CAS OPERATIONS

Shared Services Model
Communications

Newsletters and Annual Reports/Publications

CAS Comms can support unit newsletters and publications in a number of ways. Please reach out via the CAS Communications **Project Request Form** to start.

Here are some guidelines and recommendations to get us started:

1. **Determine goals and objectives.**
   Your goals and objectives should be clear, sustainable, achievable and measurable before structuring your publication, and they should be re-evaluated at least every 2-3 years for return on investment (ROI) and sustainability.

   If donor/alumni engagement is considered, please contact **Development and Alumni Relations (DAR)** to advise on current research regarding the effectiveness of your planned communication.

2. **Determine audiences.**
   If this includes an alumni audience, Development and Alumni Relations (DAR) should be engaged to help determine how to best reach out and what the message(s) should be. See how they can help at the **Campus Partner DAR Resource Guide**.

3. **Determine platform and approved budget for distribution (email, e-newsletter, digital report, printed piece).**
   Digital options are always recommended; any print production costs must be pre-approved. UD recommends the **Mailchimp email platform**. Individual units are responsible for the setup of email platforms, their cost and maintenance of patron lists. CAS Comms will walk through this process with your unit. Identify staff and /or faculty to be the project owner and liaison with CAS Comms.

4. **Determine cadence.**
   If the audience is internal, the unit is solely responsible for all aspects, including cadence. If the audience is external: CAS Comms recommendations will be no more than 1x per semester (Fall/Spring)

5. **Request a digital template**
   For external email and multi-page annual designs, CAS Comms provides template design to assure proper branding. If your unit does not presently have one, please request one via the **CAS Comms Project Request Form**.

6. **Layout**
   If going to an internal UD audience, the unit is solely responsible for all aspects, including layout. If a multi-page designed template is used independent of Mailchimp email for an external UD audience, units collect and provide all content (copy, images) to CAS Comms for layout in the template. All final material must be proofread and formatted correctly by the unit.

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Communications

7. **Lists and List Management**
   For internal audiences, unit is responsible for all lists and list management.

   For external audiences:

   - Any DAR lists must be requested at least 3 weeks in advance and repeated for every send using **this form**;
   - To provide the most up-to-date and accurate list/data of alumni, and since the lists and contact information is ever-evolving, campus partners must request from DAR a new list with each send.
   - unit will secure and manage all other lists.

8. **Distribution**
   For external email digital distribution: **Unit sets up a MailChimp account** and gives a CAS Comms team member access. If possible, have DAR manage the distribution via its eMarketing platform.

   For print pieces, when the print budget is finalized and approved, CAS Comms will walk through and help support the unit's print distribution plan.

   Please note that sharing publications as digital PDFs is not best practice due to accessibility concerns. The CAS Communications Digital team can discuss options for placing publications on websites.

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