

## Academic Affairs Communication Committee Report (Draft 1)

March 23, 2023

The communication committee has identified issues ~~related to~~ following

- Faculty to student communication
- Academic Affairs to student communication
- Academic Affairs to faculty ~~and~~ staff communication

Examples of issues include:

1. Students receive numerous emails ~~and~~ daily and finding critical emails among the clutter can be challenging. A preliminary survey of 24 students, faculty and staff indicated that these groups receive an average of 50 emails per week. Communication is repetitive and sometimes irrelevant to individual needs and departments.
4. Emails may have too much content and are often overwhelming.

### Distribution of surveys:

The communication committee has distributed short surveys about communication preferences including

### Committee Recommendations:

- Communication training for faculty, staff, and students. This could include email etiquette, tips for drafting clear and concise emails, timeliness in responding, and how communicate in our LMS systems and through websites and social media.
- Find ways to eliminate clutter in ~~the inbox~~ so that critical information such as academic, financial aid, and student account information can be prioritized. This can include compiling all ~~non~~ essential campus email into a single weekly digest.
- Work with IT to determine ~~if options~~ what are possible ~~for academic~~ mass emails.
- Set parameters for those sending out ~~mass emails~~ that mass emails are reviewed for those parameters prior to being sent ~~outside~~ ~~an~~ A specific department may need to be designated to review the emails.
- A bi-weekly or monthly update from the Provost and ~~Affairs~~ ~~Academic~~ what is happening in that area.
- Communication with faculty and staff regarding significant changes in curriculum,

President/ Provost Email examples from other institutions:

From: University President <[president@nsula.edu](mailto:president@nsula.edu)>  
Sent: Friday, March 17, 2023 12:00 PM  
To: +All Students <[All-Students@nsula.onmicrosoft.com](mailto>All-Students@nsula.onmicrosoft.com)>+AIIFS <[AIIFS@nsula.onmicrosoft.com](mailto:AIIFS@nsula.onmicrosoft.com)>  
Subject: A Message From The President

## A Message From The President

Dr. Marcus D. Jones

March 17, 2023

Northwestern State Breaks Ground On State-Of-The-Art Academic Center

various local and state legislatures, and the numerous university faculty, staff, and students.

### **Governor And First Lady Announce Linda B. Day Memorial Scholarship**

Following the groundbreaking ceremony of Alost Hall, Governor John Bel Edwards, First Lady Donna Edwards and friends of the late Linda B. Day planted a tree in her memory on the campus of Northwestern State University Tuesday and announced the creation of the [Linda B. Day Memorial Scholarship](#) that will support students in their pursuit of a degree in the field of early childhood education. The scholarship will be awarded annually to one student who is pursuing a degree in the Gallaspay8 re8 TmG)6 hg693 h}2 Tc -.008 Tw 12 -0 0 12 9 18 h}6 C}3 l (Gov}big2 hor

I was fortunate enough to meet the Towry Family yesterday and hear about the significant impact NSU had on their lives through their stories. We are grateful to the donor who generously provided this scholarship and that the Towry family was able to share their memories of Northwestern State University.

**Dr. Marcus D. Jones**  
President  
Northwestern State University

From: Provost and VP of Academic Affairs [rpa@nsula.edu](mailto:rpa@nsula.edu)  
Sent: Monday, March 13, 2023 3:00 PM  
To: +All Students <[All](#)>

--GH

**Dr. Greg A. Handel, D.M.A.**

Provost and Vice President of Academic Affairs  
Dean of Graduate School  
Professor of Music Education  
Northwestern State University  
[vpaa@nsula.edu](mailto:vpaa@nsula.edu)

You are receiving this

From: <[quice@latech.edu](mailto:quice@latech.edu)>

Date: Thu, Jun 23, 2022, 7:46 AM

Subject: [LaTec Students] June 23 Campus Update Saturday Walks and Construction Disruptions

To: <[facstaff1@latech.edu](mailto:facstaff1@latech.edu)>, <[students1@latech.edu](mailto:students1@latech.edu)>

Dear students, faculty, and staff,

Good Thursday morning.

Just a note that I plan to be at Aspire Plaza on Saturday morning at 8 AM if anyone wants to join in on a walk.

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Visit



Staff	Students	
	146	90

Email/ once-per week summary	Email/ once-per week summary
Email/ once-per week summary	Opt out or once-per week summary
Email/ once-per week summary	Opt out or once-per week summary
Email/ once-per week summary	Opt out or once-per week summary
Email/ once-per week summary	Email/ once-per week summary
Email/ once-per week summary	N/A
N/A	Email/ once-per week summary

# **Faculty Communications Survey Results**

Total of 68 Faculty completed the survey.

**How would you like to receive communications regarding the following areas?**

**What is your College?**

College of Arts, Education, & Sciences

College of Business & Social Sciences

College of Health Sciences

College of Pharmacy

**Marketing & Communications**

Email

Text Message

Once-per-day summary

Once-per-week summary

None (I would like to opt out of these communications)

**Athletics**

Email

Text Message

Once-per-day summary

Once-per-week summary

None (I would like to opt out of these communications)



29

24

10

5

e

**# of votes**

48

3

6

34

3

35

33

43

25

**If you could change one thing to improve communication at ULM, what would it be?**

Stop sending messages for students to the faculty.

Make sure titles are descriptive of major elements in email. Vague makes me less likely to check.

Share each topic (from survey) on Instagram as well

One email that includes all departments rather than multiple email newsletters.

One thing I would change is the sample phishing emails that we receive from the IT department. I believe it is

Clearer emails from HR about timesheets, when due, and what categories to mark. There is too much  
It would be nice to set up a system where students and faculty were not being constantly flooded with emails. It

I don't think email (or phone text message) is the best way to communicate this information. Our email needs to focus on direct communication between individuals--professor to student, professor to program, staff to faculty, student to student, etc. And not used to advertise events or make generalized announcements. This bogs down own inboxes and makes it difficult to keep track of what's important. [In the above section, I checked that I'd like to reduce communication to "once per week", but that's not accurate. We do need to be able to receive important news, reminders, updates, event/announcement details as often as necessary, but the options for that section are limited.]

Instead, I propose a new communication method be implemented across campus. ULM needs its own social media platform. Created and monitored in-house. Right now, we have a website that is not user-friendly or ideal for posting the type of information that's currently delivered through our email. But we do still need our website for online documents/forms, registration, policy, etc. We're also trying to utilize the existing SM platforms (Twitter, Facebook, Instagram, etc.) to advertise our programs and boost engagement with our campus, but the result is that we expect an individual to follow every platform for every program, which is too overwhelming of an expectation. In addition, our students are desperate for a way to connect with each other, but they use platforms like YikYak, which ULM cannot monitor or control from an administrative standpoint.

If ULM created its own Social Media platform, I recommend that it be called "Hawk Talk" (or something short, catchy, and ULM themed) and utilize the best features from other existing platforms. It should work like Twitter in that all ULM students, faculty, staff, alumni, sponsors/donors, etc. could create a personalized account to interact with each other under a verification system. We should also add a "guest account" feature for parents, prospective students, vendors, etc. Then, it should work like Facebook in that each program/department/major/organization/team would have a page/group/section for specified following, to

A weekly summary of upcoming events could be useful. For events or application deadlines, those could be sent

I like the information shared with faculty and students simultaneously.

Video messages are encouraged

I believe this is a great step in the right direction to improving communications.

The weekly Student Affairs email on top of Marketing and Communications along with other emails is too much. Marketing and Communications should be responsible for any weekly updates or information from all

No suggestions

N/A

N/A

Implore students to read their ULM and Moodle Emails! Some do - many don't. I think a lot of students do not understand that it is vital to check their Emails while in college. Not sure how you can get that message through

Better communication within the individual college. We do not receive timely notice of things occurring within

Email communication works well for me. Also, Zoom could be used more as an option for those that have

N

Information does not flow into the school in an equitable manner so that no one is left out of the loop. Administrators communicate with the school director, but that individual does not pass along the information, such as relevant policy changes, nor do the graduate coordinator or program coordinator. This is a long-standing problem that has been raised time and again to no avail. Additionally, there are almost no meetings for informational purposes, training, policy updates, etc. This could be delivered via email or in a meeting--either way, happens only once per semester, with limited information flow.

While the CAES dean does offer a monthly Zoom meeting and send out a bulletin, he is not always consistent about providing the same information in both formats. Often one has to attend the Zoom meeting to find out the complete information. Additionally, because he has set up the Zoom meetings as top-down information,

In general, there is too much email in my box. It would be nice for instance if emails concerning athletics went a to separate folder on outlook automatically. I should not have to spend time watching youtube videos to figure

There could be a separate announcements site -- that could be accessed by individuals when they are seeking information, rather than sending all announcements to all people.

None

ALSO, save the dates! Do not tell me the week of that something is happening. People need to plan ahead. It seems this is a university wide issue. Include a monthly calendar in the weekly digest with ALL dates on it for

Limit emails from administrators to 300 words. Who has time to read an email that is more than one screen in

What also would be helpful would be for the President to send out emails telling us what's going on at the

# Staff Communications Survey Results

Total of 146 staff completed the survey.

How would you like to receive communications regarding the following areas?

Marketing & Communications	# of votes
Email	97
Text Message	11
Once-per-day summary	15
Once-per-week summary	95
None (I would like to opt out of these communications)	5

Athletics	# of votes
Email	90
Text Message	9
Once-per-day summary	11
Once-per-week summary	87
None (I would like to opt out of these communications)	19

Registered Student Org.	# of votes
Email	80
Text Message	2
Once-per-day summary	5
Once-per-week summary	84
None (I would like to opt out of these communications)	30

Dining	# of votes
Email	81
Text Message	5
Once-per-day summary	9
Once-per-week summary	78
None (I would like to opt out of these communications)	31

Office of Diversity, Equity, & Inclusion	# of votes
Email	81
Text Message	4
Once-per-day summary	8
Once-per-week summary	91
None (I would like to opt out of these communications)	21

Human Resources	# of votes
Email	102
Text Message	8
Once-per-day summary	18
Once-per-week summary	84
None (I would like to opt out of these communications)	1

**If you could change one thing to improve communication at ULM what would it be?**

Left blank	31
Responded	59

**If you could change one thing to improve communication at ULM, what would it be?**

Left blank	75
Responded	71

**What further suggestions do you have to improve communications at ULM?**

Left blank	98
Responded	47



comprised of few section of event, such as, academic, student activities, health and wellness and etc. It helps preventing spamming the students/ faculty/ staff inboxes with the multiple ‘social activities’ or news related emails.

. A unified daily messenger is much more organized way to present what is going on campus, and allow OMC be the office A A f

The number of emails sent daily to both staff and students is entirely too high. It makes the more important/pressing communication get lost in the shuffle. I enjoy receiving emails from the departments above just so I'm aware of events taking place. Maybe a weekly or monthly calendar of events in lieu of daily emails

Grammar and spelling. Sorry, that's two things.

N/A

The ULM website.

If enrollment is a focus then a website that positively supports recruitment and provides what prospective  
The ULM website.

If enrollment is a focus then a website that positively supports recruitment and provides what prospective



**What further suggestions do you have to improve communications at ULM?**

None

I would like to know about the different research going on by faculty across campus.

I would like to know about the different research going on by faculty across campus.

Streamline the branding across the campus and have an area where all activities are included on one calendar.

None, thank you.

I suggest not waiting last minute to announce meetings, forums, events, etc....

Compile weekly updates from each department to be sent over.

We send out things too late. It would great to have a monthly notification, and then a reminder 1 or 2 weeks before. By the time OMC sends out press releases my schedule is already full and I cannot (and will not) take the

None

None

None at this time!

Have someone with a communications background running the office.

I would just say to be sure to proofread before sending emails. You never know if you have a misspelling or a

Too many repetitive or irrelevant messages are being emailed, which happens when communication is not centralized. I would suggest that ALL communication runs through Marketing & Communication office once a week (twice the most).

Student events/messages should go only to students (like the ones from the Student and Career Development, International Student Office, as well as various individuals on campus etc.).

# Student Communications Survey Results

Total of 90 students completed the survey.

	Number of Students
College of Arts, Education & Sciences	30
College of Business & Social Sciences	33
College of Health Sciences	16
College of Pharmacy	11
	90

## What is your College?

College of Arts, Education & Sciences  
College of Business & Social Sciences  
College of Health Sciences  
College of Pharmacy

## What is your academic Standing?

Freshman	11
Sophomore	9
Junior	10
Senior	28
Graduate Student	32
	90

## How would you like to receive communications regarding the following areas?

### Marketing & Communications

	# of votes
Email	43
Text Message	3
Once-per-day summary	14
Once-per-week summary	36
None (I would like to opt out of these communications)	20

### Athletics

	# of votes
Email	26
Text Message	2
Once-per-day summary	2
Once-per-week summary	32
None (I would like to opt out of these communications)	43

### Registered Student Org. of which I am not a member

	# of votes
Email	21
Text Message	2
Once-per-day summary	6
Once-per-week summary	29
None (I would like to opt out of these communications)	46

### Dining

	# of votes
Email	24
Text Message	1

Once-per-day summary	9
Once-per-week summary	27
None (I would like to opt out of these communications)	46

<b>Office of Diversity, Equity, &amp; Inclusion</b>	<b># of votes</b>
Email	33
Text Message	3
Once-per-day summary	8
Once-per-week summary	41
None (I would like to opt out of these communications)	26

<b>Career Services</b>	<b># of votes</b>
Email	37
Text Message	3
Once-per-day summary	9
Once-per-week summary	35
None (I would like to opt out of these communications)	26

**If you could change one thing to improve communication at ULM what would it be?**

Left blank	31
Responded	59

**What further suggestions do you have to improve communications at ULM?**

Left blank	49
Responded	41

**Percentage**

33.33%  
36.67%  
17.78%  
12.22%  
100.00%

12.22%  
10.00%  
11.11%  
31.11%  
35.56%  
100.00%

**If you could change one thing to improve communication at ULM what would it be?**

Require professors/instructors to have a time frame in which they reply. The past two semesters I have gone as

There are way too many "fluff" emails from departments that make it more difficult to find communications that

Dining Services sends out a menu every day

Advertising more so student can understand what's going on campus

the quality of the message

I dont know the ulm is very bad at communicating. I once went to financial aid office to talk about my bundle but they had no idea to talk with whom. They just told they have no idea. I didn't know what to do after then.

Less emails

I wish the bookstore emails didn't all have the "ULM CAUTION!" at the top. It makes me want to report those less emails that have absolutely nothing to do with me

N/A

It is important to remember that many registered students are distant learners. Most of the communication I receive only includes physical students. Also, consider expanding virtual activities to include online students where possible and improve vocabulary/terminology within the emails to clarify what we can and cannot attend. (i.e., Celebration of Black History Month in the xxx hall - In person only OR Celebration of Black History Month in

N/A

Less frequent emails

N/A

The ability to opt out of emails that aren't relevant to me.

N/a

Na

I am currently please with the communications.

Fewer emails, they get annoying.

Less emails

Cut down on the frequency. I receive too many daily emails from ULM. I've missed important emails because they've been lost in the barrage of marketing, organizational, and dining emails I receive.

Consolidate all weekly announcements at the beginning of the week (sunday night/monday morning) and don't

Lower the amount of communications. Because of the large amount of emails I receive, I typically ignore the messages, however important communications can be lost because of this.

I would say please send less email because I missed some important emoant e e emoant e



**What further suggestions do you have to improve communications at ULM?**

N/A

N/A

N/A

N/A

Na

Combine emails so you aren't sending multiple within an hour.

Less emails

Surely there is a better way to keep everyone up to date other than sending so many emails. I feel like I get at least two weekly summaries and then each organization sends their own follow-ups and it's just really annoying.

I would say have people registered and devide them into email groups. Those who have no opinion, you can send them all of the emails. However, people who would like a filter for themselves should be treated as they None

N/A

Have the number we actually need available instead of sending us from line to line

See above

Text important alerts

Set up specific groups for emails. Online graduate students do not need to know about on-campus dining or other on-campus events. They also(typically) do not need to receive emails about timesheets.

If groupings are not an option, then set it up so that we can opt out of specific emails.

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Nothing else.

None.

Make the recipients of emails more specific. I am an online student and do not benefit from many emails sent reg

None.

None.

It would be nice if there was a way to unsubscribe to emails we no longer want to receive.

re intended for on-campus students would keep a lot of the wasted email from being sent.