

CCAS DEPARTMENT/PROGRAM NEWSLETTER GUIDELINES

PURPOSE

- To promote alumni engagement, service and philanthropic opportunities
- To highlight and recognize department/alumni accomplishments

TIPS

- YOUR PRIMARY AUDIENCE ARE ALUMNI! Showcase only the top highlights of your department or program and not a full blown annual report.
- KEEP IT BRIEF! With the exception of CLASS NOTES, most alumni do not click beyond the chair's message and headlines.
- When available, USE PRE-EXISTING ARTICLE(S) and department "kudos." (See Content section.)
- BE TIMELY: Share only recent news, i.e., news not older than 6 months.
- Focus on UPCOMING EVENTS, not past ones.
- Announce only significant achievements/awards.
- AVOID TOO MANY PHOTOS: A handful of photos in the newsletter helps to break up the page but too many can make the publication too long.

CONTENT

- **Message from the Chair:** A brief one or two paragraph note inviting alumni to read the highlights of their department, and thanking them for making a gift or volunteering their time.
- **Department Spotlight(s)** (with photo): The story/stories can be pulled from existing CCAS Spotlight, alumni blog or GW Today articles relating to the department. (CCAS Communications can assist in identifying.) No more than three Spotlights should be included.
- **Department Kudos:** Bullet points (no more than one or two sentences) highlighting significant achievements. (CCAS Communications/Alumni Relations can assist in providing.)
- **Class Notes** (Provided by Alumni Relations)
- **Donor & Volunteer Recognition** (Provided by Alumni Relations)
- **Support the Department** (Provided by Alumni Relations)
- **Stay Connected** (Provided by Alumni Relations)

WHEN SENDING CONTENT FOR EDITING AND LAYOUT:

- Send entire newsletter as a single Word document.
- All text should be finalized before sending. Do not send draft copy or incomplete sections.
- Send photos as separate attachments (with captions, if appropriate) when sending finalized copy. If possible, size photos before sending: 150 x 150 pixels.

PROCESS

1. A production calendar detailing deadlines for deliverables will be distributed to departments and programs prior to each semester.
2. CCAS Communications will facilitate editing and provide content suggestions, as appropriate
3. The content and photos will be loaded into a digital template by the Alumni Office, which will also oversee distribution using the university's official alumni email database system.
4. CCAS Communications will load newsletter onto the department website

STYLE GUIDELINES

- GW is acceptable on all references. NEVER use GWU
- Titles are capitalized before names but are in lower case after. (For example: Professor of Chemistry John Smith; John Smith, professor of chemistry.)
- Italicize names of long works and use quotation marks for short works. Examples of long works include albums, books, long poems, plays, movies, novelettes, television programs, symphonies

and operas. Short works include chapters of a book, songs, short stories, articles, essays, speeches and short poems.