CSB/SJU Alumnae/i Communications

The CSB and SJU Institutional Advancement offices (IA) are your best resource for accurate, up-to-date mailing lists for both electronic and regular mail, when mailing to CSB and SJU alumnae/i. Because of the high volume of materials submitted to the CSB and SJU IA offices for distribution to alumnae and alumni using the IA database, IA and Communication and Marketing Services (CMS) has established a simple guide when mailing or emailing departmental newsletters or other correspondence to alums to ensure consistent and error-free communications.

ONLINE

If you plan to submit an electronic departmental newsletter or other electronic communication, please follow this process to ensure your communication is sent out in a timely and efficient manner. For sending surveys related to program review and assessment, please follow the guidelines listed below. (Please allow at least three weeks before the date you would like your communication emailed to ensure processing time.)

1. Send the newsletter or other communication content, including an introductory paragraph indicating the content of your communication to Glenda Burgeson, Director of Editorial Services in the Communications and Marketing Services office (CMS), along with the desired email date.

2. Glenda will review the content for consistency and CSB/SJU identity and return it to you with her recommended changes.

3. Once proofed, send the content and introductory paragraph, your audience description, who the email will come from (desired signature) and desired email date to Michael Halverson, in the SJU alumni office and Jessie Sandoval in the CSB alumnae office. The CSB and SJU alumnae/i offices will place the email in an online email template and email it to your target audience on your behalf.

   The CSB alumnae office specifically needs to know WHO the email responses will be sent to. And, may require an additional 2 days for turn-around given all emails need to be funneled through Tammy Moore, executive director of IA communications first.

Tips for a successful mailing:

- Provide material to CMS at least three weeks before the date you’d like the item emailed to ensure processing time.

- Do not schedule mailings in June and December. There is already a high volume of both electronic and paper mail going to alumni in those months. Mailing in those months may reduce your reader rate.
• To avoid having your communications end up in spam filters, email your newsletters and other items through the alumnae/i offices. They use software that minimizes this. In addition, they maintain the most up-to-date alumnae/i email lists. They email frequently to alumnae/i and constantly update the mailing list.

**PAPER**
If you plan to do a paper alumnae/i mailing, please follow this process to ensure a timely and efficient mailing. *(Please allow at least three weeks before the date you would like your communication emailed to ensure processing time.)*

1. Send a copy of your communication, including a brief introductory paragraph introducing the mailing to Glenda Burgeson, Director of Editorial Services in the Communications and Marketing Services office (CMS), along with the desired email date.

2. Glenda will review the communication for consistency and CSB/SJU identity and return it to you with her recommended changes.

3. Once proofed, provide the following to Michael Halverson, in the SJU alumni office:
   - Desired mail date
   - Description of your target audience
   - If your communication is to both alumni and alumnae. Michael Halverson will coordinate with Jessie Sandoval of the alumnae office on the mailing list.

4. Provide the following to Mary Gouge in the SJU mail center:
   - Electronic version of your communication
   - Mailing envelopes and return envelopes (if applicable)
   - Budget number for postage and printing costs
   - Budget number for postage

5. The alumnae/i offices will provide a mailing list per your specifications to the SJU mail center. Mary Gouge will print and mail your correspondence.

**Tips for a successful mailing:**

- If you wish to give recipients an online option of your communication, be sure to include a web link that will take readers to the appropriate web page.

- Provide Michael Halverson with mailing list specifications three weeks before desired mail date.

- Don’t plan mailings in June and December. There is already a high volume of electronic and paper mail going to alumnae/i in those months. Mailing at that time will only serve to depress your response.

- Provide Mary Gouge with relevant materials at least one week before desired mail date.
It is in your best interests to have the alumnae/i offices create your mailing list for Mary Gouge. They constantly update the list and have the most accurate alumnae/i mailing lists.

Alumnae/i Survey Directions

ONLINE
If you plan to do an online alumnae/i survey, please follow this process to ensure the best survey response:

1. Send the survey and brief cover letter for your survey subjects introducing the survey, its purpose and your desired response date to Glenda Burgeson, Director of Editorial Services in the Communications and Marketing Services office (CMS), along with the desired email date.

2. Glenda will review the survey for consistency and CSB/SJU identity and return it to you with her recommended changes.

3. Once proofed, input the survey into Forms Manager. This will generate a web link that will take your survey subjects to the survey. If you need help with Forms Manager, contact the IT Help Desk or Roxy Pringle in Institutional Research.

4. Describe your target audience, e.g., Johnnies and Bennies? All alumnae/i in your major or just 2000-2009 graduates? Etc.

5. Send the survey link and cover letter, your audience description and desired email date to Michael Halverson, in the SJU alumni office.

   Working with Jessie Sandoval in the CSB alumnae office, the CSB and SJU alumnae/i offices will place the email in an online email template and email it to your target audience on your behalf.

5. Survey responses will come directly to whomever in your department you identify in the Forms Manager process.

Tips for a successful survey:

- Provide material to CMS at least three weeks before the date you’d like the survey emailed to ensure processing time.

- Do not schedule surveys to be mailed in June and December. There is already a high volume of both electronic and paper mail going to alumnae/i in those months. Mailing in those months will depress your response rate.

- To avoid having your surveys end up in spam filters, email your surveys through the alumnae/i offices. They use software that minimizes this. In addition, they maintain the
most up-to-date alumnae/i email lists. They email frequently to alumnae/i and constantly update the mailing list.

**PAPER**
If you plan to do a paper alumnae/i survey, please follow this process to ensure the best survey response:

1. Send the survey and brief cover letter for your survey subjects introducing the survey, its purpose and your desired response date to Glenda Burgeson, Director of Editorial Services in the Communications and Marketing Services office (CMS), along with the desired email date.

2. Glenda will review the survey for consistency and CSB/SJU identity and return it to you with her recommended changes.

3. Once proofed, provide the following to Michael Halverson, in the alumni office:
   - Desired mail date
   - Description of your target audience
   - If your survey is to both alumni and alumnae, Michael Halverson will coordinate with Jessie Sandoval of the alumnae office on the mailing list.

4. Provide the following to Mary Gouge in the the SJU mail center:
   - Electronic version of the survey and your cover letter in Word
   - Mailing envelopes and return envelopes
   - Budget number for postage and printing costs
   - Budget number for postage

5. The alumnae/i offices will provide a mailing list per your specifications to the SJU mail center. Mary Gouge will print and mail the surveys.

6. The survey responses will come directly to the department identified on your return envelope.

**Tips for a successful survey:**

- If you wish to give recipients an online option in your paper survey, put your survey in Forms Manager to generate a web link that will take your survey subjects to the online survey. If you need help with Forms Manager, contact the IT Help Desk. Also, you may wish to contact IT Services to get a modified version of your survey’s URL. IT Services may be able to shorten it, e.g., www.csbsju.edu/historysurvey.

- Provide Michael Halverson with mailing list specifications three weeks before desired mail date.
- Don't plan surveys to be mailed in June and December. There is already a high volume of electronic and paper mail going to alumnae/i in those months. Mailing at that time will only serve to depress your response.

- Provide Mary Gouge with relevant materials at least one week before desired mail date.

- It is in your best interests to have the alumnae/i offices create your mailing list for Mary Gouge. They constantly update the list and have the most accurate alumnae/i mailing lists.