



Website context: ePioneers home → Outcomes

Email newsletter

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In the interests of PR and publicity the School had a need to communicate newsworthy items such as publications, research initiatives, events and seminars, new courses and student success stories. A newsletter provided the opportunity to boost numbers of slow recruiting courses, and direct students to external sources, eg TV and radio programmes, relevant to their studies, thus assisting with both enrolments and studies.

Quick Gain:

- Relevant & timely information direct to the target audience.

Contribution to School/wider University e-learning development:

- Development of an efficient form of communication controlled in part by the end-user self-selecting what information they require, thus eliminating the negative connotations of cold-calling or spam.

Outcomes:

We now have full editorial control of a newsletter template and the expertise to send relevant messages to specifically targeted audiences; we are compliant with legal requirements, and allow readers to control their own subscriptions. We actively recruit subscribers via web and paper-based sign-ups, and have seen an impressive growth in our databases which we can use for both recruitment and news purposes.