## Alumni E-Newsletter Project Plan – Strategic Communications



#### **ANTICIPATED DELIVERY DATE:**

July 9, 2018

# **Objective**

To initiate an ongoing e-publication meant to engage members of Humber's growing alumni family; the publication will be aimed at drawing user traffic and participation to Advancement & Alumni's online channels, as well as:









Increasing awareness and uptake for alumni benefits & services

Providing another visible avenue to profile notable alumni and promote upcoming initiatives

Exposing alumni to moderate donor and fundraising content

Consolidating content from existing alumni ecommunications to limit excessive outreach

## Rationale

With alumni engagement activities ramping up, it is imperative that the team explores viable communications channels to help drive awareness of these activities. Alumni e-newsletters are commonplace in the industry as an engagement tactic and, as our alumni community grows past the 240,000 mark, this type of communication would provide a valuable and easily distributed touchpoint.

Though a large following of alumni receive ample information through stand-alone emails and social media channels, a consistent, ongoing and direct communication aimed at promoting timely content and opportunities will help build familiarity in the program with our existing alumni base.

This project would serve as a pull communication for the Advancement & Alumni website and would also replace many existing, content-specific e-communications, helping us avoid oversaturating our audience with additional emails and risking potential unsubscribes.

As well, a highly engaged alumni base will be critical as the department moves closer to the launch of a significant fundraising campaign. By providing our grads with a moderate level of giving-related content through a direct-to-inbox communication, we can prime this audience to participate in future appeals.

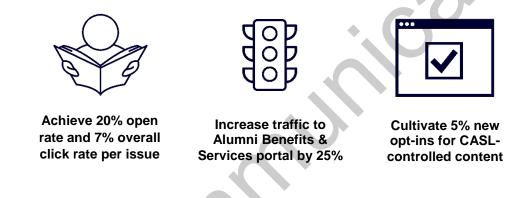
## Audience

This communication is intended to reach all alumni with an active email address. Given the current CASL restraints governing how our department promotes and communicates about Alumni Benefits & Services, two separate e-newsletters will need to be sent to alumni. While the first version will feature a monthly perk, the second version will replace this content with an invitation to opt-in for these exclusive deals.

Therefore, this communication will be deployed to two primary groups:

- 1) Alumni who have opted into received CASL-controlled content
- 2) Alumni who have not opted in to receive CASL-controlled content

## **2018** Goals

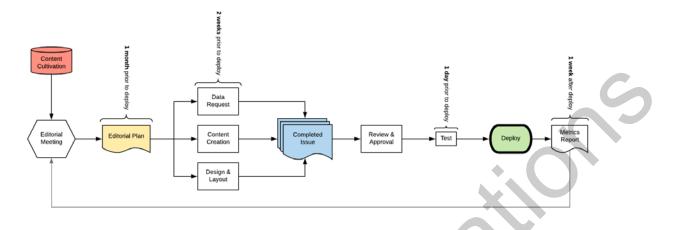


#### **Editorial Schedule**

This e-newsletter is envisioned as a **monthly e-newsletter.** The project's initial performance will be evaluated at the end of 2018 and, as metrics are collected each month, regular reviews will take place on a recurring 6-month schedule thereafter. While best practices will be consulted regarding the best date and time to deploy e-newsletter, the team will aim to release each issue in the **first week of the month**.

C													
	2018							2019					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
E-Newsletter	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Project Eval.							Х						Х

#### **Editorial Process**



#### **Editorial Board Members:**

- Strategic Communications = Phil Sach
- Alumni = Adelia Marchese, Karina Butzek-Morris, Aaron Mark
- Stewardship = Jackie Clarke
- Annual Programs = Cynthia Luey
- Major Gifts = TBD

\*additional contacts from Schools and areas across the College will also be invited to take part in the editorial process; these relationships will be established through Strategic Communications and formal procedures for submitting content will be established.

#### **Topic Areas** July 2018 August 2018 September 2018 October 2018 November 2018 December 2018 Ten Thousand TBD Humber Classic TBD Gratitude Feature Story Coffees Alumni Weekend Alumni Weekend Alumni Weekend TBD TBD Event Save The Date Registration Recap Holiday Message Cisco Partnership Alumni Donor Fundraising TBD TBD TBD & Scholarships Profile **Profile** Premier's Winner -Alumni Profile Video - Tae Hislop Video – <mark>TBD</mark> Premier's Noms. Video – TBD Andrew B. Campus News Convocation 2018 TBD TBD TBD TBD TBD Canada's Grad. Cert. Continuing TBD TBD TBD Perk Wonderland Education Programs Giving Tuesday Other Give to Humber Preview Non-CASL Audience Perks Opt-In Perks Opt-In Perks Opt-In Perks Opt-In Perks Opt-In Perks Opt-In

# 2018 Editorial Plan (Draft)

# Reporting

For each issue, the team will measure the following information in order to evaluate success (other measures will be tracked as required):

- Overall email open rate (including total opens and total unique opens)
- Overall email click-through rate (including click rates for individual links)
- Total traffic to the Alumni Benefits & Services portal for at least one week post-deploy (and compared to average traffic before the e-newsletter launch and at other times of the month)
- Total completed opt-ins for CASL-controlled content
- Total unsubscribe rate
- Affiliated event registration (estimated based on click rate and survey field at registration)