TEAM WIND

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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!
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Gmail activity

To identify your school's busiest month during Q1, see the monthly ratios of emails sent and received. (Note that this chart is for visual purposes only and may not represent the entire quarter.)

GMAIL USE FOR Q1 2015

- 307,669 EMAILS SENT
- 4,436,234 EMAILS RECEIVED
- 1,467,787 EMAILS MARKED AS SPAM
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
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 to 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

EvCC Digital Communication Best Practices

Ready to send an email?
Protect others’ privacy by using “bcc” – Put your own name in the “To” box and everyone you are sending the email to in the “bcc” box.

Ready to respond to an email?
Use “Reply” and “Reply All” Appropriately – Before using “Reply All”, ask yourself whether everyone on the list wants, or needs, to see your reply.

Communicating to a large group, or All Campus?
EvCC’s Daily Digest – When needing to send an email to All campus or All employees use EvCC’s Daily Digest. The Daily Digest is a Leadership Academy project aimed at reducing the amount of emails employees receive by sending one email with all events, communications, campus use item, etc.

OR

Mass Email tool – When needing to send an email to a group such as All Faculty, All Staff, Admins or Exempt use EvCC’s Mass Email tool. This internet application automatically adds the recipients to the “bcc” field so you never have to worry about privacy or “reply all” emails to all campus.

Managing your Inbox?
Labels – Labels are like folders and allow you to organize your email messages into categories. Did you know you can add more than one label to each message?

Filters – Manage your incoming emails by setting up filters. Filters automatically label, archive, delete, star or forward your messages.

Stars – Use stars to quickly mark messages of importance, indicate that you need to reply to them later, or mark themes messages that need follow up.

Out of the office?
Set your Vacation Responder – Set your vacation responder to let people know when you will be back and who they can contact in your absence.
Tips & Tricks

- In a small focus group, everyone who reviewed this postcard learned something new.
Digital Communications Intranet Page

- All communication resources in one spot!

Digital Communication and Tips

Best Practices / Tips & 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)

EvCC's Daily Digest

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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
EvCC Daily Digest

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
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

EvCC Daily Digest

Police / Campus Safety training

May 12th, 10am - 12pm

LEADERSHIP ACADEMY 2015: TEAM WIND
EvCC Daily Digest

- Remember: In by 9... out by 10
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 cannot 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

The inbox that works for you
Next Steps: Connections

"Connections"
Your Campus Social Community

Welcome to a virtual location where EvCC employees can connect to each other, to resources and to their communities.

Find employees who share your interests, post events to the campus-wide calendar, exchange recipes, and so much more. Post your thoughts and respond to discussions on the Connections Forum.

Navigate between pages using the links below and on the right side of each secondary page.

What are you waiting for? Get connected now!

Updated Campus Info
- IT EvCC Security Training
  -- Check your email inbox for your account info to login for the IT Security Training
- Connections “Tips of the Week” -- Campus and Community Information each week!
- Print/Copy Submission Requests via RICOH
- EvCC academy

Department Discussions

Connections Forum
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