

Premiere Email Communications Schedule and Procedures

Prepared by University Relations

A strong communications strategy has proven to be a crucial factor in our success in speaking with one voice as a University. We remind all our partners of our community message schedule. Email is a primary outreach driver, leveraged with our website and portals, calendars, media outlets, text messaging, top-tier social media channels, and print collateral. To maximize open rates and engagement, we follow the email schedule below to streamline our University communications and set audience expectations:

- **Sunday:** [President's Messages](#) (audience: varies)
- **Monday:** [Inside the Hall](#) (audience: full Seton Hall community)
Note: Inside the Hall relies heavily on published news stories and calendar events. To be considered for Inside the Hall, news events must be published the Thursday before the next send.
- **Tuesday**
 - [Office of the Provost](#) (audience: all faculty; admin and staff when needed)
 - [Academic Messaging](#) (including Registrar, Schools and Colleges*, Research, Scholarship, special programs, academic services, and resources, etc.) (audiences vary, segmented for content)
Note: final, approved content to be included in a Provost's Office send or other academic releases each Tuesday must be submitted by the preceding Friday.
- **Wednesday:**
 - [Office of Mission and Ministry](#) (audience: full Seton Hall community or segmented for appeal)
 - [Campus Ministry, Diversity, Equity and Inclusion \(DEI\)](#) messaging, Title IX notices and updates from General Counsel (audiences vary)
Note: final, approved content to be included in Wednesday sends must be submitted by the preceding Monday.
- **Thursday:**
 - [University Advancement](#) (audiences vary, segmented for content between campus community and alumni, friends, and donors)
Note: the current University Advancement is an update from the Division's Vice President to multiple constituent audiences every two weeks. Final, approved content to be included in the Thursday send must be submitted by the preceding Friday.
 - [Administrative Offices](#) (IT, Human Resources, Finance, Facilities, etc.) (audiences vary, segmented for content)
 - [Health Intervention and Communication Team \(HICT\)](#) (audience: full Seton Hall community)
Note: final, approved content to be included in Thursday sends must be approved and submitted by the preceding Tuesday.
- **Friday:**
 - [Student Services](#) (audience: all SO and IHS-based students; Law School segment occasionally)
Note: final, approved content to be included in Friday sends must be submitted by the preceding Wednesday.
- **Saturday:** No email from Seton Hall to internal audiences

University Relations regularly reviews content, scheduling, and distribution metrics from weekly, biweekly and monthly email communications to inform editorial needs, changes to the schedule, send frequency, and recommendations on the format.

- **Direct and drip marketing campaigns:** rolling (audience: external prospective students, select constituents)
Note: communications are executed exclusively through the Slate CRM.
 - * **Schools and Colleges:** rolling (audiences are limited to specific constituents are agreed upon segments, limited to monthly sends to prevent saturation)
 - * **Academic Departments, Centers, Institutes:** rolling (audience: opt-in, subscription based audience)
 - **Administrative and Service Offices:** rolling (audience: segmented groups and constituents targeting conditionally for transactional messaging)
 - **Advancement**
 - Pirate Press, the first weekday of each month (audience: all alumni/constituents)
 - Parents' Newsletter, bimonthly, scheduled a la cart (audience: all SHU parents)
 - Law Alumni Newsletter, the 1st of each month (events focused), full message the 15th of each month (audience: Law alumni)
 - Campaigns and ad-hoc messages: rolling (audiences vary, schedule managed by AE&P, coordinated with University Relations)
 - Gift Announcements, biweekly (audience: all alumni/constituents, campus community)(see [University Advancement](#) above for detail and timing)*Note: communications are executed leveraging via RENXT CRM and Banner lists and supported platforms.*
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Event Communication

With the multitude of events and initiatives that the University produces, experience has shown that sending email messages that promote each event individually ultimately —and counterintuitively—works against successful engagement. Metrics have shown that open rates tend to decrease as broadcast email volume increases. We ask that event-specific communications be promoted through these scheduled messages, focusing on quality over quantity. University Relations will guide our campus partners in effectively promoting events across our varied channels.

Resources

- [Email Planner](#)
- [Shared Event Planner](#)
- [Calendar Event Planner](#)
- [Social Media Planner](#)
- [University News Planner](#)

All University communications are tracked as closely as possible across various metrics systems, reviewed to comply with digital accessibility requirements, and managed through systems approved by General Counsel for data privacy and shared governance.

Questions? Please contact communications@shu.edu.