Introductory Guide to the Daily Digest
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What is the Daily Digest?

The Daily Digest is our college’s new daily newsletter sent out to all of campus, listing important information in regards to upcoming or day-of Announcements and Events.

Why are we doing this?

The goals of the Daily Digest are:

1. To decrease the quantity of mass emails each person receives in their inbox

2. To increase visibility and awareness of campus happenings by encouraging email readership by having everything in one place

Why is this important to you?

The Daily Digest will greatly reduce the number of MASS emails sent via the list serv.

It is our hope that the list serv will be used for work or school-related business. You may still write to subgroups and lists that you maintain.

Please see the table below for examples. This is not a comprehensive list, but should be used as a guide.

<table>
<thead>
<tr>
<th>Daily Digest</th>
<th>Both</th>
<th>List Serv</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement Announcements</td>
<td>Candidate Talks</td>
<td>Events cancelled on the day of</td>
</tr>
<tr>
<td>Lectures, Colloquia, Symposium, Conversations, Round Tables, Talks, Forums, Panels, Reading Series, Workshops, Conferences</td>
<td>Campus Housing during breaks</td>
<td>Important information from Human Resources regarding benefits, enrollment deadlines or changes in policy</td>
</tr>
<tr>
<td>Athletics, Cyle-a-thon, Fitness Center and Schedule Announcements</td>
<td>General Commencement Announcements (time, date, place)</td>
<td>Pop Ups day of, as they are intended to be last minute</td>
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<tr>
<td>Bookshop hours, book signings, store sales, Dining Hall closures</td>
<td>Major Teas</td>
<td>Notices that eMarket is down or other systems</td>
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<tr>
<td>Fundraisers, Collection drives</td>
<td>Community Day of Learning info</td>
<td>Occasional notices from Pres Cassidy if appropriate to send via list serv</td>
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<tr>
<td>Study session, Info session</td>
<td>International Travel Insurance</td>
<td></td>
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<tr>
<td>Receptions</td>
<td>Receptions Day of (Retirement)</td>
<td></td>
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<tr>
<td>Concerts, Plays, Performances</td>
<td>Registration Deadlines</td>
<td></td>
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<tr>
<td>Admitted Student Event</td>
<td>Deadline Reminders</td>
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<td>Coffee Hour in advance</td>
<td>Room Draw Updates</td>
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<td>Campus Visits</td>
<td>Self Scheduled Exam Proctor Sign Ups</td>
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<td>Interfaith Events</td>
<td>New Courses</td>
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<td>Senior Presentations</td>
<td>End of Semester Important Info</td>
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<td>Film Screenings</td>
<td>Outlook 365 Information from IT</td>
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<tr>
<td>Haverford, Tri-Co events/announcements</td>
<td>FedEx Schedule changes</td>
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<td>Flu Shots, Blood Drive, Stress Busters</td>
<td>Bionic Registration Instructions, Fall/Spring Registration</td>
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<td>Raffle, Ticket Give-Away, Competitions</td>
<td>LILAC/Study Abroad Events</td>
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<td>Holiday Parties, Fairs</td>
<td>Scholarship/Fellowship info sessions</td>
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<td>Craft Events</td>
<td>Surveys from the Office of Institutional Research</td>
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<tr>
<td>Election Day info</td>
<td>Transportation Schedule Changes</td>
<td></td>
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<tr>
<td>Recognition Awards</td>
<td>Class specific information: for example, Senior Only Graduation and Commencement information (caps, gowns, formal invitations, photos) Final Exam info, Senior Week Information</td>
<td></td>
</tr>
<tr>
<td>Themed Weeks (ex Self-Care week)/ Days (Random Act of Kindness Day)</td>
<td>Garden Party Information</td>
<td></td>
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</tbody>
</table>
How to Submit an Announcement to the Daily Digest

Announcements are simple!

- Access the link to the Daily Digest Wufoo form on the Communications Office site: http://www.brynmawr.edu/communications/
- Select the audience/s for your announcement
- Let us know what dates you would like it to appear in the digest (up to 2)
- Give us your contact information
- Select Announcement
- You have an option to provide a Title.
- Write announcement
- If you have a link, please provide it. If not skip it.
- Submit your request
If there are any issues, a member of the Communications team will reach out to you via the contact information provided. If you should have any questions, please contact Maureen McGonigle at mmcgonig@brynmawr.edu or by phone 610-526-7472 or Melissa Learn at mlearn@brynmawr.edu or by phone 610-526-5146.
How to submit an Event to the Daily Digest

Events require a bit more work. To submit an event there are 3 main stages:

- Submit EMS request
- Retrieve URL
- Submit Wufoo Form

Submit EMS Request

1. Go to EMS to book a room for your event, as all events submitted to the Daily Digest must be in Master Calendar: [http://ems.brynmawr.edu/VirtualEMS/Login.aspx](http://ems.brynmawr.edu/VirtualEMS/Login.aspx)

2. If you need help requesting space, instructions to access EMS and reserve rooms may be found in the Tech Doc on our website at: [http://www.brynmawr.edu/conferences/reservespace/instructvitems.htm](http://www.brynmawr.edu/conferences/reservespace/instructvitems.htm)
   **NOTE:** Please be sure to select one of these Event Types so that it will correctly reflect in Master Calendar: *Events, Workshop, Lecture, Film, Special Event*

   If you are familiar with EMS, please proceed to the EMS website.

3. After you have completed the EMS form and the request for space has been approved (no more than 2 days), you will receive a confirmation email. This lets you know that an entry has been created for the event in Master Calendar and that you are now able to grab the URL for your event’s page.

Retrieve URL

4. Navigate to Master Calendar
   [http://mc.brynmawr.edu/MasterCalendar/MasterCalendar.aspx](http://mc.brynmawr.edu/MasterCalendar/MasterCalendar.aspx)

5. Go to the date of your event and find your entry
6. Double click on the entry to get a small popup box and click on the more button in the lower right hand corner to open a larger pop up
7. Click on the twitter icon and copy the url

8. Paste in another browser and remove ".twitter" at the end
9. Test to make sure the url works- this will be the url you use in your Wufoo form

Submit Wufoo Form

10. Access the link to the Daily Digest Wufoo form on the Communications Office site: http://www.brynmawr.edu/communications/

- Select the audience/s for your events
- Let us know what dates you would like it to appear in the digest (up to 2)
- Give us your contact information
• Select Event
• Provide a Title and a brief description
• Provide the locations, start date and end date (if applicable), start time and end time (if applicable)
• Give URL for the event which will provide more detailed information for those interested. This will be the URL you copied from Master Calendar
• Submit your request

If there are any issues, a member of the Communications team will reach out to you via the contact information provided. If you should have any questions, please contact Maureen McGonigle at mmcgonig@brynmawr.edu or by phone 610-526-7472 or Melissa Learn at mlearn@brynmawr.edu or by phone 610-526-5146.
Important Information

How can I get my Announcement or Event to be promoted in the Daily Digest?

The Daily Digest is made up of a compilation of Announcements and Events submitted by YOU! Any person in the campus community is able to submit a request to have their Announcement or Event posted to the Daily Digest. An Announcement or Event will only appear in the Daily Digest if a request is submitted.

When should I submit my Daily Digest request?

Below are suggested lead times to ensure that you receive the right product and support:

1. An announcement can be submitted EOD the day before it is to appear (5pm)
2. Events need a minimum of 2-day lead time if you do not wish to have any further Communication’s support (ie enhanced Master Calendar pages, print materials, etc)
3. Large events that may benefit from Communication’s support (ie enhanced Master Calendar pages, print materials, etc) will need to be submitted a minimum of 2 weeks before the first date it appears

How many times can I submit an announcement/event to the Daily Digest?

Each Announcement/Event may be promoted in a maximum of 2 Daily Digests. In other words, any one announcement or event may appear in the newsletter on 2 separate dates.