Signed, Sealed, Delivered:

Improving Your Messages to the Community

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SIGUCCS Webinar
September 2016

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Objectives

Content Matters

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Objectives

Content Matters

Cut the Flab

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Objectives

Content Matters

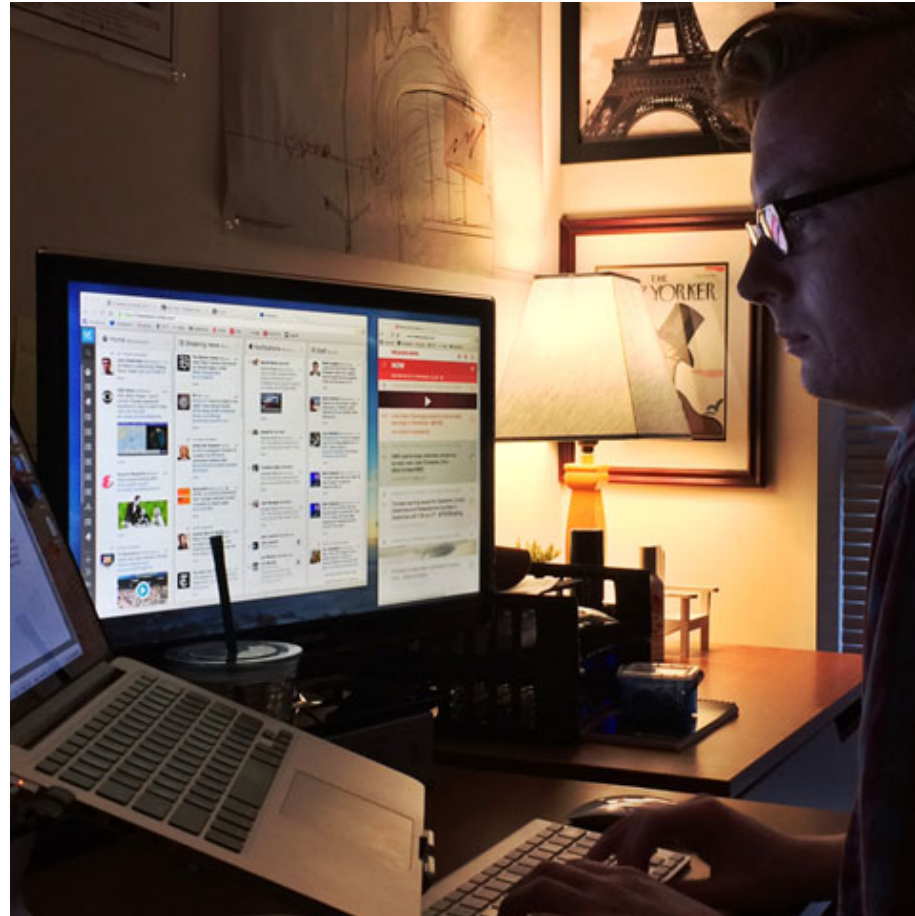**Cut the Flab**

Selling and Spinning

Fordham IT

IT Communications in Higher Ed
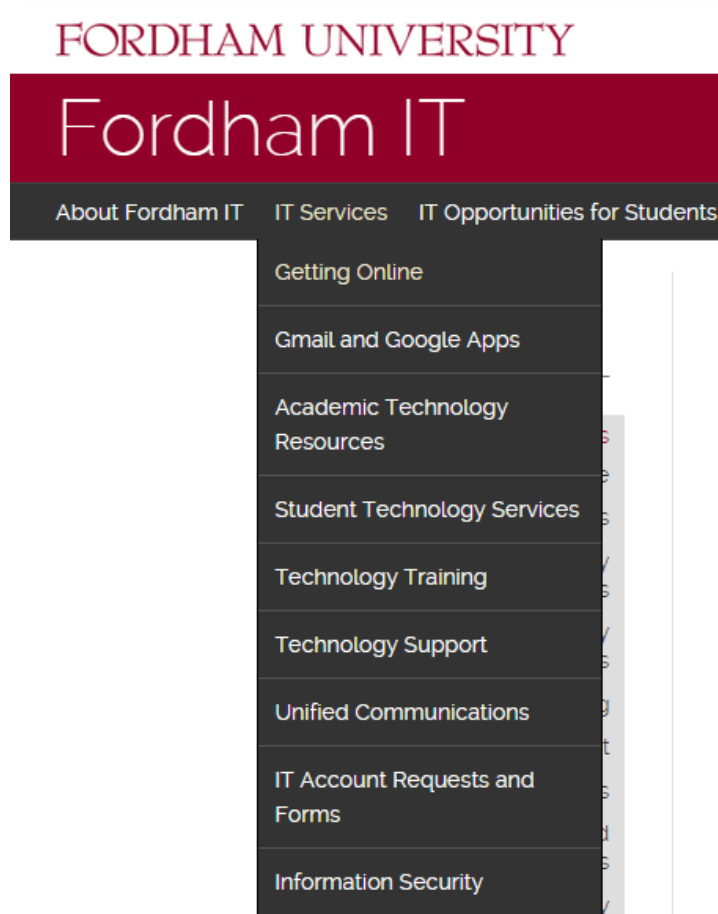

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IT Communications in Higher Ed

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IT Communications in Higher Ed

Fordham IT Website

Fordham IT Newsletter

Content Matters

Fordham IT

Content Matters

Dear Colleagues,

Please be advised that there will be some maintenance performed on the Advancement, Human Resource, Finance and Student Information Systems (Banner) and that they will be unavailable on Saturday May 8th 2015 to May 9th from 10:00PM through 9:00 AM. Please not that during this time both Self-Service Banner (SSB) and Internet Native Banner (INB) will be unavailable. This would include final faculty grading, student registration, class schedules, transcript requests, available courses, on-line payments, Advancement, Finance, HR and Banner reporting, etc. Please be aware that the University portal, my.university.edu will be available during this time, as will all non-Banner services accessible via the portal, such as E-mail, Degreeworks, Blackboard, etc.

We thank you for your patience, cooperation, and understanding and apologize for any inconvenience this may cause.

If you have any questions or concerns, please feel free to contact the IT Customer Care by phone at (718) 222-2222 or via email to helpit@university.edu.

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Content Matters

Not organized
Hard to read on a screen
Content not clearly presented
Too wordy

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Better Organization

Organize information according to importance

Primary information:
- Summary of systems affected and the date

Secondary information (optional):
- More details about what in particular is affected

Tertiary information (optional):
- Define INB and SSB

IT contact information

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Make it easier to read

Insert space between paragraphs.

Avoid
- Sentences that are lists of words
- Clustering
- Repeating words

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Cut the Flab

Cut the Flab

Start sentences with strong nouns.

Be alert for unnecessary and repeated words.

Avoid flab that sneaks into writing:
- **To be able to,**
- **To try to; to help**
- **To have to**
- **To begin to; to start to**

Don't apologize for routine maintenance.

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Cut the Flab

Don't overuse the passive voice.

Avoid the conditional voice.

Avoid throwaway phrases.

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Cut the Flab

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The flab, cut.

Dear Colleagues,

Self-Service Banner (SSB) and Internet Native Banner (INB) will undergo maintenance from Friday, May 8, 10:00 p.m. through Saturday, May 9, 9:00 a.m.

During this time, final faculty grading, student registration, class schedules, transcript requests, available courses, and online payments cannot be accessed. Also, human resources, finance and student information systems modules and reporting will not be available.

My.university.edu, the University portal, will be available, as will all other services accessed via the porta, such as Gmail, Degreeworks, and Blackboard.

What are SSB and INB?
Self-Service Banner (SSB) is accessed via my.university.edu. You use it to get information about pay stubs, taxes, grades, courses, and so on.

Internet Native Banner (INB) is mainly for administrators. This is where works occurs that is related to finance, human resources, and other administrative functions.

Questions? Contact IT Customer Care: 718-222-2222 | HelpIT@university.edu

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Sell IT

Sell IT

Subject: 3D printers

Hello All,

3D Printing is one of the newest Tech Trends on Campus! Faculty Technology Services will be hosting a Round Table to discuss how the University can best use the Technology on Tuesday 4/21 at 11:00 on both Campuses:

FTC at University Campus 1, Room B-27
FTC at University Campus 2, Room 416

For more information about 3D Printing, please visit the Tech Trends in Education Wiki or stop by either FTC.

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Elements of the revised email:
- **Addressed email to faculty**
- **Incorporate examples of 3D printing**
- **Concisely, clearly state time and place of workshop**
- **Used words relevant to a higher education setting**

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Subject: Find out how 3D printing can engage your students

Dear Faculty,

We'd like you try out our new 3D printers! They're helping to transform student engagement at the University, across the liberal arts curriculum.

For example,

- **Physics students no longer have to study 2D models of catapults in a book because they design and print their own**
- **History students print out historic artifacts for closer study**
- **Art and design students print out models of their work**

Join us! We'll demonstrate 3D printing and discuss how 3D printers can support teaching and research at the University.

Tuesday, April 21, 11:00 a.m.
The Faculty Technology Centers
Campus 1, Room B-27
Campus 2, Room 416
RSVP on Eventbrite

For more information about 3D printing, please visit Faculty Technology Service's Tech Trends Wiki.

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Spin IT

To the Community:

Over the past three days, our website, University.edu, has experienced catastrophic infrastructure issues related to its databases. Efforts to restore the site, including a content freeze, have only been intermittently successful, and this morning you may be waking up to pages that read "Access Denied."

No content or links has been lost. We have built a new database on a new server and will be populating it with our current content. After testing and validation, we will point our site to the new location which will restore service worldwide and full functionality. This process will take a few hours, however, and we ask you for your patience.

We apologize for this inconvenience and assure you that we are doing everything possible to get our site up and running again.

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Dear Colleagues and Students,

Over the past three days, our new website, University.edu, has experienced infrastructure issues related to its databases.

We restored full functionality to the site today. However, you may encounter some pages that read "Access Denied," due to geographic location, browser settings, and other individual variances. This will clear up over the next few hours while the site propagates worldwide.

Apologies, and thanks for you patience.

Best wishes for a good break.

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Spin IT

- **Use words that resonate**

- **Leave out excess information**

- **If you can say it 5 syllables or words, can you say it in 4, 3, 2, or 1?**

- **Most important info comes first**

- **Present your organization in the best way possible**

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