focus group comprised of students of varying age, gender, and major was chosen in order to identify problems that arise in association with all-student listservs at UW. The focus group acted as a catalyst to shape further research as the project progressed. Among the questions answered are: “Which organizations and departments send out emails?”, “What content and formatting is included in those emails?”, “How does someone get information onto that email?”, “Are these methods effective?”, and “Are there better ways to communicate electronically?”. The overall purpose of researching this topic was to discover whether a communication problem exists or not, to understand the network of departments utilizing mass communication, to gather institutional feedback, to gather student feedback, and to figure out what makes an optimal electronic message, ultimately proposing various recommendations that are in line with the obtained data.
Focus Group:

A convenience sample of ten men and women were selected to participate in a preliminary study. The purpose of this sample was to spark conversation on the topic of all-student listservs. The focus group was asked a variety of questions to facilitate open-dialogue on a variety of aspects having to do with “uwyo” Outlook emails. Their general attitudes were recorded in addition to how effective they deemed various departments were in formatting and sending out engaging information and weekly updates to the student population.

Focus Group Standard Invitation:

“Hello _____, would you be interested in participating in a focus group chat to help gauge how students feel about the all-campus listserv emails they receive throughout the year?”

Focus Group Participants:

An eclectic group of five men and five women of various ages and differing studies were selected. Please note that a few of them are pursuing a marketing degree, and could possibly offer a perspective more pertinent to the University’s marketing efforts.

- Alex Belser, Senior, Marketing
- Andres Cabrales, Senior, Marketing
- Dawson Rivera, Sophomore, Pre-Pharmacy
- Edward Oursler, Senior, Physiology
- Emily Hart, Sophomore, Marketing
- Heather Baker, Senior, Communication & Gender/Women Studies
- Jacob Robbins, Junior, Criminal Justice
- Jacque Rickett, Senior, Marketing
- Jaynie Welsh, Junior, Microbiology
- Jessica Guynes, Senior, Accounting

Focus Group Questions:

1. Are you familiar with these emails/the following sources? Which ones?
   - ASUW (Student Government)
   - Student Targeted Announcements (Information Technology)
   - Poke Notes (ACES)
   - University of Wyoming Communications (Institutional Marketing)
   - Campus Activities Center (CAC)
2. Do you see any problems with these channels of communication?
3. Which are the most effective would you say (pick 2)
4. Do you think creating Poke Notes this semester helped reduce the amount of emails students were receiving?
5. Do you think Poke Notes helped create additional awareness on what is going on at UW?
6. What makes you want to read an email?
7. What is an ideal way the university should communicate news/events?
8. Do you read the President Monday Morning message?
9. Do you read the Campus Construction updates?
10. Do you think emergency emails should go out separately than weekly emails? What about in text format?
11. Would you like to be able to opt in and out of all student emails?
12. Would pictures assist in your likeliness of reading an email?
13. Would limited text assist you in your likeliness of reading emails?
14. What percentage of emails do you open on a mobile device?

Focus Group Findings:

The focus group revealed major trends regarding student attitudes and thoughts with reference to the email sources used at UW. Overall, the students felt that current communication lacked effectiveness and awareness, desirable qualities, and content value.

The group pointed out that the emails were not very effective. The main reason for this is that students feel overwhelmed with the amount of emails, saying things like, “there are so many”, and “the school uses it [mass communication] way too much”. In agreement to these comments, the others chimed in saying that a lot of the information they receive is not pertinent to them. One student said the problem is getting worse, replying to the question, “Do you think Poke Notes helped create additional awareness on what is going on at UW?” with “NO, I receive five times the amount of emails this semester than I received in my previous six semesters”. Another student said he does not see the purpose in IT Student Targeted announcements, nor does he know why Poke Notes exists. In fact, several of the students are unaware of the purpose of the newly founded Poke Notes. Only two of the ten students said that the creation of Poke Notes helped solve a communication problem, the other eight indicated that ACES only exacerbated it. The overall attitude was that students are confused as to what sources send what information, they cannot decipher between them, and they feel irritated by the amount of content pushed in their direction without their say or permission.

The students taking part in the focus group were also asked to express what they find to be desirable qualities in email communication. The group indicated that 90% of them would like an opt-in and opt-out option for specific information, and would especially like that option when it came down to the email itself. One student addressed the concern that students need to be in-the-know whether they like it or not. Several members of the group mentioned their friends and they have tried unsubscribing or have looked for an unsubscribe button, and conclude that these emails seem to remain unavoidable. Another quality the focus group appreciated was witty and bold headlines and titles indicating clear themes and categories. Three students used the word “catchy” to describe what makes them want to read an email. Aesthetics and brevity were also important in their minds. Very few disputed that customization, headers and humor, formatting, and succinct text are all essential parts in building an effectively formatted email.

An issue brought up by the participants was that the emails lacked subjective value. They claimed that they would delete the newsletters that were not of value to them, especially emails that were redundant. In fact, several emails seem to include the same content on them, with Poke
Notes and ASUW serving as example. When choosing which of the sources pushed to them were most effective, the group widely chose the Student Government, CAC, and Poke Notes. Only one student claimed to prefer Targeted Announcements, and only two chose UW Communication in their top two choices of preferred email sources. When discussing ineffective emails, the Campus Construction Updates received a unanimous “no” to the question of whether they read them or not. One student claimed, “NEVER!! Out of all of the email, these are my least favorite. I believe it is important to keep this information available to the public, but I think it could be thrown onto a combined email, it doesn't need its own individual email.” Only one student believed the President’s Monday Morning message concerned them or acted as a good overlay of what was going on around campus. Another student said they would search it if, and only if their organization was mentioned, but if it was not, she did not read the message. In summary, value to these student meant that the information was pertinent to them. Since it is often not, they would elect to have an opt-out option. Of the ten students, 80% of them claimed that pictures would be beneficial to the email, and the vast majority felt that a consolidation of emails would behoove the student body.

This data served as a foundation for identifying key problems in the system and assisted in formulating specific marketing research questions. The focus group consensus is that students appreciate having access to information all around campus; they want to know what events are going on, how to get involved, and how to succeed as a student. However, there are several ways to improve the four current listserv email sources. Specifically, these students would like to see reduced sources, additional autonomy, customization, brevity, and engaging newsletters and other informational emails.
Established Sources of Communication at UW:

Overview:

There are four major departments or entities that utilize the all-student listserv on a regular basis. Included in those are: ASUW Student Government, Information Technology, the Poke Notes Committee consisting of multiple departments, and Institutional Marketing. The research below was derived from multiple meetings with the faculty and staff associated with each email server, starting with the student-run source.

ASUW:

ASUW Student Government has only a select few members with permissions to send out emails from the asuwgov@uwyo.edu account to the entire student body. The roles are currently filled by one undergraduate and two graduate students. The Graduate Assistant, Ashley Golden, and the Chief of Sta, Courtney Thomson-Lichty, have been the only ones this fall to send out any emails to the students, and there have been very few. In fact, these emails used to display various advertisements for organizations outside of the Student Government, but now only include pertinent information like job opportunities (see appendix A and A1). The ASUW Student Body President, Benjamin Wetzel, removed the ASUW listserv as a resource for registered student organizations (RSOs) to use. ASUW Government claims to have done this as a result and a method of compensating with the already abundant amount of emails students were getting. When asked, “What motivated you to phase out the ASUW listserv this semester-something that has not really been seen in past administration?”, President Wetzel responded with, “I felt that currently our system of bombarding students with email listservs wasn’t working. No one in the administration or any of the colleges were willing to be the first to shut down their listservs and to truly change the way we were communicating with students. It’s not the first time that ASUW has been an innovator on campus, so we just decided ‘hey, let’s push this boundary’. ” The 105th Marketing Team under President Wetzel adapted to the change by establishing advertising requests to go towards social media and other existing listservs, as opposed to relying solely on email as a method of communication.

IT:

The Information Technology (IT) department is filled with bright individuals who offer and operate a multitude of services all around campus. Among those are an all-encompassing calendar called WyoCal (UW Academic Calendar & Events, 2017). This asset is run through a third party software company with the name “Trumba”. Trumba claims to be the “most advanced, powerful, brand-flexible toolset available for publishing and promoting events online” and has 43 customers just in higher education (Reach Farther With Your Events, 2017). With that said, the Campus Activity Center and those who operate UWconnect are among the few to identify or use the calendar. The CAC utilizes UWconnect (previously called Collegiate Link) to allow RSOs to register their events, gain approval from the necessary people, and request marketing support. Among the ten students initially interviewed in this research experiment, not one had ever heard of Trumba, and none of them actively used WyoCal. Also, Trumba can convert a series of data into email format to be sent out on various listservs.
Technology runs three separate listservs using this paid software. Typically these student, faculty, and employee messages go out to their corresponding addresses once a week, but this was not always the case, and still is not. There have been major improvements regarding consolidation of emails and customization over the years. In fact, Samantha Besler, the LMS Specialist, mentioned that in her division of Information Technology, they used to send out an email per topic, which ended up being more than several per person every day. Since then, she and IT have made tremendous improvements to consolidate and parallel off of the WyoCal calendar, and just send out a comprehensive email of events. These events range from paid research experiments to class offerings and IT workshops and a format with small images, text, and links (see appendix B and B1). Sam Besler has done an extraordinary job adapting to the wants and needs of student, faculty, and employees over the years, and has two paid student workers under her who also operate and sift through marketing and event requests to get on IT’s email. With the help of the students in her office, Sam is able to utilize the automatic calendar system and additional requests to organize and automate a lot of the process. IT’s “Targeted Announcements” go out on Mondays typically, but have been seen on various days of the week (see appendix B3). Typically, there is very little variance between faculty, employee, and student information on these emails, and personnel often get more than one emailed to them. The address that sources these to students is called targeted-announcements-student-announcements@trumba.com, but varies based on its target market. In order to get an event or advertisement onto the newsletter, there are several requirements. To start, only faculty can submit requests, so if any student or employee were interested in having a section of content on the IT Announce emails, they would need to find a faculty member to request access and information. On the request form, the following information can be seen:

- Targeted Announcements are a way in which University entities can send information out to the university community. You have the ability to target your announcements to either students, faculty, or employees. Announcements will be sent out as a weekly digest to your targeted audience. Announcements can also be accessed via WyoWeb.

- All announcements are viewable on both desktop and mobile devices. Users may also view past, current, and future announcements by visiting the links on WyoWeb. Users also have the ability to subscribe to RSS, iCal, or email updates.

- Targeted Announcements must focus on one or more of these areas:
  - Academics
  - Scholarship
  - Diversity
  - Personal Growth
  - Leadership Development
  - Physical Health

- Targeted announcements cannot be used to advertise for outside organizations or commercial enterprises.
Students cannot request targeted announcements. If you are faculty and/or staff and wish to submit a targeted announcement, you can make a request by visiting https://www.uwyo.edu/itsecure/trgtann/.

As you can see, only faculty and staff may submit requests, but there are guidelines to getting information onto the email. Besler mentioned the importance of going through requests so that some organizations can best represent themselves and the population can avoid business advertisements and other controversial or irrelevant events. Unfortunately, there are several organizations and RSOs who cannot gain access to the newsletter as a source of marketing. In addition, students, employees, and faculty cannot unsubscribe. There are two methods that allow for automatic subscription removal (to unsubscribe). The first is the “to unsubscribe, click here” button. When that link is selected, a window appears saying the request failed (see appendix B2). To put simply, the IT Announce emails that go out at least once a week to three segments of campus, including students are impossible to avoid without tinkering with your specific email account block and spam settings.

**Poke Notes:**

Poke Notes was the brainchild of several Student Affairs members and the ASUW Student Body President, Benjamin Wetzel. According to Student Affairs, the goal of Poke Notes was to offer a voice and a channel of communication to the students on topics that were not being heard. President Wetzel’s goal was a little different; he wanted Poke Notes to be an all-encompassing listserv email to replace some of the emails sent out by other departments—ASUW in particular. The Poke Notes committee has representation from all around the University. In fact, various departments are each allocated a section of the weekly email that goes out on Tuesday mornings. Poke Notes is organized by themes or topics and has a UW banner-like format, a lot like Institutional Marketing has (see Poke Notes email format in appendix C and C1). There are categories and section space allocated to departments as well as areas of student interest. Those facets include action, featured-engagement, athletics, academic affairs, and freshman. The action segment is often related to pressing information such as FASFA deadlines, registering for classes, and more. Featured Engagement offers content regarding 7220 entertainment and other Student Affairs-related information. The other three categories are pretty self-explanatory, with “freshman” being the only exception. The freshman section is actually customized to only go to first year students only, which is a move on the Poke Notes’ committee because that section is not pertinent to the other students. The committee members for Poke Notes are as follows: Sean Blackburn, the VP of Student Affairs, Jo Chytka from ACES (Advising, Career, and Exploratory Studies), David Primus, the Assistant Athletics Director of Marketing and Branding, and Dr. Anne Alexander, the Associate Vice Provost representing Academic Affairs. The Poke Notes email comes from the ACES channel via the address aces@uwyo.edu. To obtain access to this email listserv and get content onboard, anyone can email the chairs of the committee. With that being said, the content is often limited, shortened, or not included based on quantity demanded and relevance in each topic of the email. The Poke Note committee can exercise discretion on what goes out on their newsletter, so oftentimes the information is not comprehensive. One
example of this concerned scholarships offered through ASUW Student Government. Evidently, a stripped version of the ads went out on Poke Notes all at once at a time when the scholarships were not yet accessible on the AcademicWorks site. In summary, comprehensive information is often lacking on Poke Notes and many would like an option to unsubscribe to all or parts.

University of Wyoming Communications:

The Institutional Marketing department has been making some major leaps in technology, but not in communication. In November of 2017, the department released a brand-new virtual tour of the entire University of Wyoming Campus. They were able to outsource this task to a company called “YouVisit”. Now several impressive students and facilities can be seen in a three-dimensional, 360-degree video and pictorial lens with just once click from the uwyo.edu homepage. With these major leaps in marketing, the department appeared to be doing well bringing new students in, but those endeavors also seemed to take the focus away from other improvements in internal communication. One item missing from the Institutional Marketing mission statement is mass communication with the students. In particular, the three types of emails Institutional Marketing sends out on Outlook (appendix D and D1) have nothing to do with the mission of the department:

“Our mission is to bring your vision to life

UW Institutional Marketing exists to promote, enhance and protect the reputation of the University of Wyoming brand. We are directly responsible for the development of the institutional brand, design, photography, videography and marketing campaigns as well as the UW Website, UWyo Magazine, institutional social media and Institutional Marketing Plan. We also assist the UW community with strategic marketing planning, design, media buys, website content management and social media.

Every day, the University of Wyoming communicates with thousands of people, from high school students to Fortune 500 CEOs, and we have an amazing story to tell. It's important that when we speak about UW, we speak with one voice that conveys just why UW is unique. By speaking in one voice, with one consistent message, people will clearly recognize the UW brand (Institutional Marketing, 2017).”

With such a focus on the brand, many students are not surprised that internal methods of disseminating information is poor. In fact, MediaRel@uwyo.edu often sends several emails a week to the students, without the capability to opt-out to all or part of the emails. Among those are: campus construction updates, the President’s Monday morning message, and UW news (appendix D and D1). There are additional emails that go to all employees and retirees, but those three topics are the ones that go to all students, all in separate emails. Chad Baldwin is the current Director for Institutional Communications under the University Public Relations segment. His contact is attached to the news emails, and Milton Ontiveroz, the Communication Specialist is the other point of contact for Campus Construction Updates. The format of the emails are always as follows: UW letterhead, bolded headliners, text, and sometimes links to more information. These standard emails offer a variety of up-to-date information.
Addressing the Problem:

Meeting with Each Department On the Issue:

When asked about the quantity and length of information pushed out electronically to students, each department had various reactions.

The ASUW Student Government acknowledged there was a problem and had already worked on reducing the quantity of their email communication throughout the last semester. They had been operating their business using only specific social media and other listservs such as Poke Notes and the CAC for months. They would only waiver when it came down to last minute project requests for thousands of dollars, scholarships, and job opportunities, in which they just sent out a single email per topic.

Information Technology was very willing to listen to potential problems students were facing. The VP and CIO of the department, Robert Aylward, was extremely sympathetic with the information provided to him regarding what students receive and how it might be improved. In fact, after hearing of all the sources sending out newsletters to students, Ayward stated, “I think it needs completely overhauled frankly”. Julie Schroyer, the Project Manager for Student Information Systems, was also interested in what could potentially be done in the future and how IT might play a role in assisting with that change. She and Samantha Besler, the LMS Specialist, had already experienced major positive change with the drastic reduction of “announce” emails within their department. Overall, Information Technology and its personnel gave the impression that they are willing to do what the students need and act as facilitators to best serve the students. Aylward’s stated that he would like to see what a larger group of the UW students have to say.

The Student Affairs department representing ACES was also very courteous when presented with various student feedback on emails. In fact, Sean Blackburn, the Associate VP of Student Affair and former Dean of Students, scheduled a meeting time almost immediately to discuss formatting and enhancing the current Poke Notes. Blackburn mentioned that there were multiple people sitting on the board who all shared responsibility for the content that went out every Tuesday from the ACES email to students. He made it clear that not one person was running the Poke Notes emails, nor would various others be joining the committee. Brevity seemed to be very valued when discussing content, with the committee often cutting text down to make it fit or make it less overwhelming to readers. When the likelihood of other departments sitting alongside Athletics, ACES, Student Affairs, and Academic Affairs came up, the basic response was that the committee was at or close to capacity. Fortunately, VP Blackburn demonstrated a desire to innovate, even entertaining the idea of video content, text, or a mobile application as substitutes to the current email practices.

Institutional Marketing is spearheaded by Director Chad Baldwin. Baldwin is in charge of a plethora of projects on behalf of the university, often times working with print, radio, newspapers, magazines, and more. He mentioned that the University is trying to become more innovative, showing the new virtual reality (VR) tour that is now out and on the main uwyo.edu website. Baldwin also talked about historical performance in music advertisements, Buzzfeed, billboards, and Facebook advertisements. He handles a lot of the press releases that go online, in
newspapers, and to hometowns for things like the President’s List. In addition to answering questions about what his job and Institutional Marketing’s job consist of, Director Baldwin commented on internal communication. He said that the campus construction updates went through the Risk Management and Safety office, and he had minimal control over it. He also said that there was a timing problem of when information was obtained and when other emails go out. Typically, news and construction updates go out inconsistently, unlike the Monday morning messages. It seemed like of the three emails coming from the department (mediarel@uwyo.edu), only one was really controlled by Institutional Marketing. When the concern that students might be getting too many news-related emails was brought up, Director Baldwin acknowledged the problem, but said there was very little he could do, mentioning the fact that “it’s not that hard to just delete an email”. He also noted that there is a struggle when people lacked information, claiming that, “when there is a void of information, it gets filled up with speculation”. Overall, it seemed like Institutional Marketing has delegated or allowed internal communication from at least two other sources (Risk Management and the Office of the President) intentionally and three others (IT, ASUW, Poke Notes) that the department might be unaware of.
Peer Institutions:

Peer Institutions: What classifies as a “Peer Institution”? 

The included peers are separated into two groups: close peers and stretch peers. Close peers represent institutions which are very similar to the University of Wyoming and share the same research classification from the Carnegie Classifications of Institutions of Higher Education (CCIHE). Stretch peers are institutions which also have similarities to the University of Wyoming but have received a higher classification from the CCIHE for research in 2015. These institutions also have larger faculty and student populations (Peer Institutions- University of Wyoming, 2017).

Peer Institutions: Who are UW’s Peer Institutions?

Close Peers:

- University of Idaho
- University of Nevada-Reno
- New Mexico State University-Main Campus
- University of Rhode Island
- Utah State University
- University of Maine
- Oklahoma State University-Main Campus
- Montana State University
- South Dakota State University
- The University of Montana
- North Dakota State University-Main Campus

Stretch Peers:

- Kansas State University
- University of Nebraska – Lincoln
- West Virginia University
- Colorado State University – Fort Collins
- Clemson University
- Texas Tech University
- University of New Mexico – Main Campus
- Washington State University
- University of Utah

Peer Institutions: Overview

Six close peers, two stretch peers, and one regional university were available for interviewing. For each interview, a representative or staff member of the university’s student government were called and asked to answer a variety of questions related to email communication. In each conversation, the interviewee was able to give a student-leader perspective or acquire students to
comment on the dialogue. The overall goal of these phone interviews were to gather tangible data to better understand institutional marketing and how student roles play into mass communication. The takeaway to these phone interviews were two things: 1) other universities experience similar problems as UW and 2) some universities have already mitigated the problem of oversaturation or were proactive in establishing an effective communication channel early on in their development.

College: University of Idaho
Personnel: Hagen Hunsaker, PR Board Vice Chair, ASUI
Communication Problem: Yes
Method/s: The University of Idaho has a daily register email every morning. They include topics like events, sports, guest speakers coming to campus, and alumni/foundation piece. In reference to the daily register email, Hunsaker gave permission to be quoted saying, “Most students just delete them”. He also said that the daily register was the primary source of information for all departments on campus. The only other all-student listserv source he could think of was the President’s Office, which only sends out an email on special occasions (about once a month). Hunsaker also mentioned that the student government was in the process of doing a media remodel in light of their daily register and its shortcomings.

College: Montana State University
Personnel: Marianne Brough, Director of Student Engagement, ASMSU
Communication Problem: No
Method/s: Marianne Brough spoke of the inherent problem of spamming students with a large quantity of emails. When discussing the email her department sends out, Marianne Brough said, “Because we want student to open it and not just delete it, we try to limit it to once or twice a month”. She works closely with the executives of ASMSU and mentioned that they are seeing an increase in engagement through video content. In fact, they use a 50-50 split of parody and serious “State of the Uni” videos to push content to those who choose to follow them on social media. In addition, they have one newsletter that is opt-in or opt-out that includes engaging themes, club events, and university events. This source has about 1/5th (around 2-3 thousand) student followers. She doesn’t claim that the university does not have any communication problems; however, she says that allowing students the choice, and only having 1 or 2 methods to announce news, definitely helps.

College: Colorado State University
Personnel: Cole Wise, VP, ASCSU
Communication Problem: No
Method/s: Vice President Cole Wise commented on the communication to students on behalf of CSU’s student government and CSU’s students. He started the interview by saying, “You know how students are; they just swipe and delete”. He followed this comment with information regarding their practices. ASCSU sends out a weekly report including bills, reports, and announcements. He says that besides this, students only ever receive pertinent information on occasion. For example, in the case of a tragedy, the administration (president of the university, provost, and other VPs) will make a single announcement. In addition, athletics sends out an email every game. Overall, he does not see a problem in channeling news through the student run department of ASCSU.

**College: New Mexico State**

**Personnel:** Carley Casey, Chief of Staff, NMS Student Government

**Communication Problem:** Yes

Method/s: COS Carley Casey was able to answer some questions regarding how New Mexico States departments and student government communicates with the students. NMS uses a software program called “Blackboard/Canvas” to release surveys and information on job opportunities and also pushes out a “student hotline” twice a week on Wednesdays and Sundays. The President sends out an email once a week to say what each department is doing that week, the Provost sends one out each week, and the Dean of Students (DOS) also has and utilizes its email access to the students on a regular basis. Casey also mentioned that their Information Technology (IT) runs all the elections—sending out students reminders. Overall, COS Casey conveys that there is a communication problem and students are not having their needs met. She is quoted saying, “It’s getting to the point with students that you get it so frequently that you don’t read it anymore. It’s hitting their junk emails”.

**College: University of Rhode Island**

**Personnel:** Adriana Wilding, Director of Communications, Student Government

**Communication Problem:** No

Method/s: At the University of Rhode Island, Institutional Marketing sends out a single weekly email/newsletter on Sundays. On rare occasions, a press release will also go out, but students usually find information regarding their own specific interests by using the student government email, targeting students who have specific involvements. The student government sounds a lot like the CAC equivalent here at the University of Wyoming, targeting 180 organizations and their member. Adriana Wilding said that because of these two major forms of simplified communication, they don’t see a flood of information. Director of Communications Wilding is quoted saying, “I think they [the students] don’t feel oversaturated because it goes through institutional”.
College: University of Montana

Personnel: Marlene Hendrickson, Office Advisor + three students

Communication Problem: No

Method/s: The University of Montana communications all goes through a one-stop shop, the relations department. ASUM typically gets on it twice a month, but Hendrickson said, “The attitude is they don’t want to overwhelm you with the amount of emails they send you.” Athletics has emails, but they are opt-in or opt out at U of M. When asked if the students feel oversaturated, all three of them said no, with one of them saying, “No, not at all—we have good communication practices here”. The four of them did mention that the emails are kept succinct because university relations often says “no” to marketing requests. All press releases and even advertisements, etc. go through the University Relations department.

College: North Dakota State University

Personnel: Marisa Matthews, Executive Commissioner of Technology, Student Government

Communication Problem: No

Method/s: Marisa Matthews actually pioneered NDSU’s vast method of communication to the students. She set up a google docs request form for other departments and organizations to utilize, and she runs the formatting and distribution. In fact, it is solely the student government’s role to collect information to disseminate to the student population. The union, campus attractions, and even athletics must go through her student-run department. The President, Risk Management, and Financial Aid office even utilize her system, and she mentioned it is rare for them to send anything out, saying they might use it once a month between the three departments. She claims that the students read it because it is rare, and it is formatted with limited text (2-3 sentences max), and clearly defined labels (when, where, what).

College: University of Utah

Personnel: Sanga Mohmand, Chief of Staff, Student Government

Communication Problem: No

Method/s: The University of Utah have a single newsletter called “At the U” that comes out of the President’s building. On occasion they will have emergency emails, but predominately this is the only source of communication that all students receive. The email goes out once a week on Mondays and includes clearly defined headers such as: holiday theme, campus events, construction updates, and discounts at campus stores. COS Sanga Mohmand also mentioned that these emails are aesthetically appealing and effective because they are written like a blog, with photos, short blurbs, and links to more information to reduce overall text. He says that to get on
the newsletter, you need to submit your request two weeks in advance, but overall there are very little problems with listserv use at the University of Utah.

**College:** University of Boulder

**Personnel:** Marcus Fotenos, Former President, Student Government

**Communication Problem:** No

**Method/s:** CU Boulder communication is filtered through the “CU Boulder Today”, a UWconnect/CollegiateLink equivalent. The Boulder Today is operated and distributed by CU’s Strategic Relations office, described as the “one-stop shop” by past president Marcus Fotenos. The relations office oversees all email correspondence and can exercise discretion on what content is accepted and distributed. All departments including athletics and even the student government must use the relations office for their marketing and news. Fotenos said, “This process definitely works better than getting 20 emails from all around campus.” He also included that these messages are opt-in or opt-out, but have been working well, given it was a new change to consolidate their old sources of communication.

**Peer Institutions:** Summary:

Overall, seven out of nine other universities have successfully solved or avoided the email listserv problems brought up by UW students. The two that have not are experiencing similar negative externalities that deal with multi-department access to all students’ email accounts.
Survey Results:

A total of 85 students participated in this marketing research. The survey had a very good representation between genders, as well as students with various class standings. See below:
The survey began with a neutral question asking students to provide a general fill-in-the-blank comment on the various sources of emails they receive. It was discovered that the vast majority of those students with an opinion (48/54) desired a systemic change or had a negative attitude towards current email/communication practices at UW—that's almost 89%. In fact, only six participants indicated that they were okay or liked how emails were distributed.

Of the students who wanted to see change or had a negative attitude on emails, three common themes with similar key words came up. First, the emails fail to relate to the students. Second, they appear to be too high in quantity. Lastly, the messages are often redundant.

Examples of Comments:

“There seem to be a lot of emails sent, and they often repeat information or are irrelevant.”

“All of the campus emails are redundant. Poke notes and targeted announcements are basically the same thing.”

“I don’t give a s*** about what the university wants to tell me, unless it has to do with my grades, leave me alone. I think I pay UW enough to stop spamming me with emails.”

“Pointless I missed a job interview because it got lost in all the other bull**** emails that never apply and no one reads”

“Too many. Need one email per week with everything formatted like the one that comes from the CAC.”

“A lot of them are annoying and I wish they were all in one”
The President’s Message is “read thoroughly” and “skimmed” over twice as often as the construction updates and is even read more than the UW news. An overwhelming majority of participants said they are likely to delete construction updates. This chart demonstrates that not many students spend time reading any of the three UW Communications emails sent out.
When asked about the quantity of emails sent, around 77% of students said “there are too many”, 22% said “there are just the right amount”, and 2% said “we could use more”.
When asked “What percentage of the Campus Construction Updates have you read?”, participants indicated that just over 94% of them have read a quarter of the updates or less, with only around 6% reading more than a quarter. Over half (56%) of them have read it once or have never read it at all. This content does not seem to concern most students.
The means on a scale of 0-100, 100 being best rating can be seen below for each email type.

A=Aesthetics

I=Importance of content

L= Likelihood of reading

<table>
<thead>
<tr>
<th></th>
<th>CAC</th>
<th>ASUW</th>
<th>IT</th>
<th>Poke Notes</th>
<th>UW Comm</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>59.65</td>
<td>A 25.27</td>
<td>A 18.71</td>
<td>A 39.38</td>
<td>26.80</td>
</tr>
<tr>
<td>I</td>
<td>47.08</td>
<td>I 54.76</td>
<td>I 35.12</td>
<td>I 32.12</td>
<td>27.68</td>
</tr>
<tr>
<td>L</td>
<td>32.68</td>
<td>L 34.96</td>
<td>L 23.73</td>
<td>L 25.69</td>
<td>28.86</td>
</tr>
</tbody>
</table>

By highlighting the top two highest rated email templates, the CAC proves to be the overall top scorer. The CAC was the highest rated in aesthetics, ASUW was the highest rated in Importance of Content, as well as in Likelihood of reading. Things to keep in mind are that over 30 students who participated in this survey were members of the ASUW Student Government. With that being said, there are factors that could also affect these metrics. For example, ASUW was the only one of these five to not have a weekly email sent out. In addition, one must note that the CAC score high across the board. The CAC has a formatting style that is radically different from the others and includes mostly RSO-related news, which could be construed as more relevant or interesting to certain students. Basically, the CAC and ASUW are able to perform in an area where the other three departments lack—reaching a group that is interested in the content, and through involvement, has opted-into it.

Of the 85 participants, 27 of them (about 32%) were affiliated with the student government. That means that a good chunk of student leaders, who have been elected by their peers to represent them, do not support the current methods of communication at the University of Wyoming.
The students taking the survey were asked about alternatives that might be preferred over email. The results follow:

Which of the options would appeal to you over email? Please select all that apply:

<table>
<thead>
<tr>
<th>#</th>
<th>Field</th>
<th>Desired Proportion (%)</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Video newsletter</td>
<td>9.15%</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>Text message</td>
<td>16.99%</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Social media</td>
<td>27.45%</td>
<td>42</td>
</tr>
<tr>
<td>4</td>
<td>Newspaper</td>
<td>9.80%</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Digital Signs</td>
<td>12.42%</td>
<td>19</td>
</tr>
<tr>
<td>6</td>
<td>Online Calendar</td>
<td>24.18%</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
The participants’ answers were mostly supportive when asked “what are your thoughts on a single weekly newsletter email?”. Some, around 29%, seemed indifferent, and the minority (at 7%) do not support the idea of a single weekly newsletter.
Conclusion

Potential Options/Solutions:

There is a need at the University of Wyoming to acknowledge, understand, and address the problem of poor internal communication around all areas of campus. Departments now have the marketing research they requested; this report provides overwhelming evidence supporting a communication change by the students. Almost all of UW’s peer institutions surveyed have solved or avoided similar problems that Wyoming has been experiencing for years. Several departments have the ability to provide succinct, yet comprehensive information to all UW students. The first step, as demonstrated in this research, is consolidation. Additional formatting and features, and other marketing efforts are secondary to reducing the abundance of inbox notifications. Collaboration between departments can alleviate the problems associated with email oversaturation as a student, and even go beyond that, helping employees, staff, faculty, and retirees. One option available involves a change from high-up. Institutional Marketing could regain control of the listserv, giving all other departments a place to forward their news, instead of sending it out themselves. There are several benefits to this option. One, there are paid employees at Institutional Marketing with the skill-sets needed to filter information, get information out on time, and do it on a consistent basis. Institutional Marketing holds a lot of weight in what it says and has arguably more communication-based control than most of the other departments. It could definitely build and release one comprehensive newsletter on its own, comprised of information for all around campus. This alternative seems much more effective than having ASUW Student Government employees or staff act as the sole distributor. While this method works at places like CSU and North Dakota State, it is much more rare, and harder to control. With that said, any department stepping up probably preferred as opposed to the status quo.

Another option is to utilize IT’s Trumba account. Surveyed student said they would prefer a digital calendar over all other methods of communication aside from social media. WyoCal already exists and has various sorting features that allow users to filter through information by topic or department. This software could easily be converted into a customizable email format or could merely be utilized and marketed without email. IT already does something similar to this with its “announce” emails, but the images are very small, if visible at all, and the information included has proven to lack both order and relevance to the students. Information Technology has the resources and personnel to operate a central communications network; they just need the other departments to be willing to operate through them. The first step for IT would be to allow other departments, student organizations, and staff permission to submit event and marketing requests. Doing this could immediately merge the CAC and Student Government newsletters into IT’s. Poke Notes offers the final solution. It is in a position of power; with so many voices already at the table, Poke Notes could suggest other departments like IT, the CAC, Institutional Marketing, and ASUW join the committee and clearly work out a format. Addressing these issues and taking immediate action to enhance the University of Wyoming’s internal communication could better connect future students to the resources they need for years to come.
Appendices:

Appendix A: ASUW Student Government – Computer View
Appendix A1: ASUW Student Government - Mobile View
Appendix B: IT Targeted Announcements – Computer View
Appendix B1: IT Targeted Announcements – Mobile View
Appendix B2: IT Targeted Announcements – Cannot Unsubscribe
Appendix B3: IT Targeted Announcements – Frequency
Appendix B4: Targeted Announcements – Categories of Content
Appendix C: Poke Notes – Computer View
Appendix C1: Poke Notes – Mobile View
Appendix D: University of Wyoming Communications – Computer View – Campus Construction Update, News, President’s Monday Morning Message
Appendix D1: University of Wyoming Communications – Mobile View – Campus Construction Update, News, President’s Monday Morning Message
Appendix E: Campus Activities Center – Computer View
Appendix E1: Campus Activities Center – Mobile View
Appendix E2: Campus Activities Center – Mobile View – Unsubscribing
Appendix F: Marketing Research Survey
Appendix F: Marketing Research Short Answer Responses
Happy Monday everyone! I hope you all enjoyed a great (though brief) break over Thanksgiving.

I know this time of the semester is very busy, but I just wanted to bring a couple student openings to your attention:

**ASUW Elections Coordinator:** Responsible for facilitating the ASUW Student Government elections process. Must be a student that is not currently in ASUW Student Government and is not interested in running for an ASUW office. All hard-working, organized students are encouraged to apply. **$600 stipend awarded.** Please see job description on the ASUW website.

**ASUW Director of Marketing:** Responsible for ASUW’s marketing and social media operation. Paid $8.25/hour approximately 20 hours a week, beginning of the semester through April. Please see job description on the ASUW website.

**ASUW Marketing Assistant:** A for-credit internship offered through the ASUW business office. Will work closely with the ASUW Director of Marketing. Please see job description on the ASUW website.

All applications are due on Dec. 1st by 5:00 pm. Applications and job descriptions can be found at [http://www.asuw.edu/](http://www.asuw.edu/) under “Announcements.” Please don’t hesitate to reach out to me if you have any questions!

**Courtney Thomsen-Lichte**
ASUW Chief of Staff – 100th Administration
M.A. Candidate, Political Science
307.760.1264 | 307.208.2021

*Due to Wyoming law and University of Wyoming policy, the contents of this email correspondence may be considered public record and may be published in compliance with public record requests.*
APPENDIX A1: ASUW Student Government – Mobile View

ASUW Student Openings - Spring 2018!

**ASUW Student Government**

All Students

Nov 27  DETAILS

Happy Monday everyone! I hope you all enjoyed a great (though brief) break over Thanksgiving.

I know this time of the semester is very busy, but I just wanted to bring a couple student openings to your attention:

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**Courtney Thomson-Lichty**

ASUW Chief of Staff – 105th Administration

M.A. Candidate, Political Science
APPENDIX B: IT Targeted Announcements – Computer View

Targeted Announcements All » Student Announcements calendar for October 23 - 29

For more information on Targeted Announcements, please visit the IT Knowledge Base article.

Events for October 23 - 29

Mon Oct 23

DEADLINE APPROACHING: 2-credit Upper-level Study Abroad to Israel
J-Term (January 2018) Study Abroad in Israel
HONS PROGRAM 1.02:
Israel Culture, Institutions, Modern Life
open to students of all majors, and class ranks (not just Honors students)
Dr. Shri...

Earn $20 for research participation!
Biological Sciences Building, Rm. 313A
Have you intentionally injured yourself in the past year?
Would you like to earn $20 for participating in research aimed to better understand self-injury?

Participate in the psychology study...

Earn $30 for Research Participation!
Abstinence Behavior Laboratory

The Addictive Behavior Laboratory at UW is conducting a study on Drinking and Social Interaction.

If you are interested in participating, please complete the following screening survey: ...

ENVIROMENTAL SOLUTIONS IN JACKSON HOLE
SPRING - SUMMER 2017 | ENR 4090-5090 | 1 CREDITS

This course will give students hands-on experience in project development, collaboration, and leadership...

Homecoming Dance
Union Ballroom

LARAMIE – 7220 Entertainment will host the annual homecoming dance on Wednesday, October 25th in the Union Ballroom. The event will begin at 8 p.m. with dance lessons from Cowboy Country Swing Club...

Nightmare on Jirassic 2: Pistol Pete's Revenge
Wyoming Union

LARAMIE – 7220 Entertainment Late-Night Events presents Nightmare on Jirassic 2: Pistol Pete's Revenge. This event will be Friday, October 27 at 8 p.m. in the Wyoming Union. 7220 Entertainment will b...
Dissecting the Essay:
A Guide to Improving Organization

- Oct. 25th @ 4:30pm
- Cor Library, 202

A core element of any successful writing is coherence – the logical arrangement of material. In this...

Elephant Revival
The Garden

LADAMSE – Multi-instrumental quintet Elephant Revival with special guest The Creez will perform at the University of Wyoming on Wednesday, November 28th at 8 p.m. in the lower level of the Wyoming Union...

Health and Wellness Survey

You are invited to participate in a national study looking at the health, fitness, and wellness of students, staff, and faculty on college campuses. We would like your input to help understand the health...

Health Leadership Certificate Program
Wellness Center in Hall Active Gym

Ken Bain, Award-Winning Author, to Host Workshops at UW
Wyoming Union Family Room

Ken Bain will host two workshops at UW.

November 3, 2017

"Learning Deeply" - Student Workshop
1:30 pm

"Fostering Deep Learning" - Faculty Workshop
2:30 pm

Ken Bain served as a...

NOW HIRING

The Wyoming Conservation Corps is now hiring Crew Leaders to work with us through the spring and summer!

- Enhance your leadership experience
- Earn upper division credit
- Gain an education award and...

NOW HIRING VETERANS

The Wyoming Conservation Corps is now hiring Military Veterans for the spring and summer of 2018!

- Manage a crew of veterans in the summer working on public lands.
- Enhance your leadership experience

Portuguese Speakers

Do you speak Portuguese? Then we would love to hear from you in person, by email or phone!

We would like to inform you of special opportunities related to teaching and learning Portuguese, study...

Probiotics & Gut Health - Participants needed!

SEEKING RESEARCH PARTICIPANTS!!

FUNCTIONAL FOODS:
KIMCHI AS A PROBIOTIC
SEEKING RESEARCH PARTICIPANTS!!!

FUNCTIONAL FOODS

KIMCHI AS A PROBiotic

Rocky Horror Picture Show
Union Ballroom

The classic Rocky Horror Picture Show will be playing in the Union Ballroom on Friday, October 27. The movie will show at midnight as part of Nightmare on KUest Ave 2: Peter Pan’s Revenge. This event...

UWIT Computer Workshops

- Excel: Calculations for Research (Oct.14, 2:00-4:30)
- Mac Tips & Tricks (Oct.15, 2:30-4:30)
- Introduction to Python (Oct.28, 2:00-5:00)
- Access: Database Design (Nov.2, 2:00-5:00)
- UW Web CMS workshops...

Winter Break Travel to Uzbekistan
Uzbekistan

A Winter 2018 1-Term course of 5 upper division credits

"Understanding Uzbekistan: Historic and Modern Silk Road Connections"

Approximate dates: Jan 2-19, 2018
Instructor: Dr. Lynda Dameske,...

Winter Field Ecology Courses In Jackson Hole
Grand Teton National Park, Wyoming

Winter Ecology Field Course

Learn winter naturalist skills, track ungulates, and study snowpack dynamics in Grand Teton National Park.
January 2-13, 2016 | 3 credits
Learn more and apply...

Wyoming Assistive Technology Resources Open House
WATR Labs, College of Health Sciences Room 151

Upcoming Events for October 30 - November 4

Max Oct 30
DEADLINE APPROACHING: 3-credit Upper-Level Study Abroad in Israel

Earn 30 for research participants! (Biological Sciences Building, Rm. 913A)

ENVIRONMENTAL SOLUTIONS IN JACKSON HOLE (NOW Accepting Applications)

Dr. Andrew Goldthau: "Russian Energy & European Security: Challenges and Policy Implications" (UW Berry Center Auditorium)
Wednesday, October 30, 2019 10:30 AM - 11:30 AM

Health Care and Wellness Survey

Health Leadership Certificate Program (Wellness Center in Hall Atrium)

Ken Bran, Award-Winning Author, to Host Workshops at UW (Wyoming Union Family Room)

Portuguese Speakers

Prosthetics & Gun Health - Participants needed!

Safe Treat 2017 (Buchanan Center 5pm-5pm)

Welcome to the Fall CNS Research Seminar Series (Health Science Building Room 427)

Winter Field Ecology Courses in Jackson Hole (Grand Teton National Park, Wyoming)

View the online calendar online

To unsubscribe, click here. You will still be able to view announcements on UWWeb.

For questions or concerns, email: research@admin.uw.edu
## APPENDIX B1: IT Targeted Announcements – Mobile View

<table>
<thead>
<tr>
<th>November 2, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Learning Deeply&quot; - Student Workshop</td>
</tr>
<tr>
<td>1:00 pm</td>
</tr>
<tr>
<td>&quot;Fostering Deep Learning&quot; - Faculty Workshop</td>
</tr>
<tr>
<td>2:30 pm</td>
</tr>
<tr>
<td>Ken Bain served as a...</td>
</tr>
</tbody>
</table>

The Wyoming Conservation Corps is now hiring Crew Leaders to work with us through the spring and summer!

**NOW HIRING VETERANS**

The classic Rocky Horror Picture Show will be playing in the Union Ballroom on Friday, October 27. The movie will show at midnight as part of Nightmare on Kresson 2: Pistol Pete's Revenge. This even...

**Probiotics & Gut Health - Participants needed!**

SEEKING RESEARCH PARTICIPANTS!!!

**FUNCTIONAL FOODS:**

**KIMCHI AS A PROBIOTIC**

**Rocky Horror Picture Show**

Union Ballroom

**UWIT Computer Workshops**

- Excel: Calculations for Research (Oct. 24, 2:30-4:30)
- Mac Tips & Tricks (Oct. 25, 2:30-4:30)
- Introduction to Python (Oct. 26, 2:00-5:00)
- Access: Database Design (Nov. 2, 9:00-12:00)
- UW Web CMS workshops...

**Winter Break travel to Uzbekistan**

A Winter 2018 J Term course of 3 upper division credits
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"Understanding Uzbekistan: Historic and Modern Silk Road Connections"

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Instructor: Dr. Lydia Dambekalns

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Grand Teton National Park, Wyoming

Winter Ecology Field Course
Learn winter naturalist skills, track ungulates, and study snowpack dynamics in Grand Teton National Park.
January 2-13, 2018 | 3 credits

Learn more and apply ...

January 2-13, 2018 | 3 credits
Learn more and apply ...

Wyoming Assistive Technology Resources
Open House
Wednesday, Oct. 25 from 2:00 - 4:00 p.m.
WATR Lab, College of Health Sciences
Room T51

Visit the lab and meet WATR staff, learn about our services, including tools to assist with note taking, test taking, studying, reading and writing. Try out emerging assistive technology for loan, ...

Tip: Click to add an event to your Yahoo, Microsoft Outlook, MSN Hotmail, Apple iCal, or Google calendar.

Upcoming Events for October 30 - November 4

Monday, October 30
DEADLINE APPROACHING: 3-credit Upper-level Study Abroad to Israel
Earn $20 for research participation (Biological Sciences Building, Rm. 313A)

ENVIRONMENTAL SOLUTIONS IN JACKSON HOLE (Now Accepting Applications)
Wellness Ambassadors Program (Wellness Center in Half Acre room 107)
Dr. Andreas Goldthau "Russian Energy & European Security: Challenges and Policy Implications" (UW Berry Center Auditorium Tuesday, October 31, 2017 6:00pm-7:30pm)
Elephant Revival (The Gardens)
Health and Wellness Survey
Health Leadership Certificate Program (Wellness Center in Half Acre Gym)
Ken Bain, Award-Winning Author, to Host Workshops at UW (Wyoming Union Family Room)
Portuguese Speakers
Probiotics & Gut Health - Participants needed!
Safe Treat 2017 (Buchanan Center 3pm-5pm Wyoming Union 4pm-6pm Washakie Basement 5pm-7pm)
Welcome to the Fall CHS Research Seminar Series (Health Science Building Room 427 Corbett Building Room 138)
Winter Field Ecology Courses in Jackson Hole (Grand Teton National Park, Wyoming)

View the entire calendar online

To unsubscribe, click here. You will still be able to view announcements on trysnub.

For questions or concerns, email wyocourses@uwyo.edu
Targeted Announcements All » Student Announcements calendar for October 23 - 29

POKE NO...

Student Announcements

POKE NO...

Hunter James Rowe

Oct 23 DETAILS

Events for October 23 - 29

DEADLINE

Mon Oct 23

APPROACHING: 3-credit Upper-Level Study Abroad to Israel

J-Term (January 2018) Study Abroad in Israel

HONORS PROGRAM 4152:

Israel: Culture, Institutions, Modern Life

open to students of all majors, and class ranks (not just Honors students)

Dr. Shiri...

Earn $20 for research participation!

Biological Sciences Building, Rm. 313A

Have you intentionally injured yourself in the past year?

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Participate in the psychology study...

Earn $30 for Research Participation!

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If you are interested in participating, please complete the following screening survey:...

ENVIRONMENTAL SOLUTIONS IN JACKSON HOLE

Now Accepting Applications

ENVIRONMENTAL SOLUTIONS IN JACKSON HOLE

Now Accepting Applications

Now Accepting Applications

Spring–Summer 2017 | Enr 4890-5890 | 5 CREDITS

This course will give students hands-on experience in project development, collaboration, and leadership...

Homecoming Dance

Union Ballroom

Homecoming Dance

Union Ballroom

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LARAMIE – 7220 Entertainment Late Night Events presents Nightmare on Ivinson 2: Pistol Pete’s Revenge. This event will be Friday, October 27 at 9 p.m. in the Wyoming Union. 7220 Entertainment will be...

**Wellness Ambassadors Program**
Wellness Center in Half Acre room 107

**Writing Center Workshop: Essay Organization**
The Writing Center Coe Library, 302

**Dissecting the Essay:**
A Guide to Improving Organization
- Oct 25th @ 4:00pm
- Coe Library, 302

A core element of any successful writing is coherence – the logical arrangement of material. In this...

**Elephant Revival**
The Gardens

LARAMIE – Multi-instrumental quintet Elephant Revival with special guest The Deer will perform at the University of Wyoming on Wednesday, November 29th at 8 p.m. in the lower level of the Wyoming Un...

**Health and Wellness Survey**
You are invited to participate in a national study looking at the health, fitness and wellness of students, staff, and faculty on college campuses. We would like your input to help understand the

**Health Leadership Certificate Program**
Wellness Center in Half Acre Gym

**Ken Bain, Award-Winning Author, to Host Workshops at UW**
Wyoming Union Family Room

Ken Bain will host two workshops at UW:

November 2, 2017
APPENDIX B2: IT Targeted Announcements – Cannot Unsubscribe

[Image of a web page with a message: "Error! Link has expired"]
APPENDIX B3: IT Targeted Announcements – Frequency
## APPENDIX B4: Targeted Announcements – Categories of Content

<table>
<thead>
<tr>
<th>Data</th>
<th>Total Credits Received</th>
<th>Total Credits Received First Year Students</th>
<th>Total Credits Received Graduate Students</th>
<th>Total Credits Received Faculty</th>
<th>Total Credits Received Staff</th>
<th>Total Credits Received Faculty Employees</th>
<th>Total Credits Received Graduate Employees</th>
<th>Total Credits Received Outreach</th>
<th>Total Credits Received Far East Students</th>
<th>Total Credits Received Total Credits Received Custom Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 1, 2016 – Jun 30, 2018</td>
<td>323</td>
<td>7</td>
<td>6</td>
<td>23</td>
<td>10</td>
<td>20</td>
<td>4</td>
<td>14</td>
<td>14</td>
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<tr>
<td>Jan 1, 2017 – Aug 31, 2017</td>
<td>507</td>
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<td>0</td>
<td>71</td>
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<td>5</td>
<td>49</td>
<td>17</td>
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<tr>
<td>Aug 7, 2017 – Aug 31, 2017</td>
<td>52</td>
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<tr>
<td>September 2017</td>
<td>52</td>
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<td>2</td>
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<td>2</td>
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<tr>
<td>October 2017</td>
<td>52</td>
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<td>0</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
APPENDIX C: Poke Notes – Computer View

Poke Notes: What You Need to Know this Week

- Be SAFE on Halloween!
- Spring Registration begins tomorrow (11/15).
- Remember, November 18th is the last day to withdraw from classes.

Purchase your tickets for popular country duo Dance the Stairs. They will be performing in the Arts & Sciences Auditorium on Thursday, November 16th at 8:00 pm. Tickets can be purchased now at the Union Information Desk, the Phil Amos Box Office, or online at www.uwyo.edu/tickets.

The Arena Auditorium (basketball arena) Grand Re-Opening is this Friday when the Cowgirls (7:00 pm) and Cowboys (9:30 pm) tip off their seasons. And don’t miss the Q&A giveaway Thursday night at Volleyball (7:30 pm).

On Campus This Week:
- Holocaust Remembrance Week in the Union Breezeway - Reading of the Names
- Know Your Rights: Encounters with Law Enforcement tomorrow (10/1) in MW 244 at 1pm

Resources
- More Student Events
- More Athletic Events
- Academic Resources

© University of Wyoming
APPENDIX C1: Poke Notes – Mobile View

Poke Notes: What You Need to Know This Week

For the Fall semester:
- General Information: On Saturday, 20th, the Arizona Cardinals will play at home against the Buffalo Bills. The game starts at 1:00 PM.
- University of Wyoming: For students registered for Fall classes, please make sure to attend the Welcome Week events on Monday and Tuesday.

References:
- Wayne State University
- Royal Oak Campus
- Wayne State University
- University of Wyoming
- University of Wyoming
APPENDIX D: University of Wyoming Communications – Computer View – Campus Construction Update, News, and President’s Monday Morning Message

Campus Construction Update for Oct. 8-14

Halloween Events on Tap for UW Students Oct. 27
Finals Week Destresser Event for UW Students Dec. 8

December 4, 2017 — To help get students through finals week, the University of Wyoming’s 7220 Entertainment will host its semiannual destresser event Friday, Dec. 8, at 9 p.m. in the Wyoming Union. The event is free and open to all UW students. Read More
President’s Monday Morning Message: Enjoy Homecoming Week!

University of Wyoming Communications
Mon 10/23, 8:24 AM
All Employees, All Students

Enjoy Homecoming Week!

October 23, 2017

To the UW community:

Good Monday morning!

It is Homecoming week at the University of Wyoming! This year’s theme is “Wyoming Spirit, Wild as the West.” We will welcome thousands of alumni and friends to Laramie as Homecoming week progresses. I encourage you to take in some of these fun activities that make Homecoming so rich with tradition.

The Big Event kicked off our Homecoming celebration this past Saturday morning. Bringing the cold, over 500 students showed up to volunteer their time to over 150 worthy community causes throughout Laramie. I thank our students who provided their service so others might benefit. I cannot think of a better way to start Homecoming than by giving back.

Check the university Homecoming calendar for various open houses, including the Golden Boot competition. A few highlights:

- Wednesday is the Homecoming student tailgate and pep rally at the Warshakie Center and Warshakie Green. First 700 students enjoy the tasty tailgate free!
- Wednesday night is the Homecoming Sing, with a grand prize of $1,000 to the winning student organization. I attended last year and was impressed with the talent and creativity of these RSO, Greek Life and other groups that composed songs to celebrate UW Homecoming – 7 p.m. at the A&S Auditorium.
- Thursday night, I am pleased to host the UW Distinguished Alumni Dinner, where we honor four distinguished alums: Dr. Stephen Adams (Pharmacy), Dick Agee (Engineering), Mimi Fenton (English) and Judge Margaret McKown (International Relations and Spanish).
- Friday afternoon is the College of Arts and Sciences Thym Thomson Honors Convocation, where A&S students earning academic honors will be recognized and undergraduates research will be featured – 4 p.m. in the A&S auditorium.
- Friday evening is the annual Cowboy Joe Club Auction, where thousands of dollars will be raised to benefit intercollegiate athletics — social at 5 p.m.; dinner and auction to follow at the Little America ballroom in Cheyenne.
- Saturday presents a full lineup, including Cowboy Coffee at 7 a.m. in the Gateway Center; the parade at 9 a.m.; tailgating and pep rally at about 2:30 p.m. at the Gateway Plaza; and kickoff at 5:09 p.m., when we take on the University of New Mexico. Go Pokes!

I am sure that I have left off a few important events this week, so please consult the calendar for full details.

I have had several conversations with Staff Senate over the past month, where we have discussed employees’ use of vacation (annual) leave and, in some cases, use of comp time. Apparently there has been concern voiced that staff, particularly this past year, have not always been allowed to take this earned time, which can then result in losing leave.

We all know that a successful institution is dependent on the contributions of its employees. With the changes and challenges the university has experienced over the past year, many of our staff have acquired additional responsibilities and worked long hours. I am both proud of and grateful for the efforts you have all made to ensure that the University of Wyoming continues to meet its mission of providing a high-quality education to students while also conducting research, outreach/engagement and attending to general operations of the university.

Of equal importance, however, is the need to take care of ourselves and one another along the way. The university provides a generous vacation benefit to our staff, along with compensatory time off for overtime worked by eligible employees. I strongly urge you to take your annual leave and use your accumulated comp time. Outside of a select few essential work days in most units, employees should have access to leave throughout the year, with ample forewarning and supervisor approval.

I am reaching out to our VPs to ensure that they also encourage our staff to fully utilize the vacation time available to them. Time off allows each of us to rest and recharge. The upcoming year will be another busy one for the University of Wyoming, and I look
forward to us all approaching it with both renewed energy and enthusiasm.

Let me report on a couple of important events held this past week.

On Tuesday, I was fortunate to attend a diversity workshop sponsored by the Center for Social Justice Research and provided by Aparna Rajagoti-Dunbar of The Avana Group. The workshop not only renewed our commitment to the importance of diversity work, but also helped us think about our institution’s strengths, weaknesses, challenges and opportunities — and provided a map for analyzing and planning diversity work.

Tuesday evening, several groups (Social Justice Research Center; Committee on Women and People of Color; The Good Male Project; Shepard Symposium; and MLK Days of Dialogue) sponsored the Diversity, Equity and Inclusion Awards dinner and ceremony. Dr. Francisco Ibarra returned to UW to provide the keynote address, which offered a rich history of diversity and inclusion work at UW. I congratulate all those nominated, and especially the award recipients:

**Courageous Community Outreach**
- Allison Goran, Faculty
- Wyoming Pathways from Prison: Aliza Mathog, Kat Bradic, Rhett Eppler, Betty Abbott

**Inspirational Instruction**
- Paul Taylor, Community Member
- Danielle Cover, Faculty

**Magnificent Mile**
- James Trester, Staff

**Fabulous Fieldwork**
- Kari Nicholas Moon, Student
- Jacqueline Leonard, Faculty

Last Tuesday, the Trustees Education Initiative (TEI) board also met to receive an update and to review three innovation proposals for possible funding. The TEI is directed by Rebecca Watts, and its mission is to recommend innovative practices through which the College of Education will prepare and graduate pre-eminently P-12 professional educators. I enjoyed the presentation and discussion of each of the three proposals.

The UW Board of Trustees held its monthly meeting via conference call on Wednesday morning. It was a fairly light agenda and included:

- Received a report from VP Boswell on 15th Street to be submitted to the Legislature on Nov. 1.
- Supported the addition of an ad hoc trustee committee on academic and student affairs to begin meeting at the November meeting. Trustee Sullivan will chair the committee with Mel Baldwin, David Fall and Wava Tully as committee members.
- Received the preliminary report on UW/community college collaborative recruitment of students which was submitted to the Legislature on Sept. 30, final report due Dec. 1.
- Received an update on the Science Initiative from VP Syakowski.
- Received an update on the honorary degree solicitation and review process and timeline.
- Received a construction update from VP Mai.

The November board meeting will be held on campus Nov. 15-17.

Last Wednesday afternoon/evening and all day Thursday, VP Syakowski and I traveled to Jackson to participate in the NIH IDOA Western Regional Conference. Our own Dr. Scott Seville served as chair of the planning committee and did a superb job of organizing a dynamic agenda with many, many student, faculty and professionals. The Institutional Development Award (IDoA) program broadens the geographic distribution of NIH funding for biomedical research. The program fosters health-related research and enhances the competitiveness of investigators at institutions located in states in which the aggregate success rate for applications to NIH has historically been low, including Wyoming.

I enjoyed my entire time at the conference, but a highlight was the student poster session on Wednesday evening where many, many Wyoming community college and UW students presented their research. I tried to get to as many Wyoming posters as possible and was most impressed!

I had the opportunity to hear keynote speaker Dr. John Stack of the University of Colorado School of Medicine, who spoke on the repairable brain — fascinating! And the Thursday lunch plenary talk was given by Dr. Francine Gashup, University of Arizona, and Dr. Alexandra Adams, Montana State University, who spoke about “Mapping a Regional Agenda for Ending American Indian Health Disparities.” This keynote was followed by an afternoon workshop, headed up by our own Dr. Christine Porter on the same topic.
I thank Dr. Seville and other UW faculty who not only participated, but also presented and assisted with organization of the regional conference. You made Wyoming shine. Well done!

I got home Thursday evening just in time to attend the UW Symphony Orchestra’s opening night, where the orchestra performed music by Johann Strauss, Copland, Marquez and Beethoven. The evening featured clarinet soloist Blake McGee. The music was beautiful, and I congratulate both Dr. Blake and Director Giffiths on the evening and the launch of “A Season of Joy.”

Friday evening had many options, and I chose to attend the “A Cultural History of Devil’s Tower/Bear’s Tipp” presentation at the Gryphon Theatre. The evening was developed by Gary Rutkowski, sponsored by the Wyoming Humanities Council, and included short presentations by James Trojan (Native American Education, Research and Cultural Center at HPAIR), Dr. John Dorni (American Studies) and Dr. Paul Fierster (Religious Studies), followed by a discussion. They concluded the program by showing the 1977 edition of “Close Encounters of the Third Kind.” I enjoyed the perspectives of all three speakers, including rich cultural history, interesting incidents around Devil’s Tower, and the use of this national monument in film. Thank you, Gary, for bringing this to Laramie!

I left in time to get to the UW Presents program featuring Elton Russell, Grammy-nominated photographer who photographed the likes of the Beatles, Rolling Stones, the Who, Janis Joplin, Eric Clapton and many more. His photos and stories were interesting and highly entertaining.

And, as I mentioned last week, on Saturday the annual Art Museum Gala was held, where a good time was had by all! Under the theme “Art is the Answer,” the evening included a social hour with a robust silent auction, a delicious dinner by UW Catering Services, a live auction, and a dance to the music of J Shergin Shanghai’d band. I have not heard a total, but I am optimistic that we raised some significant dollars for the UW Art Museum educational programs. Thanks to all who attended -- and all who worked so hard to make it such a great success!

Have a great Homecoming week!

Laurie Nichols, President
APPENDIX D1: University of Wyoming Communications – Mobile View (Campus Construction, News, President’s Monday Morning Message)

Campus Construction Update for Oct. 8-14

University of Wyoming Communications
All Employees, All Students, All ...
Oct 6 DETAILS
President’s Monday Morning Message:  
Enjoy Homecoming Week!

University of Wyoming Communications  
All Employees, All Students  
Oct 23  
DETAILS

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October 23, 2017  
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Courageous Community Outreach
– Allison Gerrard, Faculty
– Wyoming Pathways from Prison: Alex Madrig, Kaylee Brock, Rivet
Epic: Betty Abbott

Inspirational Instruction
– Paul Taylor, Community Member
– Danielle Cover, Faculty

Magnificent Mile
– James Trooper, Staff

Fabulous Fieldwork
– Kali Nicholas Moon, Student
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Rowe 49

Meeting: Trustee Sullivan will chair the committee with Beth Eastham, David Fall and Wesa Tully as committee members.
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A presentation by Jim Trusper (Native American Education, Research and Cultural Center and HiNN), Dr. John Donah (American Studies) and Dr. Paul Peurcar (Religious Studies), followed by a discussion. They concluded the program by showing the 1977 edition of “Close Encounters of the Third Kind.” I enjoyed the perspectives of all three speakers, including rich cultural history, interesting incidents around Devils Tower, and the use of this national monument in film. Thank you, Gary, for bringing this to Laramie!

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Thank you to all who attended - and all who worked so hard to make it such a great success.

Laurie Nichols, President
APPENDIX E: Campus Activity Center – Computer View

POSTER RUN:
NO POSTER RUN THIS FRIDAY, 11/24. WILL RESUME FRIDAY, 12/1.

RSO STATUS:
Check your RSO Status here. The report is published every Friday. Need help? Email us at rsohelp@uwyo.edu.

YOU FUND:
CROWDFUNDING GIVES YOU THE POWER TO REACH YOUR AUDIENCE WITH YOUR MESSAGE!

What is You Fund? It's a way for you to fund your project or program by raising contributions from a large number of supporters.
INTERESTED IN STARTING A YOU FUND PAGE? Read through the guidelines on the You Fund website at www.uwyo.edu_ALARM/ to see if your campaign qualifies for You Fund crowdfunding. If it does, you're ready to get started! Be part of this exciting new fundraising platform and submit your project ideas today!

ALTERNATIVE BREAK TRIPS
Several spots have recently opened up on our winter Alternative Break trips to Northern Ireland. More information about the trips and the application can be found here: http://www.uwyo.edu/aboriginal/abroads.html

READING IS LEADING:
Mortar Board Honor Society presents the "Reading is Leading" Book Drive: November 27th - December 1st. Drop books for any age off at the Mortar Board Table in the Union Broadway from 11:00 a.m. to 3:00 p.m. Books will be donated to the Downtown Clinic and Albany County Safe Project.

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STUDENTS SUPPORTING VETERANS

We will have a Students Supporting Veterans meeting on Tuesday, 11/28 @ 5:15 PM in the CACS conference room on the 2nd floor of Knight Hall. You don’t have to be a veteran or staff to attend; we welcome all who want to support our veterans here at UK. We will also have free pizza and drinks for all that attend.

All that come will be entered into a $100 prize drawing at the end of the semester.

The agenda includes fundraising ideas and membership drive ideas.

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WYO-GOLD’S GINGERBREAD HOUSE COMPETITION

Join WyoGold for:
Gingerbread House Competition

November 29 at 1 p.m.
Union West Ballroom
With holidays just around the corner, join WYO Gold for a gingerbread house decorating competition! Teams of three will compete for fun prizes: first, second, and third place teams will be awarded. Be sure to be there when we start at 7 to make sure that you get a house to decorate! Judging is at approximately 8:45. Cookies and hot cocoa will be served.

CALL FOR VOLUNTEERS

Get involved and give back to your community by helping with food preparation, serving guests, organizing food donations and more at the Laramie Soup Kitchen. Volunteers are needed weekdays from 8 am to 2 pm for at least two hours. If you cannot volunteer, stop by the Soup Kitchen for a free meal from 10:30 am to 2:30 pm. Visit http://www.laramiesoupkitchen.org/volunteer or email info@laramiesoupkitchen.org for more information on volunteer opportunities and the Soup Kitchen.

STUDENTS SUPPORTING VETERANS: GAME NIGHT

Come join us for GAME NIGHT, sponsored by Students Supporting Veterans @ UW! Help us with our. We are offering PIZZA, soda, and games to come together, bring you and your friends to enjoy some pool, ping pong, and darts, or we will be having TV's set up to play video games with friends.

Game Night will be in Petrie's Game Room (the basement of the union) on November 30th, starting at 6 PM. There will also be open mic night in the pub! Come by and have some fun!

UPCOMING CAC & 7220 ENTERTAINMENT EVENTS:

Individuals needing assistance to attend events should contact the Campus Activities Center at (978) 766-6564.

DESTRESSOR
Finals are approaching and stress is rising. J220 Entertainment will be hosting their semiannual Destress Event at 9 p.m. on Friday, Dec. 8, in the Wyoming Union. There will be a variety of activities for this event: Comedian Michael Palascik, create a cotton, a photo booth, massages, karaoke and food.

**SAFE ZONE SPECIAL TOPIC: Under-discussed Members of the LGBTQ Community**

**SAFE ZONE UNIVERSITY OF WYOMING**

Tuesday, November 28 at 12:15 PM MST to Tuesday, November 28 at 1:45 PM MST, in the Union Room 303, join Safe Zone for a special topics session on under-discussed members of the LGBTQ community. We use the LGBTQ+ acronym in all of our sessions, but we never really explore the "plus." Come meet some folks who are members of those sometimes-unacknowledged parts of the LGBTQ community, and enjoy a free lunch as well.

**THANKSGIVING DINNER:**

Get ready to stuff your face. J220 Entertainment is providing a Thanksgiving dinner on Monday, November 26th in the Wyoming Union Ballroom. The traditional turkey dinner will be served at 6 p.m. University of Wyoming students can pick up their free ticket at the Wyoming Union Information Desk. Public tickets will be $10 or free with a donation of 3 canned goods (limit two). Students are highly encouraged to bring a canned good donation when picking up their ticket. Tickets will be available beginning Monday, November 26th @ 9 am. Bring your appetite and a canned good donation to help those in need during the Thanksgiving season.

**ELEPHANT REVIVAL:**

Multi-instrumental quintet Elephant Revival with special guest the Door will perform at the University of Wyoming on Wednesday, November 29th at 8 p.m. in the lower level of the Wyoming Union. This event is free and open to the public.
JOIN 7220 ENTERTAINMENT:

Joining 7220 Entertainment is super easy! Just attend a meeting for whichever committee you’re interested in joining. We’ll have you fill out a simple application and go over a few of our expectations and incentives and that’s basically it. Not sure which ones to get involved with? Check out the quick summary of each group below, or click on their name to get more information.

- **Club Events** - meets Mondays at 9 a.m. in Union 610
- **Films** - meets Wednesdays at 4 p.m. in Union 612
- **Fine Arts & Lectures** - meets Mondays at 4:15 p.m. in Union 612
- **Late-Night Events** - meets Wednesdays at 3 p.m. in Union 610
- **Late-Night Events** - meets Thursdays at 8 p.m. in Union 612

NOTE: If you’re interested in being on the weekly listserve, please e-mail all information to the Campus Activities Center by 9 a.m. on Mondays.

Campus Activities Center
(312) 765-0840
Email: cac@uwyo.edu
Campus Activities Center website: [http://www.uwyo.edu/cac](http://www.uwyo.edu/cac)
RSO Support: [http://www.ua.wsu.edu/rsosupport](http://www.ua.wsu.edu/rsosupport)

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You have received this email because of your membership(s) in UW Connect. Click here to manage your notification settings.
APPENDIX E1: Campus Activity Center – Mobile View

POSTER RUN:
REMEMBER to get your poster on the Poster Run your event must be approved in UWConnect, and the 34 posters must be stamped and in the CAC office

(Union 012) by 1 p.m. on Fridays.

SIDEKICK PROGRAM WITH SAFE RIDE:

SideKicks are the ride-along volunteers that help keep SafeRide operating. Sidekicks help keep SafeRide "safe" by relieving the driver of distractions. There is just too much going on for one driver to be able to safely operate the van alone. Recognized Student Organizations (RSOs) may volunteer to act as Sidekicks. Learn more and sign up to volunteer here.

Changing Your UW Connect Notifications

UW Connect is the primary outlet used to communicate important information and updates for event approvals to RSOs. The Campus Activities Center wants to ensure that students are receiving all our communications about events in a timely manner to help get more events approved in less time! An easy way to make sure you are staying in the loop with the progress of your event is adjusting your user notifications on UW Connect to receive email notifications for event submission wall posts. Here is a guide to adjusting notification settings on UW Connect. We cannot wait to see all the great events you put on!

Can't Come to the Wellness Center?

Can't come to the Wellness Center? Let us come to you. We can come to your events or meetings and present on a variety of topics.

Wellness Center offerings, stress management, nutrition, mental health, and financial wellness are just a few of the outreach presentations we conduct. See the link below for our full list of outreach offerings. Contact wellness@uwyo.edu to schedule a presentation!

http://www.uwyo.edu/rec/wellness-center/educational-programming/outreach-programs.html
YOU FUND

What is You Fund: It's a way for you to fund your project or program by raising contributions from a large number of supporters.

INTERESTED IN STARTING A YOU FUND CAMPAIGN? Read through the guidelines on the You Fund website at [www.uwyo.edu/youfund](http://www.uwyo.edu/youfund) to see if your campaign qualifies for You Fund.

Students Supporting Veterans

Students Supporting Veterans invites you to join us for our weekly meeting and free pizza and drinks for all that attend!

All that come help will be entered into a $500 prize drawing at the end of the semester.

The agenda includes fundraising ideas and membership drive ideas.

*Please, RSVP if possible.

We will have a Students Supporting Veterans meeting on **Tuesday, 11/7 @ 5:15 PM in the CACS conference room on the 2nd floor of Knight Hall**. You don't have to be a veteran to attend; we welcome all who want to support our veterans here at U.W. We will also have Volunteers needed for Staff Senate Holiday Market vendor set-up and take-down. **Friday**
Dec 1st from 7am-9am and 4pm-6pm at the Buchanan Center. Please contact kblevins@uwyo.edu 307-766-9803 to register or if you have any questions.

UW DISCOVERY DAYS

The Saturday Discovery Days events for the 2017-18 academic year are scheduled for November 11, 2017 and April 7, 2018. These events are geared towards high school seniors and juniors for a deeper look at the university and provides students with an opportunity to go to a college breakout session in the morning. Check-in for the event and the Union. Attached is the tentative schedule for your reference.

Please register your college, department, organization, or club for a table at the resource fair: https://survey.uwyo.edu/TakeSurvey.aspx?SurveyID=96K3I92K0

Due to ADA accessibility and fire code regulations, we are limited to the number of tables that can be set for the resource fair throughout the Union. Tables are assigned in the order the reservation was received (first come, first served) so please complete your reservation early. An email will be sent to the primary and secondary contacts as the event approaches with the status of the table request. Resource fair participants will receive a confirmation email and a reminder email before the event.

UPCOMING CAC & 7220 ENTERTAINMENT EVENTS:

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Safe Zone Session 5: Gender Identity

Tuesday, November 7 at 12:15 PM MST to
Tuesday, November 7 at 1:15 PM MST

Gender Identity is the second of three sessions that explore LGBTQIA+ identities and culture at UW. This workshop explores some of the definitions regarding gender identity, gender expression, and sexuality as well as various components of lived experiences from individuals who are gender minorities. This workshop will also help participants to understand how gender minorities have influenced LGBTQIA+ culture and American history.

TRIVIA NIGHT

Competitors can work in teams of up to four. There will be a variety of trivia categories. Past categories included Netflix, Batman, Disney and Famous Phrases. Prizes will be given to the top brainiacs of the night.

DUNKIRK

Wednesday November 8, 2017 at 8:00 pm

This year they will be having a Trivia Night series in the lower level of the Wyoming Union. Pete’s Game Room will also be open and free during this event. This event is open to UW students, faculty and staff. 2000 Free课程.
Dunkirk will be playing in the Union Family Room on Friday, November 10. The movie will show at 6:30 p.m. with closed captioning followed by another showing at 9:00 p.m. The 6:30 p.m. showing will begin after a brief presentation honoring veterans with the Air Force ROTC. This event is free and free popcorn will be provided. Dunkirk is rated PG-13 with a runtime of 2 hours.

WARNING: Dunkirk is a very intense war film that is not recommended for anyone with combat-induced PTSD, as there are very loud and sudden gunshots and explosions throughout the film.

Get ready to stuff your face. 7220 Entertainment is providing a Thanksgiving dinner on Monday, November 20th in the Wyoming Union Ballroom. The traditional turkey dinner will be served at 6 p.m.

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Bring your appetite and a canned good donation to help those in need during the Thanksgiving season.

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**Large Scale Events** - meets Wednesdays at 5 p.m. in Union 012

**Late-Night Events** - meets Thursdays at 4 p.m. in Union 012

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**NOTE:** If you are interested in having information put onto the weekly listserv, please e-mail all information to the [Campus Activities Center](mailto:campusactivitiescenter@uwyo.edu) by 9 am on Mondays.

---

You have received this email because of your membership(s) in UW Connect. Click here to manage your [notification settings](mailto:notificationsettings@uwyo.edu).
APPENDIX E2: Campus Activity Center – Unsubscribing

Account

Fields marked with an asterisk (*) are required.

PROFILE PRIVACY SETTINGS NOTIFICATIONS INTERESTS

The general e-mail notifications setting only affects the additional e-mails sent to your e-mail address. System messages will always be sent to your inbox, regardless of this setting.

System E-mail Notifications

Informational E-mail Notifications

Mass messages sent to you by campus or organizations leaders

Comment Wall Notifications

Event Submission Wall Posts

News Article Wall Posts

Comments about news articles that you wrote or have authority over

System Inbox And Email

System Inbox Only

None

Organization Wall Posts

Comments made on your organization wall(s)

System Inbox And Email

System Inbox Only

None

News Article Wall Posts
# Appendix F: Marketing Research Survey

**Email Listserv Communications Survey:**

This survey is being conducted by a UW Senior in Marketing in association with the Honors College and the ASUW Student Government. Its purpose is to test student perceptions and preferences with regards to mass emails sent to them. Your participation is voluntary and you may exit the survey at any time.

Est time: 4 min

---

This is the only free response question:

Please comment on the emails you get from the University (IT Targeted Announcements, ASUW, UW Communication, Poke Notes).

---

How many emails do you receive on average (per day) to your uwyo.edu outlook email account?

Please select the email sources you are familiar with

- [ ] ASUW Student Government (asuwgov)
- [ ] Student Announcements (targeted-announcements)
- [ ] Poke Notes (ACES)
- [ ] University of Wyoming Communications (MediaRel)
- [ ] Campus Activity Center (CAC)
- [x] None of the above

The following pages include pictures of e-mail templates. You will be asked to rank them at a later point in time.

Campus Activity Center (CAC)
POSTER RUN:
REMEMBER to get your poster on the Poster Run your event must be approved in UWConnect, and the 34 posters must be stamped and in the CAC office (Union 012) by 1p.m. on Fridays.

WINTER CLUB & ORG FAIR:
Please rate the CAC template: 0 being worst, and 100 being best

| Aesthetics | | | | | | | | | |
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| Importance of Content | | | | | | | | | |
| Likelihood of Reading | | | | | | | | | |

ASUW Student Government

ASUW Student Openings – Spring 2018!

Fellow students, I hope you all enjoyed a great (though brief) break over Thanksgiving.

I know this time of the semester is very busy, but I just wanted to bring a couple of student openings to your attention:

**ASUW Elections Commissioner** – Responsible for facilitating the ASUW Student Government elections process. Must be a student that is not currently in ASUW Student Government and is not interested in running for an ASUW office. All hard-working, organized students are encouraged to apply. See job description on the ASUW website.

**ASUW Director of Marketing** – Responsible for marketing and social media operation. Paid $8.25/hour, approximately 20 hours a week, beginning of the semester through April. Please see job description on the ASUW website.

**ASUW Marketing Assistant** – A for-credit internship offered through the ASUW business office. Will work closely with the ASUW Director of Marketing. Please see job description on the ASUW website.

All applications are due on Dec. 1st by 5:00 pm. Applications and job descriptions can be found at [http://www.washington.edu/center/under/Announcements](http://www.washington.edu/center/under/Announcements). Please don’t hesitate to reach out to me if you have any questions.

Courtney Thomson-Loftin
ASUW Chief of Staff – 1057 Administration
M.A. Candidate, Political Science
307.796.5224 | 307.311.3502

Due to Washington and University of Washington policy, the contents of this email correspondence may be considered public record and may be published in compliance with public-record requests.
Please rate the ASUW template: 0 being worst, and 100 being best

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Targeted Announcements

Targeted Announcements All » Student Announcements calendar for October 23 - 29

For more information on Targeted Announcements, please visit the IT Knowledge Base article.

Events for October 23 - 29

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>DEADLINE APPROACHING: 3-credit Upper-Level Study Abroad in Israel</td>
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<tr>
<td>J-Term (January 2019) Study Abroad in Israel</td>
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<td>HONORED PROGRAM 4050.</td>
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<td>Women, Culture, Institutions, Modern Life</td>
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<tr>
<td>open to students of all majors, and open to all (not just Honors students)</td>
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<tr>
<td>Dr. Yehuda</td>
<td></td>
<td></td>
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<tr>
<td>Earn $50 for research participation!</td>
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<tr>
<td>Biological Sciences Building, RM 3-13A</td>
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<tr>
<td>Have you intentionally injured yourself in the past year?</td>
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<tr>
<td>Would you like to earn $50 for participating in research aimed to better understand self-injury?</td>
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<tr>
<td>Participate in the psychology study.</td>
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<tr>
<td>Earn $50 for Research Participation!</td>
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<tr>
<td>Addictive Behaviors Laboratory</td>
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Please rate the Targeted Announcement template: 0 being worst, and 100 being best

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Poke Notes

Poke Notes: What You Need to Know this Week

- WE HAVE an Intern Conference (Sun 11/13)
- Spring registration begins tomorrow (11/11)
- Remember November 15th is the last day to withdraw from classes

Purchase your tickets for popular country duo Dan + Shay. They will be performing in the Arts & Sciences Auditorium on Thursday, November 17th at 7:30 pm. Tickets can be purchased now at the Union Information Desk, the Fine Arts Box Office or online at www.uw.edu/Events.

The Arena Auditorium (basketball arena) opened its doors this Friday when the Cowboys (3-10) and Cowboys
Please rate the Poke Notes template: 0 being worst, and 100 being best

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University of Wyoming Communications

Finals Week Destresser Event for UW Students Dec. 8

December 4, 2017 – To help get students through finals week, the University of Wyoming’s 7220 Entertainment will host its semiannual destresser event Friday, Dec. 8, at 9 p.m. in the Wyoming Union. The event is free and open to all UW students. Read More
Please rate the UW Communication template: 0 being worst, and 100 being best

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Please sort by which of these you are most likely to read: 1 being "very likely", 5 being "not likely"

- ASUW Student Government
- Targeted/Student Announcements
- Poke Notes
- University of Wyoming Communications
- Campus Activities Center (CAC)
What is most likely to occur from the options below when you receive the corresponding email?

<table>
<thead>
<tr>
<th></th>
<th>Read it thoroughly</th>
<th>Skim the information</th>
<th>Open and delete it</th>
<th>Delete it</th>
</tr>
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<tbody>
<tr>
<td>Campus Construction</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>President Monday Morning</td>
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<tr>
<td>UW News</td>
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What percentage of the Campus Construction Updates have you read?

- ☐ from 75-100%
- ☐ from 50-75%
- ☐ from 25-50%
- ☐ less than 25%
- ☐ Just one
- ☐ I have never read one

What is your overall attitude on the amount of all-student listserv emails sent out at UW?

- ☐ We could use more emails
- ☐ There are just the right amount of emails sent
- ☐ There are too many emails sent

What makes a listserv email most effective in your opinion? Please rank from most importance to least importance.

- [ ] Banner aesthetics
- [ ] Limited text
- [ ] Mobile friendly (image/text)
- [ ] Images
Which of the options would appeal to you over email? Please select all that apply:

- [ ] Video newsletter
- [ ] Newspaper
- [ ] Text message
- [ ] Digital Signs
- [ ] Social media
- [ ] Online Calendar

What are your thoughts on a single weekly newsletter email?

- [ ] I do not support it
- [ ] I am indifferent
- [ ] I support it

What is your gender?

- [ ] Male
- [ ] Female
- [ ] Other

What year in school are you?

- [ ] 5th or more year
- [ ] Senior
- [ ] Junior
- [ ] Sophomore
- [ ] Freshman

Are you currently a member of the ASUW Student Government?

- [ ] Yes
- [ ] No

Thank you for taking this survey. Findings will be presented to UW Institutional Marketing.
APPENDIX F: Marketing Research Short Answer Responses

1. They are useless and I wish they relayed relevant information
2. I don’t like how the targeted announcements aren’t in the email itself. It’s usually just a bunch of links. I think they should stand out more
3. They’re literally the worst
4. It’s something I just send to trash usually.
5. Campus Construction, Poke Notes, Targeted Announcements, COB Seniors
6. Poke notes, uw communication
7. SO MANY WHY ARE THERE SO MANY why do I get emails about engineering and STEM research and opportunities when I am a Comm major why do they tell me about literally every little thing I do not care
8. Poke notes Asuw
9. All of the campus emails are redundant. Poke notes and targeted announcements are basically the same thing
10. I get all of those listed above quite frequently. Also including campus construction. I find the amount of emails to be very excessive
11. I already answered all this stuff. Love, Jaynie
12. ASUW, Poke Notes, Targeted Anouncements
13. Targeted announcements, ASUW, UW Communications, Poke Notes
14. Because there are so many emails I do not read them...If there was anything important that I needed to know I would have no way of knowing because it would be mixed in with the "annoying" weekly emails.
15. I do not find the emails very interesting, although they have important information, they do not grab my attention and seem like a chore to read.
16. Most of them of irrevilent
17. IT, Probably 10 a say from different people in the college of engineering, Haub school (one a week), Campus Activity Center, Targeted student announcement, UWIT, UW campus construction update, UW student health, ASUW, IFC, and honestly probably more
18. Targeted announcements, ASUW, UW Communications, Poke Notes
19. They're annoying, why not just put it all in one email.
20. I usually skim over them and do not read them, except for the IT Trainings, which I signed up for earlier in the year. Obvious I read everything from ASUW as I am a Senator.
21. I don't read them ever
22. Tasteful and wholesome
23. Targeted Announcements- Staff, Faculty, And Student ASUW occasionally Pokes Notes Political science department emails I sort the rest to a junk folder
24. They are useful and I although there are a lot, it isn't that hard to delete emails.
25. I don't mind them, but there are a lot of them
26. I only read the Poke Notes, and the rest of them I just ignore.
27. Too much white noise I don't read. Email me with things that actually matter, not announcements about inane crap.
28. I usually delete them without opening or looking at the subject.
29. Targeted announcements make no sense and don't say anything. Asuw doesn't send
e-mails currently and I don't remember getting emails from them before. UW
communications are often also pointless. Poke notes is the worst.
30. I never read them
31. ASUW, Poke Notes
32. Most of the emails that I receive from the University are automatically deleted. The
President messages, IT announcements, construction updates, etc. most of the time have
nothing to do with me and therefore I don't do anything with them.
33. usually glance then delete
34. UW Communications, Poke Notes, Student Announcements, Employee Announcements,
   Campus Construction, College Specific Emails
35. campus construction updates need to go, never read them.
36. I pay more attention to the College of Engineering emails and ASUW emails. I usually
   skim the Poke Notes and UW Communication because deleting them.
37. None
38. There's too many and I almost never read them (especially campus construction). Having
   a box to select which ones I receive would be much better.
39. I get them
40. As of this year, I do not regard or read any of the targeted UW Communications, besides
   the occasional Monday Message from President Nichols (she just has a good summary
   and outlook on things). After hearing how limited certain marketing has become, I only
   get information from direct sources and peers within the institutions I require information
   from.
41. They are literally the worst. I assume they have a negative effect on retention. I hope
   they go away forever.
42. I don’t read them unless something of importance or something that pertains to me
   catches my eye.
43. I think many of them are unnecessary especially Poke Notes
44. Too many
45. Poke notes are boring and uninformative. I want to know when the games are, when
   concerts are, and when the gardens is doing cool stuff. I don't care about trustee meetings.
46. Announcements both student and employee and poke motes
47. Poke notes, employee and student targeted announcements, construction updates,
   president Monday messages, wyo cloud updates, university store announcements
48. There seem to be a lot of emails sent, and they often repeat information or are irrelevant.
49. Sometimes I read them
50. Employee Targeted Announcements, Student Targeted Announcements, ASUW, Poke
    Notes, Honors list serve, A&S list serve, UW Communication, COB List serve, FSL List
    serve, Panhellenic List serve, CAC/7220
51. I don't read them.
52. A large portion of the emails i immediately delete right away. Usually I look through
   them before i delete them because on occasions I find information that is useful.
53. I honestly don’t read them. They’re too long.
54. Emails are fine.
55. I dont give a s*** about what the university wants to tell me, unless it has to do with my
   grades, leave me alone. I think I pay UW enough to stop spamming me with emails.
56. Pointless I missed a job interview because it got lost in all the other bull**** emails that never apply and no one reads
57. I don't read 98% of them
58. I receive tons of emails everyday, to the point where opening them all is a big task and actually deters me from reading them. This year has been better with Poke Notes, like much better.
59. Too many. Need one email per week with everything formatted like the one that comes from the CAC.
60. All the emails I get give me a heads up on what is occurring on campus and it is much needed I believe but alittle over bearing at times.
61. I LIKE THE EMAILS I GET, THEY LET ME KNOW ABOUT IMPORTANT THINGS GOING ON.
62. I think a lot of the emails are too frequent and don’t pertain to the general masses, I would prefer to be able to unsubscribe from most of them.
63. IT Targeted Announcements, ASUW, Poke Notes, Student Health Appointment Reminders
64. I never read them ever.
65. Too many, don't read any of them. They go straight to junk mail.
66. I’d rather have more information than less, but I do feel that the targeted announcements and poke notes could be pared down to bi-weekly or monthly announcements. I also loathe (with all my heart) the fact that I get at least 3 emails per day to fill out an evaluation kit that I’ve already completed.
67. Although I don't read all of the emails, I feel that they are helpful. I would like to see less per week though.
68. ALL OF THEM. MAKE IT STOP.
69. Everything
70. Very informative.
71. These emails are generally not related to my interests and I get only like a million of them. They clog my inbox and aren’t relevant.
72. I don’t read them because there are too many.
73. There are an overwhelming amount, and it makes my important emails harder to find.
74. I appreciate that they have tried to get everything into Targeted Announcements. However, this email usually is huge and confusing if they could format that email better that would be nice. I'm not sure where poke notes go because I have never received an email from them.
75. Most of them do not seem to relate to me and are somewhat annoying.
76. TT Targeted Announcementa, ASUW, UW Communication, Poke Notes
77. I do not actually read them. Mostly because none of the information pertains to me directly.
78. I never read them because I get too many of them.
79. They are bothersome and I often find them having little relevance to my interests.
80. TOO MUCH! and they're all ugly! Makes me not want to read them
81. I like the president's monday morning messages. I think they are used as an arm of transparency. I don't read emails from IT or Campus Construction. I open Poke Notes but don't understand why they exist.
82. Sometimes useful other times they're mildly annoying
83. I generally don't read blanket emails made to the whole university. I look at personalized subject lines, and neglect mass emails that these departments tend to send out.
84. A lot of them are annoying and I wish they were all in one
85. Poke Notes, IT quarantine, Targeted announcement for employees, Targeted announcement for students, SLCE
References:

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