University Policy on Electronic Newsletter Communications

Scope
This policy applies to all Butler University departments and individuals who are distributing electronic communications to internal stakeholders (faculty, staff, and/or current students) and certain external stakeholders (e.g., community members, alumni, etc.).

This policy is developed to assist with University-branded communication and marketing efforts (e.g., monthly newsletters, event “Save The Date” invitations).

This policy does not apply to one-off emails addressing specific subjects (e.g., Dean’s update to college faculty); communication directed to prospective students and families, admitted/incoming students, or K-12 school counselors (managed by Enrollment Marketing); or emails overseen by external collaborators (e.g., Ticketmaster).

Purpose of Policy
- Ensure that all Butler University e-newsletters are properly branded and easily identifiable as “official” University communications.
- Allow for coordination and timing of various newsletters, so that stakeholder audiences don’t receive multiple communications on the same day from various University departments.
- Reduce the risk of typos and other errors.
- Maintain accurate and up-to-date mailing lists for various stakeholder groups.
- Track analytics for all newsletters that can be used to determine what content recipients find most valuable.
- Reduce costs for email platform subscriptions by bringing all University entities onto the same email distribution platform.

Policy
Effective September 1, 2023, the Marketing and Communications Division will serve as the distribution point for all e-newsletters and other electronic mass communications to internal and/or external stakeholder groups as defined by the scope of this policy. Colleges, Departments, Offices, and other entities must submit content at least two business days in advance of their scheduled distribution date to allow time for review, editing, and design of the electronic communication.

Process
- The Marketing Communication Division will establish a Communications Calendar for all electronic communications. The calendar will include distribution dates for all e-newsletters and other electronic communications through the end of the academic year.
- Colleges, Departments, Offices, and other University entities will continue to have ownership of the content for their communications.
• Content must be submitted to the Communications Manager and Salesforce Administrator no later than two business days prior to the scheduled distribution date.
• The Communications Manager and Salesforce Administrator will edit the content to ensure that it meets the University’s Style Guidelines, design the communication using Marketing Cloud software to ensure it meets Brand Guidelines (including a unique header for the communication), and send to the content originator for review and approval.
• After the content originator has approved the email, the Communications Manager and Salesforce Administrator will distribute the email at the prearranged date and time.
• If the recipient list is not already in the Salesforce system, the content originator will be responsible for providing the recipient list to the Marketing and Communications Division (preferably in Excel format) at least two days prior to distribution.
• Analytics (open rates and click through rates) will be shared with content originators on a monthly basis.