

# SIU Alumni Association/SIU Foundation Communication Guidelines

The Division of Development and Alumni Relations Strategic Communication Team has developed guidelines to assist the campus community in distributing communication in a more efficient manner.

To better manage SIU's communication distribution process, the SIU Alumni Association/SIU Foundation Communication Calendar was created. Currently, this calendar represents communication to alumni and donors that occurs via email broadcast, USPS mailings and Phone-a-thon calling for building your alumni and donor strategy. The goal is to provide a comprehensive view of the scheduled communication for all schools/department/units, allowing you to plan your strategy. You may [view the web-based calendar](#). Please add this URL to your bookmarked web pages.

Today, more than 80% of all communication directed to alumni, donors, and friends from the university is electronic. In order to effectively communicate, it is important to avoid inundating people with multiple emails sent on the same day, or even within a day of the other. We know that if SIU sends too many email messages:

- The impact of the message will decrease
- Recipients will stop opening all SIU emails
- Recipients will set up filters automatically
- SIU could be added to "Blacklist" by internet/email service providers

The dean's office of each academic college and professional school should designate one primary staff member and an alternate to have viewing access of the calendar to assist in scheduling the college's electronic communications efforts with alumni/friends/donors. These designates will undergo training to complete the confidentiality agreement, learn to decipher the calendar and complete and submit information requests.

To help users of the SIU Alumni Association/SIU Foundation Communication Calendar, specific categories based on the type of communication are color coded:

- ORANGE = Email
- BROWN = University Communication Emails
- PURPLE = Mailing
- BLUE = Project For Review
- RED = Missed Deadline
- ROSE = Phone-a-thon Calling
- TEAL = Holidays/Administrative Closures

**NOTE:** Phone-a-thon Calling will be listed on the Sunday for the week. This entry represents the Phone-a-thon calls being made Sunday through Thursday for that particular week.

When viewing the calendar entry, the left side will show the status of the project. The status can be determined by the following:

- Ø = Specifications Not Met for Sending
- No Symbol = Complete
- ♻ = Repeating
- \$ = Solicitation (This symbol notates a solicitation project)

Each Project listed on the calendar is titled with an abbreviation of the Collegiate Area/Department, Project name, Assigned Information Request Number. Once the project is completed, the number of records that were sent for the project will be recorded. *For example:* AGRI – Agri Email Newsletter (FP11601) – 9,999 records. Opening the calendar entry will allow you to see a summary of the population.

A Representative should:

- A. If possible, try to schedule emails in such a manner that it is uncommon for anyone to receive two different emails from SIU on two consecutive days. You may wish to consider a regular communication to those in your college/unit who work with alumni engagement and donor strategies/communications to help them plan for communications that are within these guidelines.

- B. Avoid scheduling two large email broadcasts (i.e. if an email is being distributed to “ALL ALUMS”) on the same or concurrent days.
- C. The Division of Development and Alumni Relations reserves the right to reschedule emails in the event overlap occurs. You are encouraged to call colleagues across the campus to see if it’s possible to work something out to detect and avoid email overlaps.
- D. Consolidate messages on a similar topic or the same day when possible. For example, if sending separate emails to different segments of your constituents, send them on the same day to avoid taking two days on the calendar.
- E. Sharing recurring dates with other schools/units when possible. For example, the College of Education and Human Services and the College of Engineering send out a monthly newsletter on the same day because their recipients do not overlap.
- F. Be aware of alternative vehicles through which events/activities can be promoted in a timely fashion including:
  - *SIU Alumni* magazine
  - *Saluki Pride* E-newsletter
  - College Newsletters
  - Regional Newsletters
  - Annual Fund Direct Mailings
  - Phone-a-thon Calling (Annual Fund/Alumni Association Membership)

**NOTE:** Please be aware that pertinent requests made by the President’s or Chancellor’s office take priority over previously scheduled items.

### **How to Make a Request for Communication**

For those who have completed the Representative training, the following are the procedures for submission of information requests.

The Information Request Form can be found at the following link: [www.ia.siu.edu/inforequest/](http://www.ia.siu.edu/inforequest/). Within the Information Request Form:

- A. In the Contact Information, provide the Requestor’s contact information.
- B. In the Request Detail section, provide a description of each communication for reporting, email or mailing. Please provide detail including (i.e., geographic area, college or unit affiliation, etc.). Also in the description, include the due date on which you would like to distribute the communication. Please allow 5 business days for mailing distribution. *For email communication, the 5-day period begins once the email template has been received by the Foundation office representative.* **(If you miss a deadline, your email will be rescheduled to the next available date. Original calendar entry will be RED and a new entry will be made with the appropriate color representing the new due date.)**

For email request type, include the sender of the email (including contact name) and a phone number so that your school/department/unit may be contacted in case of questions for scheduling issues. Information regarding the process of developing your email template [can be found here](#).

- C. In the Selection Criteria section, provide specific details of your population requested.

### **When Will the Communication be Sent?**

It is our goal to meet and exceed each of our requestors’ expectations while maintaining our functional responsibilities to Southern Illinois University, SIU Alumni Association and SIU Foundation. To do this, we will look for a window of opportunity to send your communication.

If you have any questions about when your communication will be sent, or, to gain access to the campus-wide communication calendar, send an email to Dawn Moake, Development Information Management – [dawnm@foundation.siu.edu](mailto:dawnm@foundation.siu.edu) or call 618/453-4924.