E-Newsletters Get the Word Out

A Best Practice / Case Study

► Process Improved:
"E" Newsletters are an efficient, environmental-friendly way to distribute information about your department's work. When done well, e-newsletters can keep your constituents informed and engaged through brief, timely updates. They can be relatively easy to produce and very cost-effective. View samples of e-newsletters, learn how to use existing electronic distribution lists, and talk to “e-editors” who can answer your questions.

► Unit: Division of Information Technology

► Problem/Opportunity Statement: We needed a self-administered email/newsletter distribution tool to keep campus groups of constituents up-to-date on technology products, services and initiatives. We wanted a low- or no-cost solution.

► Changes Made: We began using an opt-in newsletter subscription service, WiscList, to distribute text-based newsletters to constituents. The service is free to all of campus. (See http://www.doit.wisc.edu/lists/wisclist/index.asp)

► Results: Recipients like the short format of the newsletter. They have the ability to opt-out at any time, and can do so directly, without having to go through us.

► Lessons Learned: Newsletters don't necessarily have to be HTML-based or “designed” to be effective. Our customers like the brief nature of our text-based messages.

► Contacts:

Meg McCall
University of Wisconsin-Madison, DoIT Communications
meg.mccall@doit.wisc.edu
(608) 262-4289

Joe Tarter
University of Wisconsin-Madison, DoIT Customer Application Services
jtarter@doit.wisc.edu
(608) 265-0694

Vince Rose
University of Wisconsin-Madison, DoIT Communications
vprose@wisc.edu
(608) 261-1903