**Spelman College**

*A Choice to Change the World*

# Spelman Connection – Your link to Spelman news

The *Spelman Connection* is a weekly e-newsletter that serves the Spelman College community. The goal of the *Spelman Connection* is to share positive and interesting Spelman-related information to its target demographic – students, faculty, staff, alumnae, trustees and parents.

Providing this information via an e-newsletter raises awareness of activities and enhances the reputation of the College. In order to stay in line with this goal, a story submitted for publication in the *Spelman Connection*:

- Must first have a **direct connection** to the Spelman College community
- Must be new to readers
- Must be informative
- Must be an honest and accurate reflection of the College
- Must have a community, national and/or global appeal

Stories of significance to the *Spelman Connection* audience include:

- Research results or research programs
- Financial awards, including new grants and major gifts of $10,000 or more
- Stories about students, staff and faculty accomplishments, including awards, new campus appointments, departmental reorganizations
- Events and conferences
- Alumnae who have made major accomplishments on a professional level (this does not include things such as weddings, birth of children, job promotions, etc)
- New College initiatives, programs and institutional awards

## Distribution

The *Spelman Connection* is distributed both internally and externally to the following audiences:
- Internal Audiences: students, faculty and staff
- External Audiences: alumnae, trustees and parents, and friends of the College

## Circulation

With internal and external audiences combined, the *Spelman Connection* is currently circulated to approximately 18,000 constituents.


## Gathering Ideas

Feature story ideas are obtained in the following ways:

- Story ideas are solicited via e-mail from faculty, staff, students and senior staff (there is a link in the *Spelman Connection* that invites story submissions)

- Internal customers (faculty and staff) are invited to attend staff meetings to discuss upcoming programs and initiatives, which generates story ideas.

- Story ideas are received via e-mail from alumnae.

- Story ideas are developed within the Office of Communications based on knowledge of upcoming events or news related to the College.


## Story Selection

- Story ideas are assessed by the Office of Communications for relevance and newsworthiness during a weekly Monday morning staff meeting.

## Approval Process

The approval process consists of the following four steps:

1. Once the story ideas have been screened and approved at the weekly staff meeting, they are forwarded via e-mail to the relevant content owners for their **approval of the idea**. Content owner(s) consist of:

   o The VP of the relevant department and appropriate staff member or;

   o Appropriate faculty member

   Note:  Story ideas received from alumnae will be routed to the VP of IA and the Director of Alumnae Affairs.  Those worth exploring as stories will be forwarded for both idea and content approval.  Others not appropriate for the *Spelman Connection* will be forwarded as an FYI.

2. Once the idea has been approved by the appropriate content owner(s), it is added to the weekly story budget (the story budget offers a brief description of the topics to be covered in the upcoming issue of the *Spelman Connection*) and e-mailed to senior staff members for feedback.

3. Once a draft is created, it is forwarded to the content owner(s) for final review/edits. *Please note that not responding to a final approval request may be perceived as an OK to publish the story if all information for the story has been provided by the content owner(s). However, if the content owner(s) have made edit requests but fail to approve the edits once they are made, the story will be held until final approval is received.*

4. Once the story has been finalized by the content owner(s), it receives a final edit and is then sent out to all constituents.

***Special Note: VPs requesting approval of a story by senior staff members are requested to facilitate that approval process and forward final comments to editor***

## Production Timeline

- **Monday**
    - Discuss story ideas budget at staff meeting
    - Forward story ideas to content owners for approval/information
    - Send out *Spelman Connection*
- **Tuesday**
    - Send out detailed preliminary budget to executive director and director of Interactive Communications for review
    - Send a list of intended stories to Web team to determine the need to create new pages
    - Send budget to senior staff for feedback
- **Wednesday**
    - Finish drafting approved stories
    - Send draft of stories to content owners for approvals/edits
- **Thursday**
    - Send *Spelman Connection* draft to director of Interactive Communications for edits
    - E-mail finalized and approved stories and images to Web team
    - Send final edited version to executive director for review
- **Friday**
    - Begin loading *Spelman Connection* stories into iContact with appropriate links provided by the Web team
    - Send test copy of Monday's *Spelman Connection* via iContact to Senior staff
    - Create story ideas budget for Monday's Office of Communications staff meeting

## Submission Guidelines

Feature Items:     Feature story items should be one paragraph in length (approximately 5-7 sentences).  If a website exists that contains in-depth information pertaining to the story, please provide the Web

address. Stories submitted should have a Spelman connection and appeal to the Spelman community.  Information should be forwarded along with an electronic image to: spelmanconnection@spelman.edu

When submitting stories, contact information on all involved parties should be provided.

Graphics:    Electronic images may be forwarded in jpg format with a minimum 300 dpi resolution.  Graphics should be 140 pixels in length and 180 pixels wide.

Calendar Items:    Listings must include the date, event title, time and location (building name and room number if applicable – no abbreviations please).

Submission Deadline

The deadline for submissions is Monday noon for publication the following Monday (meeting the deadline does not guarantee publication in the next *Spelman Connection*. Relevant stories are published based on their timeliness) Submissions may be edited for clarity and length.