Improving E-mail Communications
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Please answer one or more of the questions that we’ve posted around the room:

What do you want to learn during this workshop?

What platform(s)/formats do you use to send email?
*Plain text, traditional listserv, mail merge, Mailchimp, etc.*

Who is your target audience?

What are obstacles with getting people to read communications?
Session Notes:

What do you want to learn during this workshop?

- How not to bore audience
- Getting anyone to read emails
- How to reduce my work load
- Encouraging Postdocs to contribute
- How best to reach faculty

Who is your target audience?

- Postdocs
- Administrators
- All post grads
- Supervisors
Session Notes:

What do you want to learn during this workshop?
- Forwarding emails
- Digest format
- Mailchimp (many)
- Constant contact (one)
- Convio (one)

What platform(s)/formats do you use to send email?
Plain text, traditional listserv, mail merge, Mailchimp, etc.

What are obstacles with getting people to read communications?
- Same as obstacles
Newsletters VS Traditional e-mail forwards

**Newsletters**
- Consistent timing
- Consistent formatting across platforms – including mobile
- Analytics
- Optimization over time

**E-mail forwards**
- Too many emails – lose audience’s attention
- No time needed to put together content
- Not automatically to SPAM or Promotions folder (Gmail)
- No idea who is looking at what
**Pros**

- Consistent timing
- Consistent formatting across platforms – including mobile
- Analytics
- Optimization over time

**Cons**

- Initial set-up
- Time to put content together
- Sent to SPAM or Promotions folder (Gmail)
- Mass forwarding
- Cost
Planning Phase

- Potential obstacles?
- Who is your audience?
- What types of content will you send?
Northwestern OPA Wire

• Via Office of Postdoctoral Affairs (Kristen Mighty)
• Sent 1\textsuperscript{st} and 3\textsuperscript{rd} Wednesday
  • 1\textsuperscript{st}: Funding Opportunities
  • 3\textsuperscript{rd}: All Events/Announcements
• Sent to Postdocs, OPA Member Listserv and Deans, Provosts, and VPs
Georgia Tech [Postdocs] Newsletters

- Sent Weekly, alternating between two types:
  - **Opportunities of Interest** – shown at right
  - **Upcoming Events** – section headings professional development, social events, health & benefits, around Atlanta, etc.
- Sent to all postdocs (updated monthly) and anyone else who chooses to subscribe
- Faculty and upper admin are emailed 1-2 times per semester
- **View this email in your browser**
January 2016 OPA Wire (Postdocs)

1,131 Recipients

List: Postdocs
Subject: OPA Wire: Check Out New Faculty and Postdoc Openings and Upcoming Professional Development Programming!

Delivered: Fri, Jan 22, 2016 4:45 pm

View email · Download · Print · Share

Open rate 48.8%
Click rate 22.5%

List average 35.8%
List average 7.1%
## January 2016 OPA Wire (Postdocs)

### Switch report

<table>
<thead>
<tr>
<th>URL</th>
<th>Total clicks</th>
<th>Unique clicks</th>
</tr>
</thead>
<tbody>
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<td><a href="http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/faculty-program">http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/faculty-program</a>...</td>
<td>128 (22%)</td>
<td>118 (23%)</td>
</tr>
<tr>
<td><a href="http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/postdoc-opportunity">http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/postdoc-opportunity</a>...</td>
<td>101 (17%)</td>
<td>75 (15%)</td>
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<td><a href="http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/industry-job-opportunities">http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/industry-job-opportunities</a>...</td>
<td>71 (12%)</td>
<td>63 (12%)</td>
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<td>26 (5%)</td>
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<td><a href="http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/science-fair-judging">http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/science-fair-judging</a>...</td>
<td>28 (5%)</td>
<td>25 (5%)</td>
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<td><a href="http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/resume-review-guidelines">http://www.tgs.northwestern.edu/resources-for/postdocs/news-events/stories/2016/resume-review-guidelines</a>...</td>
<td>23 (4%)</td>
<td>20 (4%)</td>
</tr>
</tbody>
</table>
Mailchimp – Click Map

**Latest News and Events from the OPA!**
January 22, 2016

**Announcements**
- Leveraging Your PhD - Career Workshop, Register, start April 1, register by April 10.
- Check out important dates!
- Learn about the invention and patenting in the 2016 series!
- Postdoctoral Development Awards - Applications due February 19th

**Upcoming Events**
- Opportunity, Science Fair Judge - February 5th

**Job Opportunities**
- Postdoc positions at Northwestern - Many New Postings!
- Postdoc positions - Check Out New Postings!
- Senior Scientist position - Protocol Link
- Associateship Programs - February 1st deadline

**Professional Development**
- Table - November 28th
- Research Enterprise - NIH Grant Review, February 1st
- Employee Tuition Benefits - SPS Online Information Session
- Academia Webinar Series
- Program for Professional Development

**Activities & Events**
- Special Languages and Cultures
- GradFest - January 25th-29th, Careers in Business
- Mean It - January 29th
- New Year Welcome, January 27th & 28th
- Career Fair - Mark your calendars, March 2nd!

Check out the page for more information!

*New Feature: sort by category to find what you're looking for.*
Newsletter make-over Northwestern

Latest News and Events from the OPA!
February 17, 2016

Announcements
- Change in timing for distribution of OPA Newsletters
  - Funding Connection - 1st Wednesday of the month
  - OPA Wire - 3rd Wednesday of the month
- Leveraging Your PhD - Resume review workshops (February 17th and 19th)
- Faculty Professional Development Awards - Due February 19th
- HRI announcements - Update Annual Disclosures by March 31st
- Save the date - Take Our Daughters and Sons to Work Day 2016
- World Library Renovations - Berg - March 26th
- Submit Abstracts for Annual Lewis Research Day - Due March 1st

Professional Development
- Job Search Toolbox Seminar - February 24th
- Navigating the Research Enterprise - NIH R01 and R03 Proposals, March 14th
- Seminar Center for Advancing Learning and Teaching - upcoming events
- Mentored Discussion of Teaching - Applications Now Being Accepted
- GEO Virtual Career Fair - March 2nd, registration now open!
- G5K Events - Check out upcoming programming
- Master of Science in Law Webinars

And on and on...
Northwestern Newsletter make-over

Northwestern OPA Wire

- Open Rate
- Click Rate

New format: Less is More!
Reports

Campaigns  Comparative  Automation

Overview  Revenue

Postdocs

- Open rate
- Click rate
- Industry avg. open rate

OPA Newsletters
# A/B Testing

## Combination results

<table>
<thead>
<tr>
<th>Combo</th>
<th>Send time</th>
<th>Open rate</th>
<th>Click rate</th>
<th>Sales</th>
<th>Sends</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 12, 2016 9:30 am</td>
<td>38.0% ± 3.8%</td>
<td>11.6% ± 3.1%</td>
<td>$0.00</td>
<td>251</td>
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<tr>
<td>2</td>
<td>Jan 12, 2016 11:00 am</td>
<td>36.1% ± 3.8%</td>
<td>10.8% ± 2.9%</td>
<td>$0.00</td>
<td>250</td>
</tr>
</tbody>
</table>
Targeted emails

Campaign performance

- Open rate
- Click rate
- Industry average

48.54% Open Rate
14.95% Industry Avg
11.7% Click Rate

Opportunities for International Scholars - 10/8/2015
8 Oct, 2015 11:13 am [Thu]

PDA emails (plain text)
How are they reading the newsletter?

<table>
<thead>
<tr>
<th>Top email clients</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Desktop</td>
<td>53.8%</td>
</tr>
<tr>
<td>Gmail</td>
<td>24.2%</td>
</tr>
<tr>
<td>Apple Mail</td>
<td>17.4%</td>
</tr>
<tr>
<td>Outlook 2013</td>
<td>5.1%</td>
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<tr>
<td>Thunderbird</td>
<td>3.4%</td>
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<tr>
<td>Outlook 2010</td>
<td>2.5%</td>
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<tr>
<td>Mobile</td>
<td>46.2%</td>
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<tr>
<td>iPhone</td>
<td>38.8%</td>
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<tr>
<td>Chrome Mobile</td>
<td>4.5%</td>
</tr>
<tr>
<td>Android</td>
<td>1.8%</td>
</tr>
<tr>
<td>Android browser</td>
<td>0.4%</td>
</tr>
<tr>
<td>Safari mobile</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

*Why Might iOS And Mail Stats Be Deceptively High?*
Examples of newsletter formats follow
University of Wisconsin-Madison

- Via Imogen Hurley
- Sent Weekly
- Organized by **NPA core competencies**!

- **View this email in your browser**
University of Michigan

- Via Kierstin Fiscus
- Sent Monthly
- Table of Contents automatically generated by MailChimp

- View this email in your browser
UChicago myCHOICE

- Via Abby Stayart
- Sent Monthly

- View this email in your browser
University of Washington

- Via Kelly Edwards
- We use "Convio" as our platform and have a 43% open rate for our 1500 users on the list (1000 are postdocs).
- We've alternated between digest formats and more content, and every now and then we send just one event flyer/notice for our weekly communication. Our click through averages 10%.
- View this email in your browser
Send us links to your newsletters!

We will add them to the slide deck before sharing
Open Discussion