TEAM WIND

Jill Thornton, William Frankhouser, Shelley Weyer, Stacy Siler, Lisa Marone

LEADERSHIP ACADEMY 2015

Alison Stevens

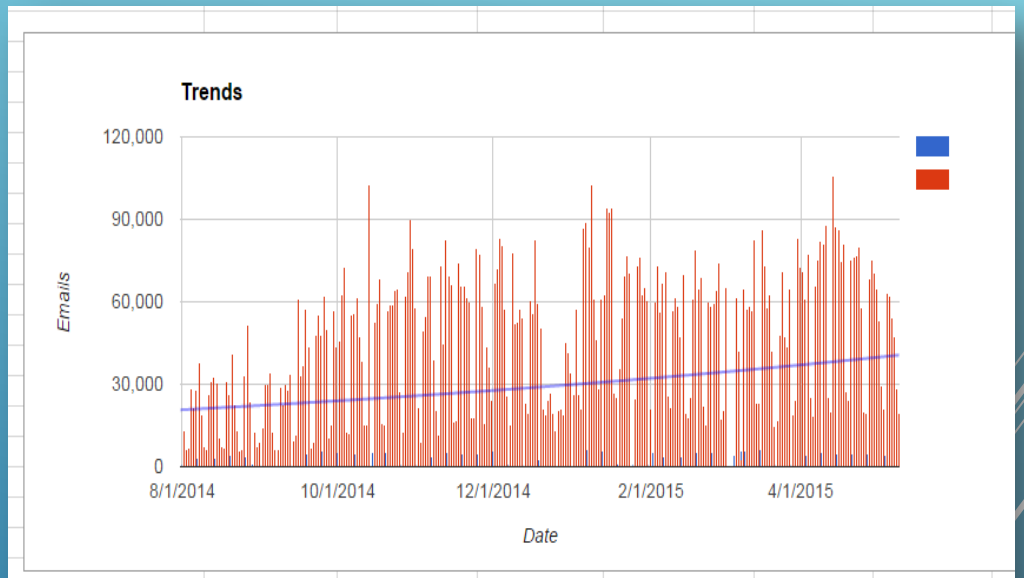
- Executive Vice President of Instruction and Student Services
- Departments
  - 7 Departments under Instruction
  - 3 Departments under Student Services

Challenge Statement

It appears that digital communication should be reviewed for a possible reorganization and review of policies and best practices because it is becoming a less effective method of communication on all levels.

Email Spam: Data

- Every day of the week we average receiving 14 emails for every 1 email we send
- Since August 1, we have sent 878k emails and received ~12.6 million!



TOTALS / RATIOS

Employees	Max Send	Min Send	Avg Weekday Send	Per User	Per Week
975	7,088	50	3,116	0.28	1.42
Students	**Max Receive**	**Min Receive**	**Avg Weekday Receive**	**Per User**	**Per Week**
10,016	105,712	52	44,658	4.06	20.32

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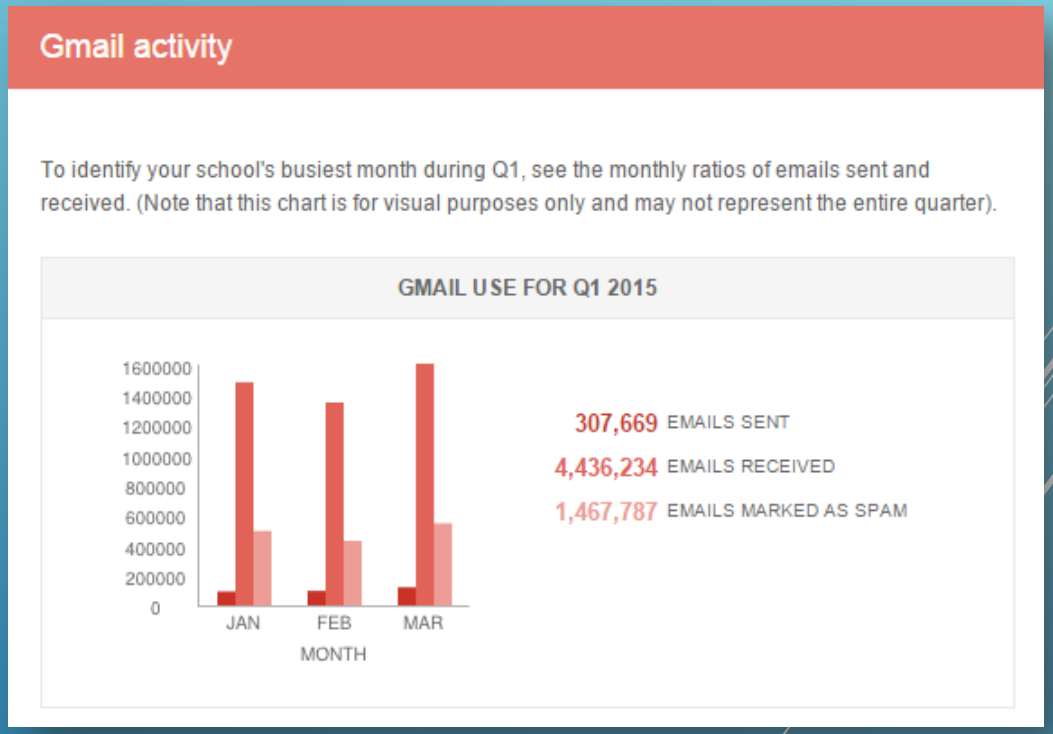


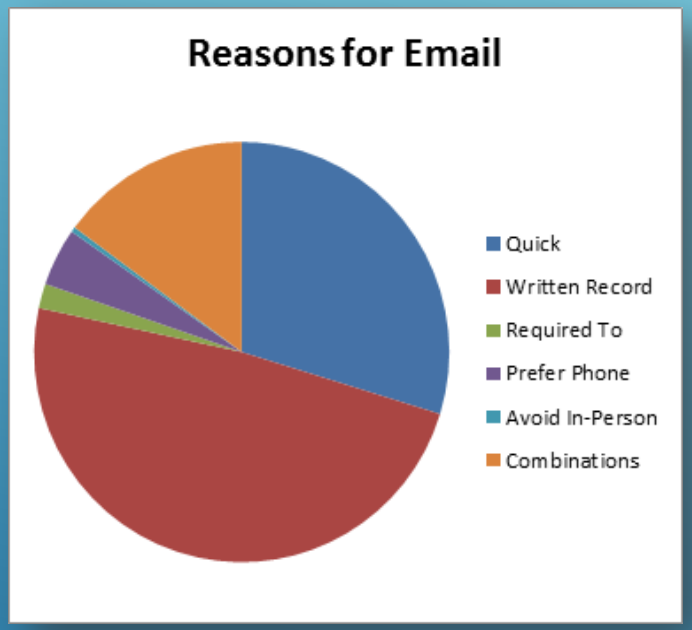
Research

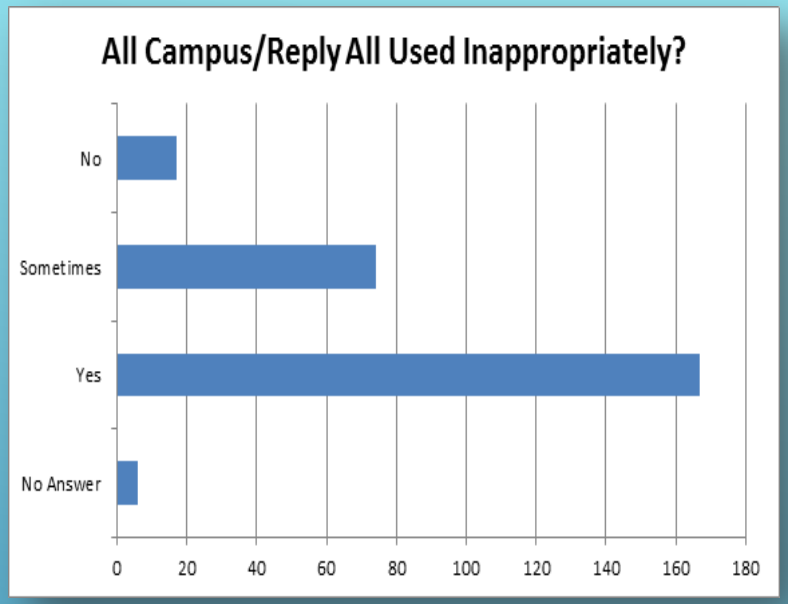
- What do other institutions do about email and communication?
- How does our staff and faculty deal with their email?
- Discussion with survey participants.
- What does Google say?

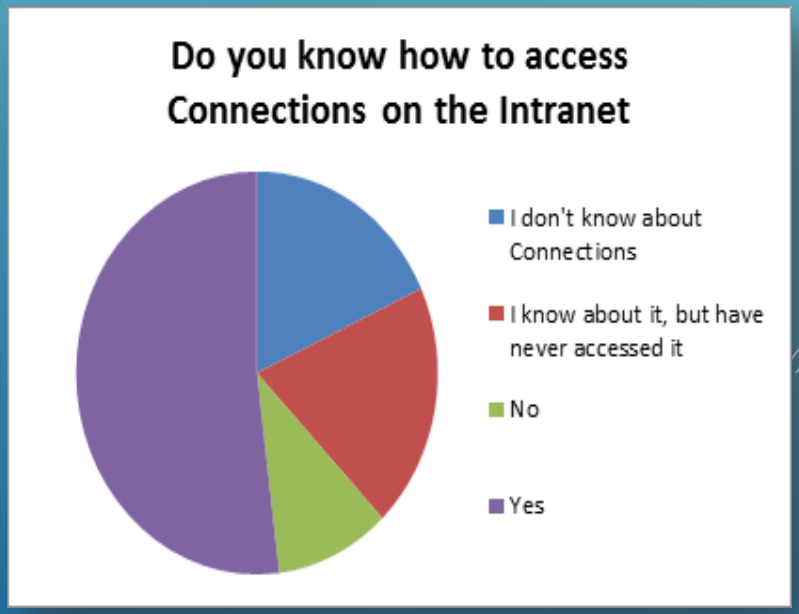
Research: What Do Other Colleges Do?

- Bellevue College
- Cascadia College
- Edmonds Community College
- Lake Washington Institute of Technology

Statistics


Reasons for Email
Quick
Written Record
Required To
Prefer Phone
Avoid In-Person
Combinations


All Campus/Reply All Used Inappropriately?
No
Sometimes
Yes
No Answer
0
20
40
60
80
100
120
140
160
180


Do you know how to access Connections on the Intranet
I don't know about Connections
I know about it, but have never accessed it
No
Yes

Round Table

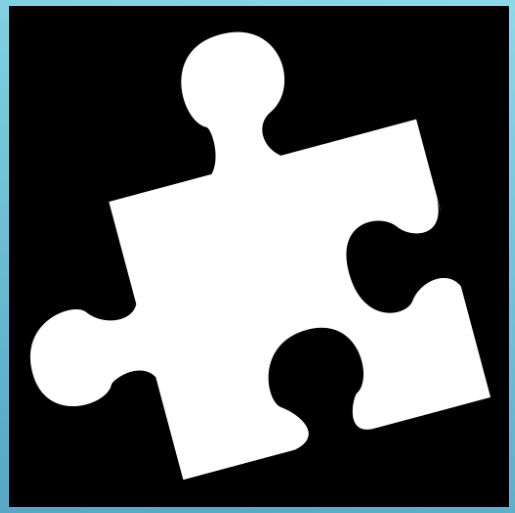
Researching Google

- Training Resources
- Tips
- Applications

Training With Dennis Ryan

- On campus training
- Overview of Gmail

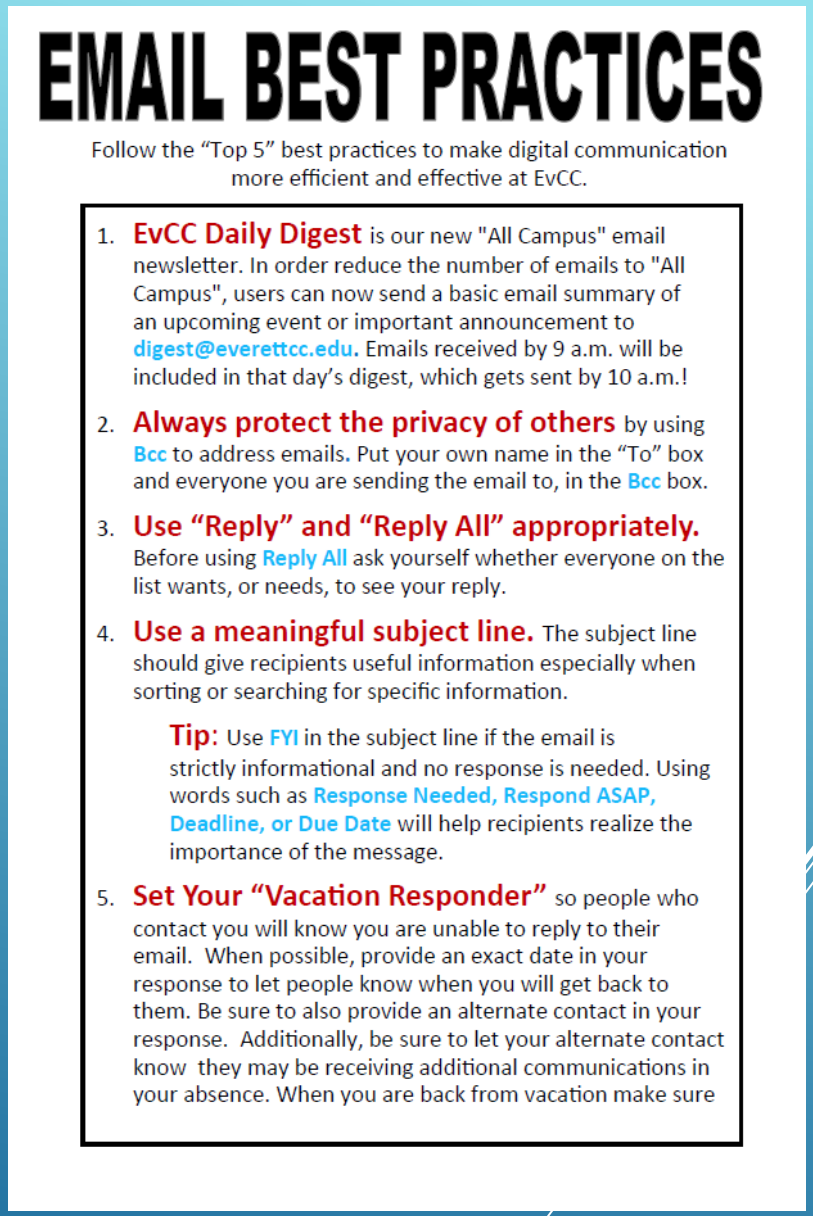
Solutions: Overview



- Email Best Practices
- Tips & Tools
- Digital Communications Intranet Page
- EvCC Daily Digest

Best Practices

- Why this is important
- How it will help
- Who it will affect



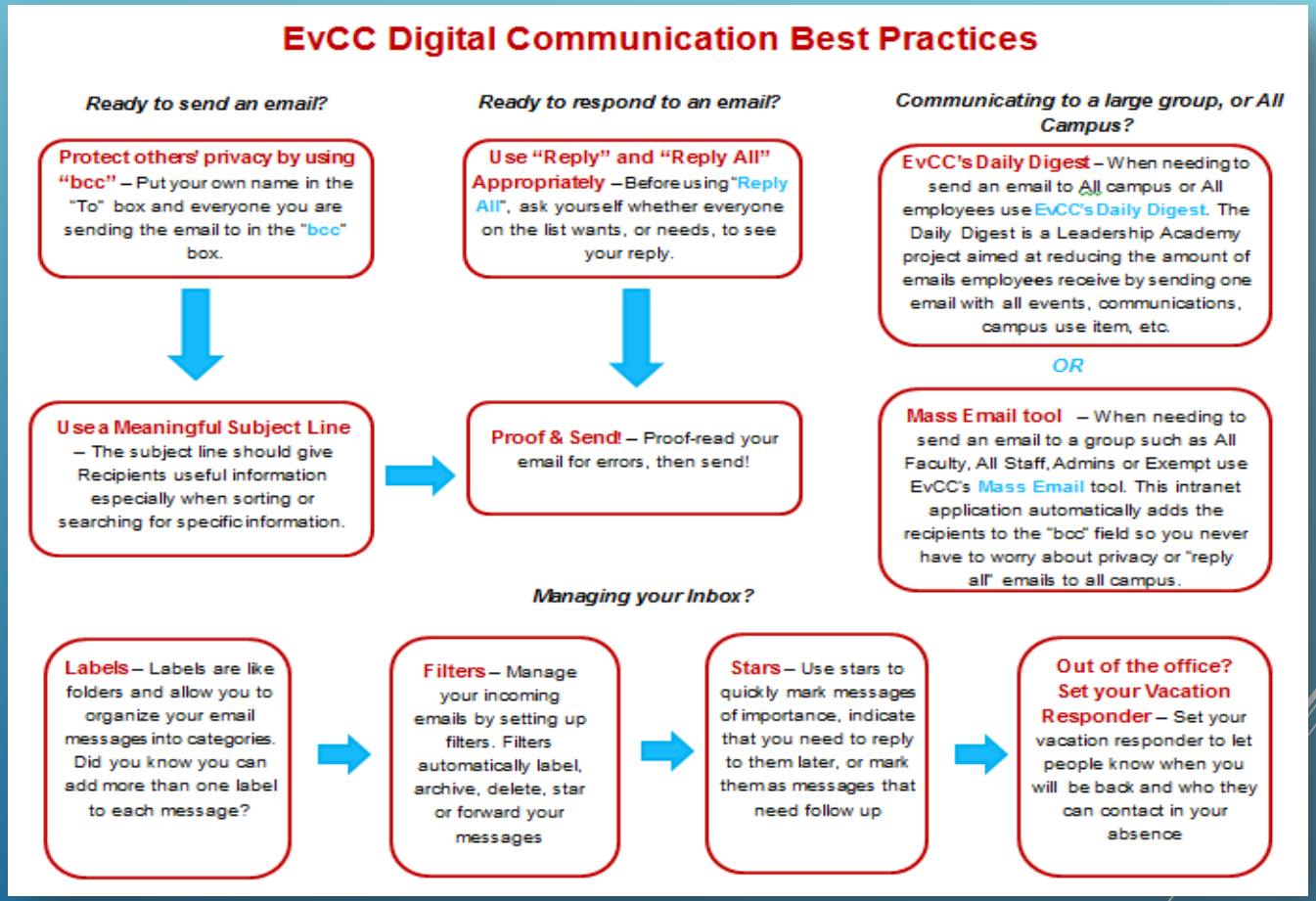
EMAIL BEST PRACTICES

Follow the "Top 5" best practices to make digital communication more efficient and effective at EvCC.

1. **EvCC Daily Digest** is our new "All Campus" email newsletter. In order reduce the number of emails to "All Campus", users can now send a basic email summary of an upcoming event or important announcement to digest@everettcc.edu. Emails received by 9 a.m. will be included in that day's digest, which gets sent by 10 a.m.!
2. **Always protect the privacy of others** by using Bcc to address emails. Put your own name in the "To" box and everyone you are sending the email to, in the Bcc box.
3. **Use "Reply" and "Reply All" appropriately.** Before using Reply All ask yourself whether everyone on the list wants, or needs, to see your reply.
4. **Use a meaningful subject line.** The subject line should give recipients useful information especially when sorting or searching for specific information.

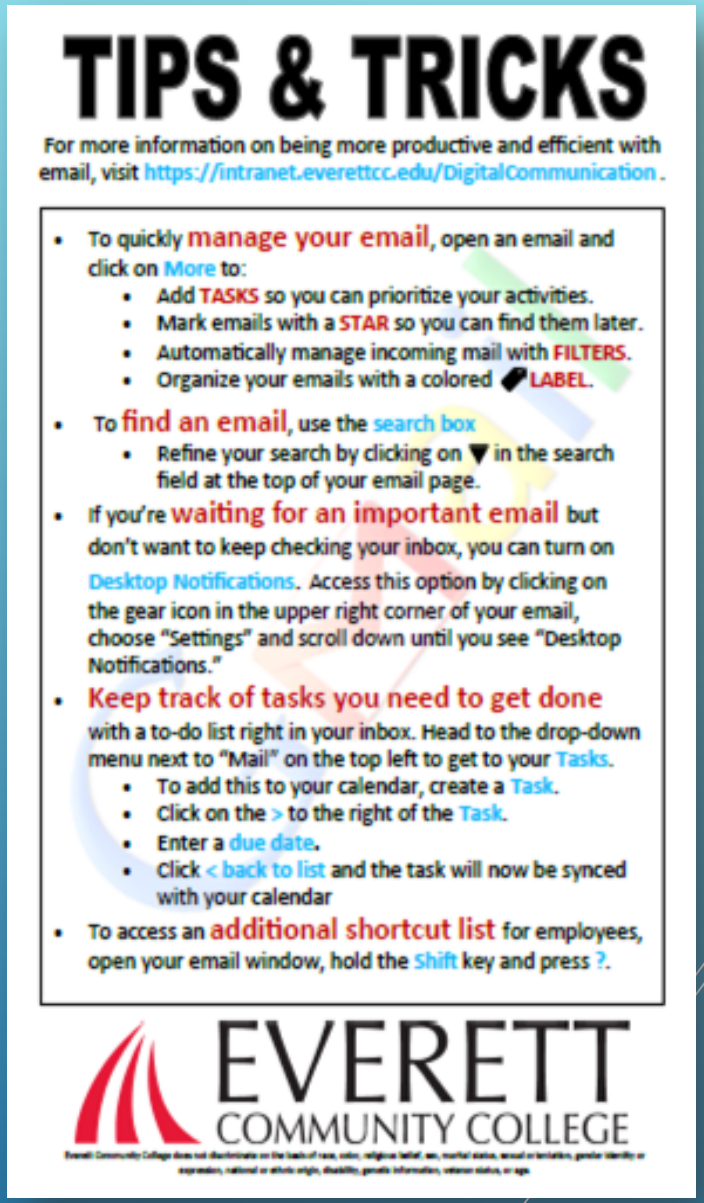
   Tip: Use FYI in the subject line if the email is strictly informational and no response is needed. Using words such as Response Needed, Respond ASAP, Deadline, or Due Date will help recipients realize the importance of the message.
5. **Set Your "Vacation Responder"** so people who contact you will know you are unable to reply to their email. When possible, provide an exact date in your response to let people know when you will get back to them. Be sure to also provide an alternate contact in your response. Additionally, be sure to let your alternate contact know they may be receiving additional communications in your absence. When you are back from vacation make sure

Best Practices



Tips & Tricks

- In a small focus group, everyone who reviewed this postcard learned something new



TIPS & TRICKS

For more information on being more productive and efficient with email, visit https://intranet.everettcc.edu/DigitalCommunication.

- To quickly manage your email, open an email and click on More to:
  - Add TASKS so you can prioritize your activities.
  - Mark emails with a STAR so you can find them later.
  - Automatically manage incoming mail with FILTERS.
  - Organize your emails with a colored LABEL.
- To find an email, use the search box
  - Refine your search by clicking on ▼ in the search field at the top of your email page.
- If you're waiting for an important email but don't want to keep checking your inbox, you can turn on Desktop Notifications. Access this option by clicking on the gear icon in the upper right corner of your email, choose "Settings" and scroll down until you see "Desktop Notifications."
- Keep track of tasks you need to get done with a to-do list right in your inbox. Head to the drop-down menu next to "Mail" on the top left to get to your Tasks.
  - To add this to your calendar, create a Task.
  - Click on the > to the right of the Task.
  - Enter a due date.
  - Click < back to list and the task will now be synced with your calendar
- To access an additional shortcut list for employees, open your email window, hold the Shift key and press ?.

EVERETT COMMUNITY COLLEGE

Everett Community College does not discriminate on the basis of race, color, religious belief, sex, marital status, sexual orientation, gender identity or expression, national or ethnic origin, disability, genetic information, veteran status, or age.

Digital Communications Intranet Page

- **All communication resources in one spot!**

Digital Communication and Tips

Best Practices / Tips & Tricks

Keep your email usage efficient with these tips and tricks.

- **Email Best Practices** (PDF)
- Tips and Tricks
  - Gmail shortcuts (PDF)
  - Gmail Tips
  - How to Sync your Gmail, calendar, and contacts to your iPhone.
  - Switching to Gmail from Microsoft Outlook (PDF)

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- **Daily Digest Guidelines** (PDF)
- Sample emails (PDF)

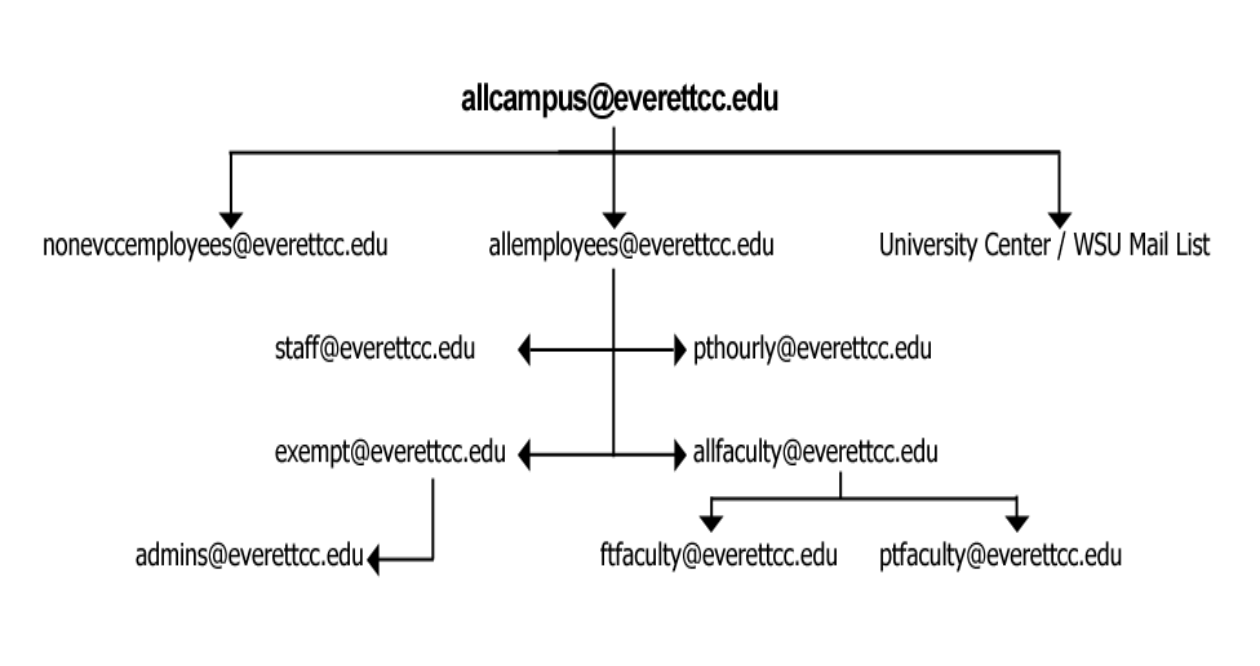
Other Resources

- **Mass Email Tool**
  - Schedule Emails in Advanced, Choose which Email groups to send to, copy previous email templates
- Did you know **Ecademy** has over 28 videos, 37 courses, 2 books, and 8 Google App movies to help you be more efficient and productive with your email communication?

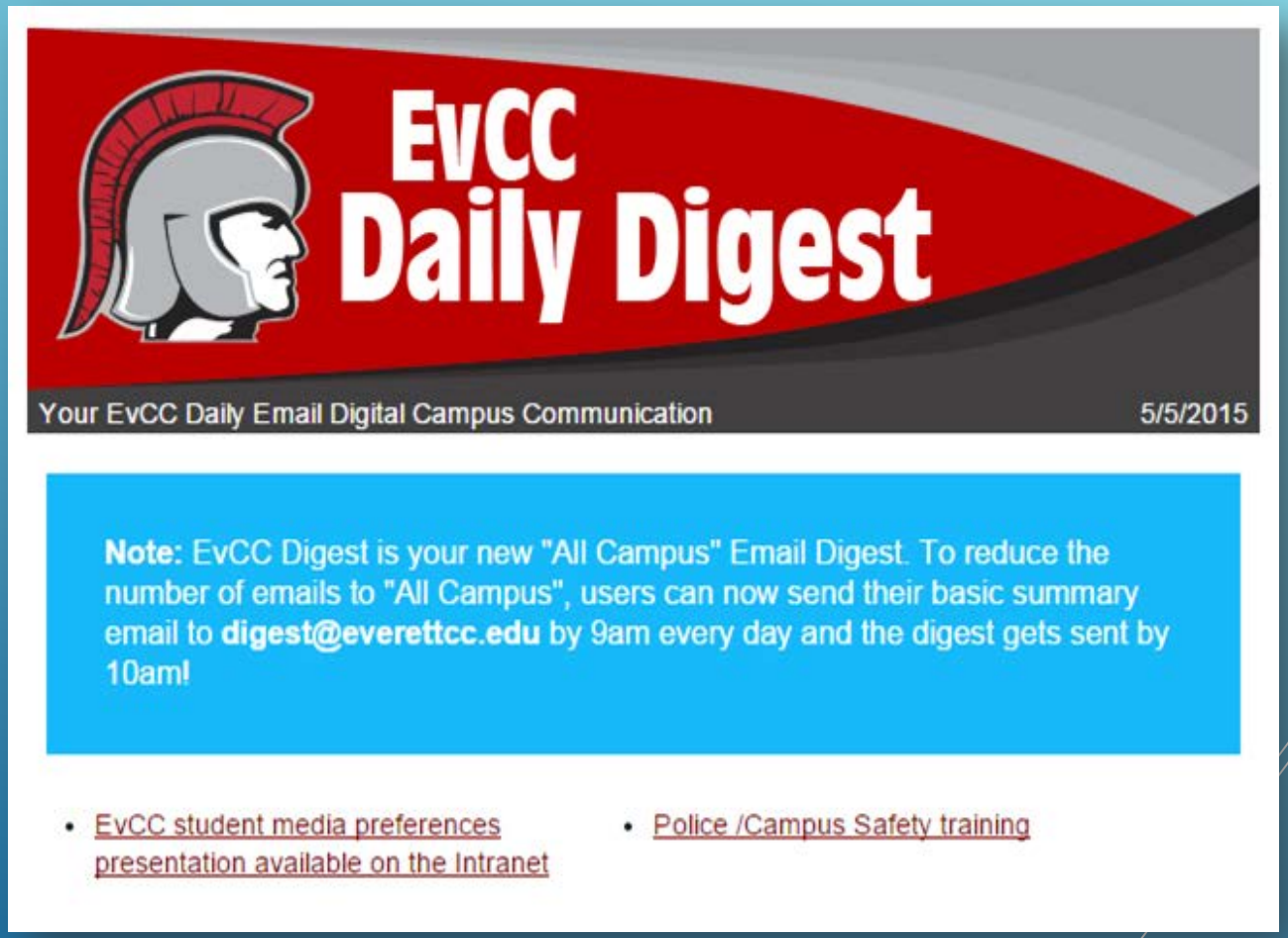
Training

- **Gmail Help**
- Google Training

Digital Communications Intranet Page



EvCC Daily Digest



EvCC Daily Digest

EvCC student media preferences presentation available on the Intranet
// 4/16/2015 3:59pm Katherine Schiffner <kschiffner@everettcc.edu>

Hi everyone,
I've been asked by several folks if the presentation I gave today about EvCC's student media preferences survey is available online.

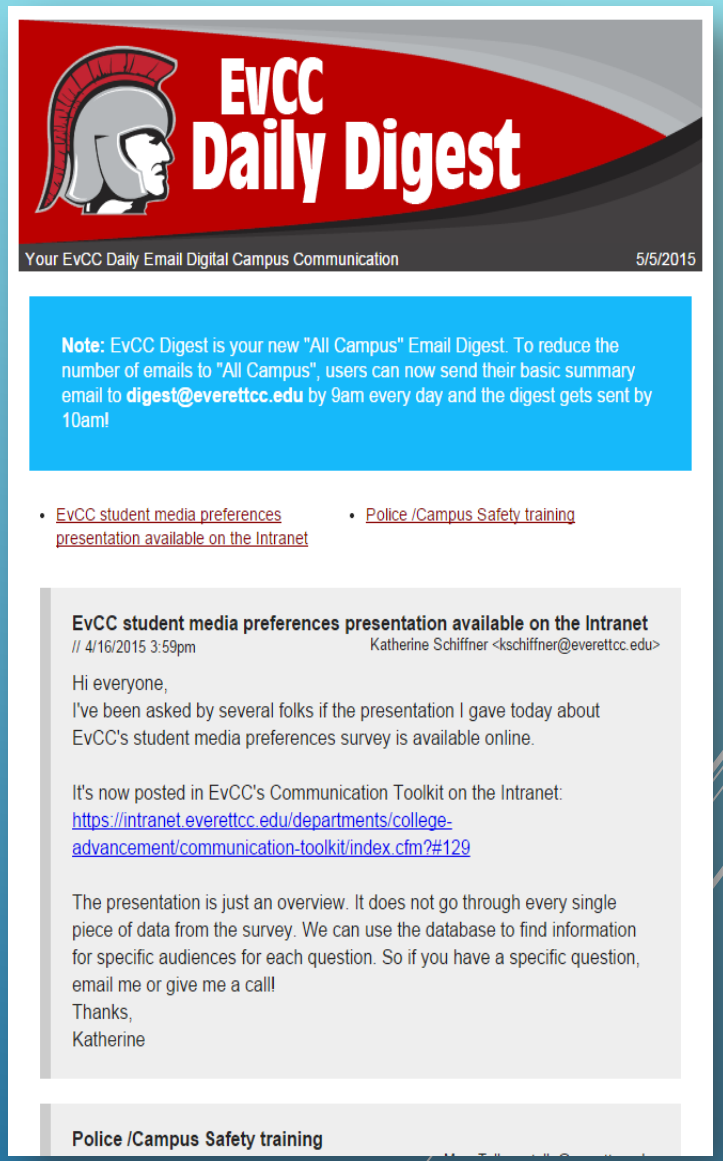
It's now posted in EvCC's Communication Toolkit on the Intranet:
https://intranet.everettcc.edu/departments/college-advancement/communication-toolkit/index.cfm?#129

The presentation is just an overview. It does not go through every single piece of data from the survey. We can use the database to find information for specific audiences for each question. So if you have a specific question, email me or give me a call!
Thanks,
Katherine

Police /Campus Safety training

EvCC Daily Digest

- **Remember: In by 9… out by 10**



EvCC Daily Digest

Your EvCC Daily Email Digital Campus Communication 5/5/2015

Note: EvCC Digest is your new "All Campus" Email Digest. To reduce the number of emails to "All Campus", users can now send their basic summary email to **digest@everettcc.edu** by 9am every day and the digest gets sent by 10am!

- EvCC student media preferences presentation available on the Intranet
- Police /Campus Safety training

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Police /Campus Safety training

Do's & Don'ts: EvCC Daily Digest Guidelines

EvCC's Daily Digest Submission Guidelines

- Submit your email to **digest@everettcc.edu** by 9 am to be included in the 10 am EvCC Daily Digest
- Email submitted after 9 am on Friday will be included in Monday's Daily Digest
- Submissions are limited to 750 characters or less
- The subject line will be the heading/title of your event. Be specific and clear
- Submissions should be a summary of your event - Who, What, When, Where & Why
- Always include contact information
- Links are highly encouraged! If you can not fit all of your information in a 750 character summary, consider adding a link that will direct readers to more information about your event, your department, etc.
- Attachments are not allowed
- Embedded photo/videos are not allowed
- Before sending your email to EvCC's Daily Digest please delete your entire Signature line
- Proof read your submission before hitting send
- The Daily Digest email only accepts submissions from an @everettcc.edu email address. Emails sent from a non @everettcc.edu address will be ignored
- Wondering if your email will make it on the next EvCC Daily Digest? After sending your email to the digest you should receive a bounce back email confirming your email was received
- Questions? Mistakes? Please contact helpdesk@everettcc.edu

Next Steps: Restrictions on All Campus Email?

- Recommendation to provide training / message to campus employees to use Daily Digest for “All Campus”
- Administration and Emergency Announcements still will use the “All Campus” email address
- Focus Email to limited Groups with Mass Email Tool

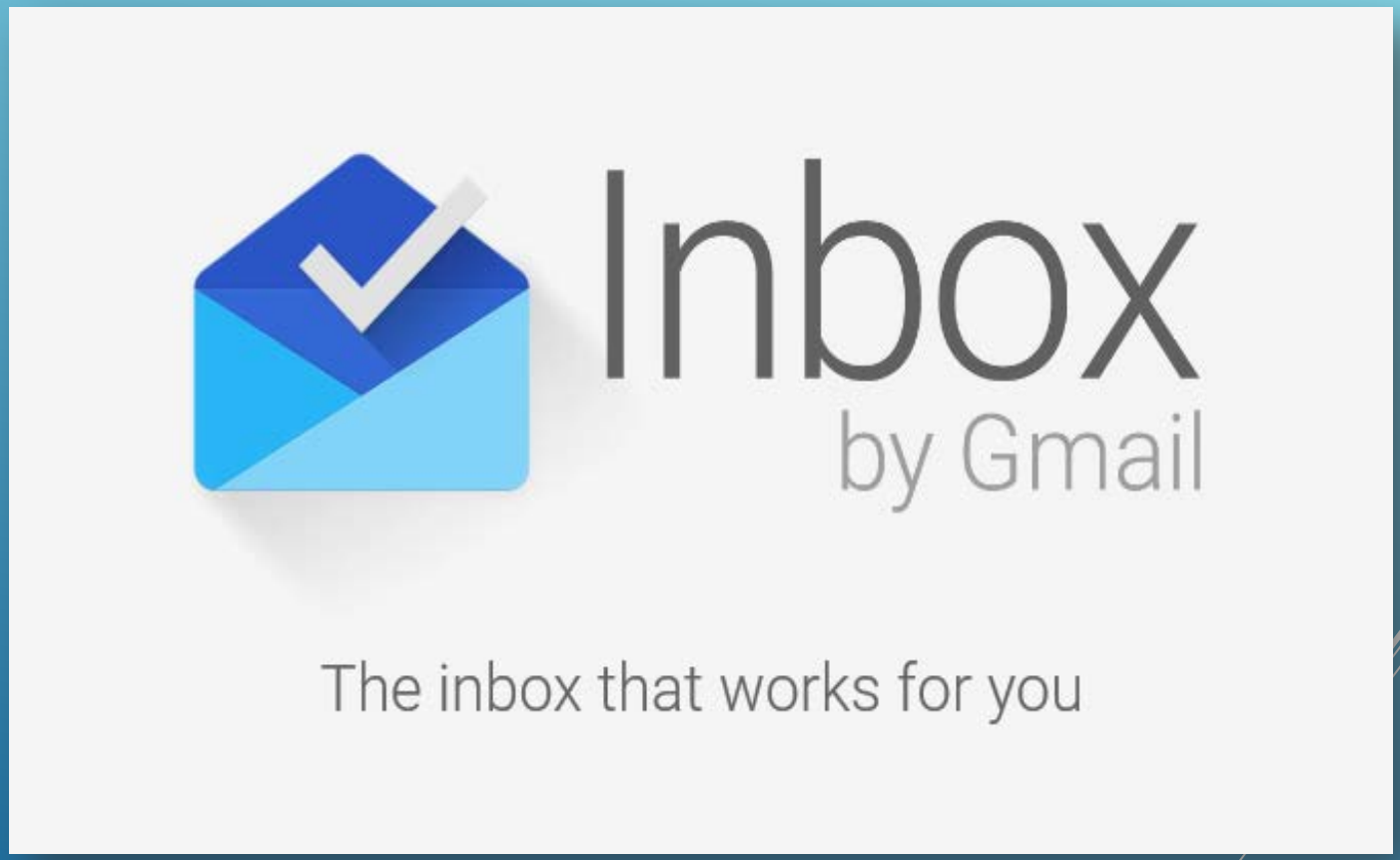
Next Steps: Orientation

- New Hire Orientation
- Employee Handbook
- Training for new employees

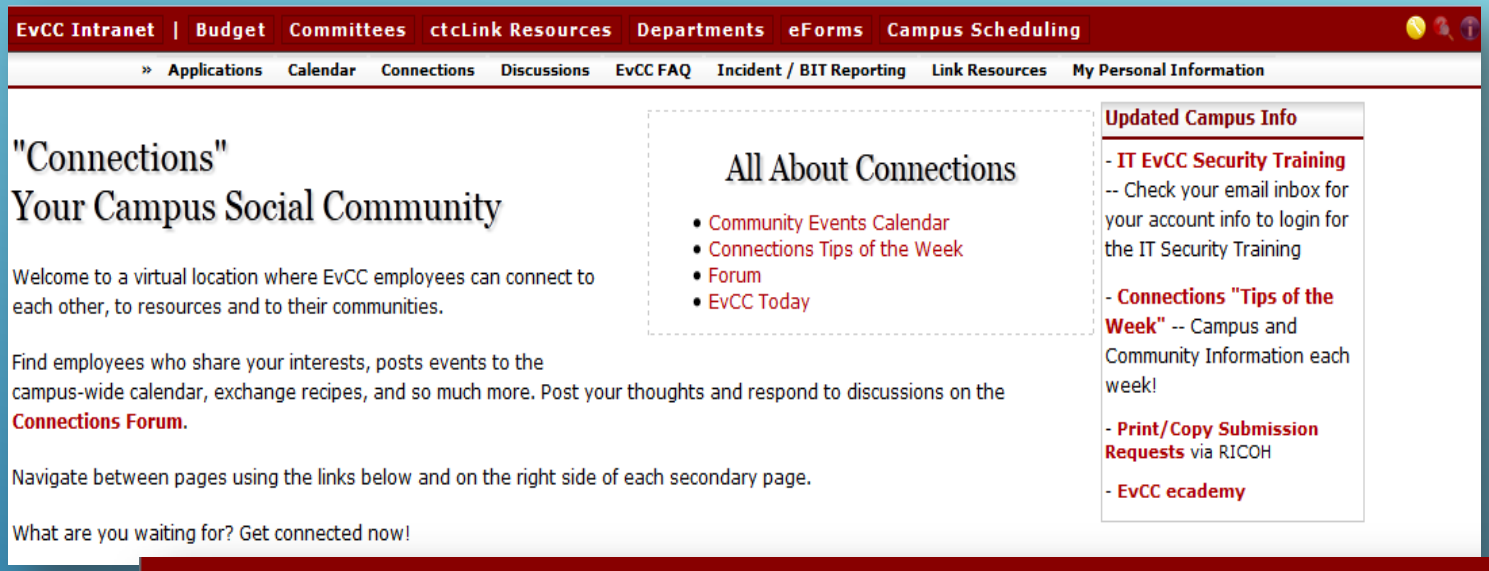
Next Steps: Training

- Webinars
- Training Videos

Next Steps: Google Inbox



Next Steps: Connections



Roll Out Dates

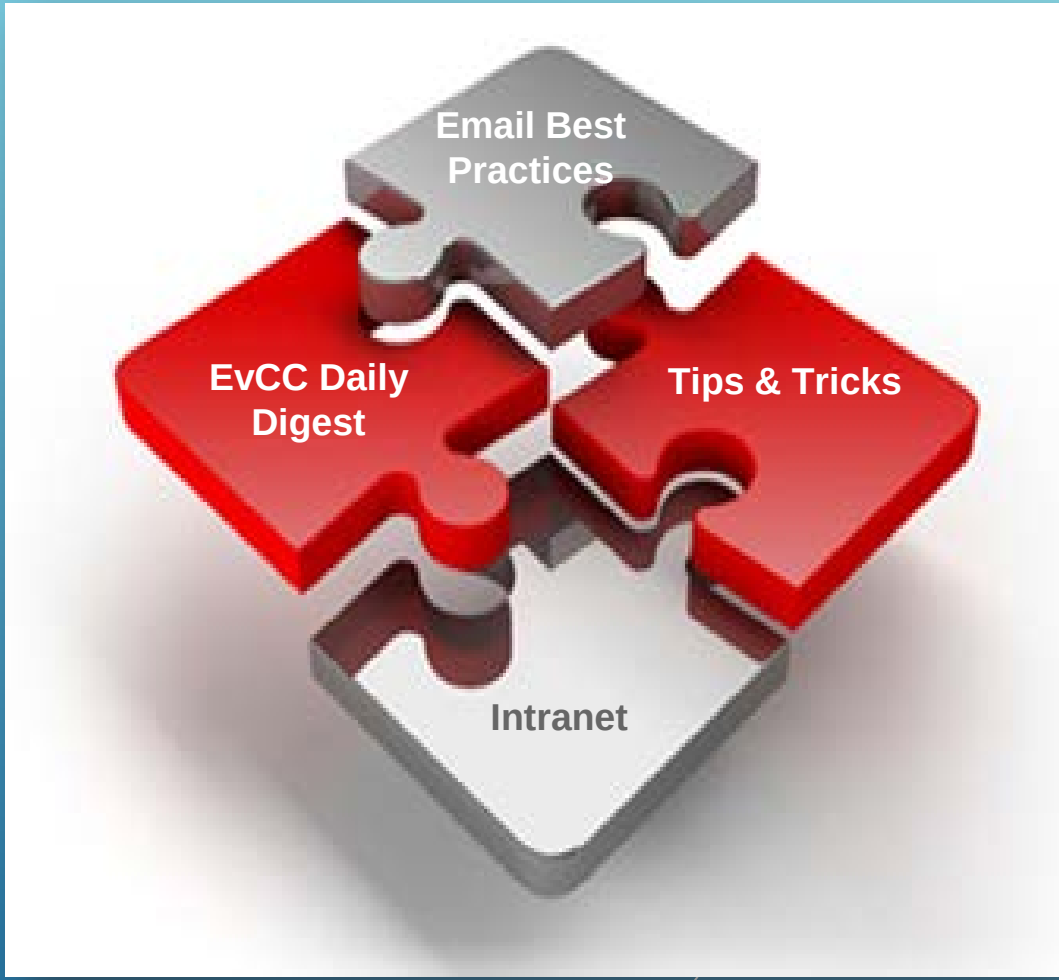
- **Best Practices: Online now!**
- **Tips & Tricks: Online now!**
  - **(BOTH of these solutions may be supported by additional in-person trainings by Team Wind)**

Roll Out Dates

- **Intranet: Online now!**
- **EvCC Daily Digest:**
  - **“Soft roll-out” June 29th**
  - **Full Launch September 14th**

Making The Connection:

Our solutions to Alison's Challenge



Thank You!

- Adja
- Pat
- Jeanne
- Alanna
- Team Earth
- Team Fire