4-2017

Academic Affairs Update, April 2017

University of Northern Iowa. Office of the Provost and Executive Vice President for Academic Affairs.

Copyright ©2017 Office of the Provost and Executive Vice President for Academic Affairs
University of Northern Iowa

Follow this and additional works at: https://scholarworks.uni.edu/provostnews

Part of the Higher Education Commons

Let us know how access to this document benefits you

Recommended Citation
https://scholarworks.uni.edu/provostnews/26

This Newsletter is brought to you for free and open access by the Office of the Provost and Executive Vice President for Academic Affairs at UNI ScholarWorks. It has been accepted for inclusion in Academic Affairs Update by an authorized administrator of UNI ScholarWorks. For more information, please contact scholarworks@uni.edu.
Newsletters can be a tricky publication. Unlike flyers, which are supposed to offer time-sensitive, single-idea messages, and brochures, which typically are informational and may be read by a variety of audiences, the newsletter genre is meant to reach out to new readers while cultivating and maintaining a sense of connection with current constituents.

Add to this purpose a consideration of technological evolution in publication design and distribution--including related changes in audiences' reading habits--and a newsletter becomes much more than just a pretty document.

At UNI, the Office of the Provost and Executive Vice President for Academic Affairs has been publishing its Academic Affairs Update newsletter since 2011. Susan Hill, who was a Provost's Office Administrative Fellow at the time, served as the first editor. The publication was emailed as a multi-page PDF attachment once per semester, a project involving faculty and staff contributors, administrative review, several editing iterations, and an external contract with a graphic designer. Adrienne Lamberti became the Administrative Fellow in charge of Academic Affairs Update in Fall 2013.

In Fall 2014, the newsletter underwent both visual and media transformations and began to be distributed as monthly email blasts. This migration was in keeping with the university's larger efforts to coordinate its public presence into a distinctive and immediately recognizable brand.
Using University Relations’ Lyris distribution system also enabled systematic record
keeping, to determine the "open rate" (the percentage of recipients who opened the
newsletter) and "click rate" (the number of times an issue's hotlinks were clicked).
During its first year as a digital blast, *Academic Affairs Update* was distributed to an
average of 1500 recipients and averaged a 63% open rate. This year so far, the
newsletter has been sent to an average of 1675 recipients and averages a 70%
open rate.

Statistical analysis of the newsletter's reception allowed a greater understanding of
the topics that UNI's campus wished to read, prevented overexposure of topics
already covered by other university publications, and honed the timing of each
issue's distribution. Style too was impacted by readers' focus on punctuation and
mechanics as much as on article content.

Three years may not seem like a long life span, but for a professional, digitized
publication, they do suggest a successful run for *Academic Affairs Update*. By now,
members of the UNI community receive digital mass communications on a daily
basis. Given the current publication landscape, this will be the final issue
of *Academic Affairs Update* in this form. The Office of the Provost looks forward to
other opportunities by which it can share news, provide information, and most of all
continue its relationship with university readers.

April 2017

*Academic Affairs Update* is edited by Dr. Adrienne Lamberti (Languages & Literatures)