Student Affairs Email Newsletters

Making them work for you
1. Monthly Student

   Audience: all undergraduate students
   Timing: sent around the first of each month
   Focus: round-up of student-focused events and announcements by month

   Submit: by email to newsletter@sacl.umass.edu
   Deadline: 20th of the month
2. Weekly Student

Audience: all undergraduate students
Timing: sent Thursday afternoons
Focus: Brief personal message from Enku followed by a few weekend (Fri-Sun) event highlights includes both campus and community events

Submit: by email to newsletter@sacl.umass.edu
Deadline: Monday afternoon
Student emails are

- Sent to over 22,000 students
- Read by more than 50% of recipients
- An efficient, inexpensive way to reach a large percentage of undergrads
- A chance to connect beyond your “usual” audience
3. Monthly Staff

Audience: all SACL staff
Timing: sent around the first of each month
Focus: round-up of staff-focused events and announcements by month
Submit: by email to newsletter@sacl.umass.edu
Deadline: 20th of the month
4. Parent Newsletters

Audience: undergraduate parents and families

Timing: at least once per month

Focus: announcements and reminders directed at parents families

Coordinated by Office of Parent Services
Sent by SACL Communications
Contact: Rose Boulay, OPS
Deadline: varies
Student Affairs email newsletters

Summary

• Submit newsletter items to newsletter@sacl.umass.edu
• Subscribe this address to your newsletters and list-servs
• Send info on off-campus as well as on-campus events
• Send items of interest to your SACL colleagues
• For parent/family email, contact OPS staff

Thank you!