



# Communications Overview

Dr. Bill Smith, Chief Communications Officer  
Presented at 2022 New Faculty Orientation

 [AState.edu](https://www.astate.edu)

 [/ArkansasState](https://www.facebook.com/ArkansasState)

 [@ArkansasState](https://twitter.com/ArkansasState)



# Who we are & what we do

## Division of Communications

Four major office functions within our area

- Communications
- Creative Media Services
- Digital Media Services
- Marketing

## Primary responsibilities

Areas that we manage or oversee for the university

- Internal communication
- Media relations and external communication
- Creative materials for marketing
  - Traditional “flat” advertising
  - Digital advertising
- Management of university trademarks
- Placement and oversight of any external groups
- Strategic messaging

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# What's in a Name

## Arkansas State University

On first reference, we use our legal name

- Not “-Jonesboro”
- Not “-Main Campus”

## A-State

On second reference, we distinguish ourselves


- In prose, always cap A & S with the hyphen
- It “speaks” our logo
- Aligns with our website address: AState.edu
- Online where hyphens not allowed: AState
- Please no ASU, ASUJ, etc.

## Arkansas State University System

We are a member of the ASU System

- It's is not the “A-State System”
- Many of these members are ASU-x

 AState.edu

 /ArkansasState

 @ArkansasState

# Logos and Trademarks

## Key trademarks of the university

- Arkansas State University, and its variations
- Red Wolves, and its variations
- Significant spirit phrases (Howl Yes, etc.)

## One primary logo

- The official university logo includes:
  - The “STATE” mark
  - The university name
  - College, department or division names
- External or entertainment exceptions
  - In coordination with sub-feeds in units
- All uses of the logo or trademark require pre-approval
  - Materials must go through licensed vendors

## One secondary spirit logo

- Reserved for varsity sports teams
- By approval for student or spirit applications
- Generally not used to represent university units



**ARKANSAS STATE**  
UNIVERSITY



# Stay Informed

## Campus Internal Communications

- Daily Digest
  - Our staff, plus content providers in units
  - Designed to be read by all employees and students to start the day
- Emergency Alerts
  - Text, email, social media
  - Sign up through your my.AState page
- All-User Email Messages
  - With a VC or above approval
  - All send through our system
- Specialized Newsletters
  - Inside A-State
  - Alumni newsletters
  - College special constituency newsletters

## Daily Digest



WEDNESDAY, OCTOBER 14, 2020



### Today's Events

Mid-Semester and Session 1 Grades Due

[KASU Series: What Am I Looking At?](#)

4:44 p.m.

[KASU.org](#) and 91.9 FM

[American Chemical Society](#)

### Congrats to DPA Winners

Congratulations to the six individuals and the team of employees who will receive the 2020 Distinguished Performance Awards during the 27th annual DF Service Recognition ceremony scheduled for Friday, October 16. To be conducted in a virtual environment this 10 a.m. event will be hosted by A-State's Staff Services and [streamed live](#). Congratulations to the award recipients:

- Team Player – Carnesha Ben, Counseling
- Unsung Hero – Jeannie Cossey, Academic and Research
- Rookie of the Year – Lauren DeFazio, M&S and Statistics
- Enhancing the Student Experience – Kelli Estep, Learning Support Services

**INSIDE A-STATE**

Having trouble viewing this email? [View it online >>](#) Tuesday, August 9, 2022

**Sweet's Article Analyzes Change in Cell Function**

An article co-authored by Dr. Andrew D. Sweet, assistant professor of evolutionary biology, was recently published in *Communications Biology*. The researchers found that parasitic lice evolved fragmented mitochondrial genomes many times over the last 60 million years. In most other animals, these fragmented genomes are associated with cell death and aging, but lice seem to function normally. The results could challenge assumptions about how eukaryotic cells function.

**Nalley Recognized at Childhood Ed Conference**

Congratulations to Jo Ann Nalley, director, Childhood Services, who was recognized last evening as Arkansan of the Day by KTHV 11 and featured in today's Jonesboro Sun. Monday also was proclaimed Jo Ann Nalley Day in Jonesboro by Mayor Harold Coppenhaver. At the 50th anniversary Early Childhood Education Conference at Reed Wolf Convention Center, she was saluted for her leadership in professional development for early childhood education practitioners.

**Aryal's Stories Published in Literary Journals**

Two short stories by Dr. Khem K. Aryal, associate professor of English, have been published in recent weeks. "Shopping for Glasses" is in the spring issue of *South Carolina Review*, while the other story, "Overstayed," was published in *Read Magazine*, California's oldest literary journal. Both of these stories are part of Aryal's short-story collection, *The In-Betweeners*, which will be published next year by Braddock Avenue Books.

**Nordes Trio Wins Global Music Award**

Three music faculty members who comprise the Nordes Trio have been recognized for their excellence in craft and creativity. Their performance of "Brazilians" won a silver medal, classical category, in the Global Music Awards competition. The group members are (from left) Dr. Julli Buxbaum, assistant professor of horn; Dr. Lauren Schack Clark, professor of piano; and Dr. Nairam Simoes, assistant professor of trumpet. Award details are [online](#).

[Subscribe](#) to our email list.

# Staying Informed

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- Daily Digest
  - Our staff, plus content providers in units
- Emergency Alerts
  - Text, email, social media
- All-User Email Messages
  - In coordination with sub-feeds in units
- Specialized Newsletters
  - Inside A-State
  - Alumni newsletters
  - College special constituency newsletters
- Internal and external email campaigns
  - Inside A-State, Daily Digest, newsletters



Dear Faculty:

I trust that your fall semester is off to a good start given the challenges of the COVID-19 pandemic. Here are a few noteworthy updates from the Office of Academic Affairs that I would like to share:

- You may have heard of or are serving on one of several task forces we have organized in the last few months. If you have agreed to serve on one of the task forces, I want to personally thank you for doing so. The task forces are designed to will include assessment in evaluation, and test-optior reviewing the insights and force.
- We are continuing to expl veterinary medical school.
- We have begun the search of the Collegae of Nursing c



### Election Season has Begun in Arkansas

As we begin the election season with early voting in the state of Arkansas, and as a reminder to employees and supervisors, State of Arkansas Code specifically permits an employee to schedule time to vote.

Ark. Code Ann. § 7-1- 102 and 103; Governor's Policy Directive #9  
*"An employer shall schedule the work hours of employees on election days so that each employee will have an opportunity to exercise the right to vote."*

We want to remind you the same laws also prohibit partisan political activity during state agency work hours or on state agency property.

### Employee Leave Time

Employees will need to work with supervisors to determine if the employee schedule will be flexed for the day to allow time to vote (i.e. come in early or leave late) or if the lunch hour will be utilized or if annual/compensatory time will be





# Speaking of Email

## Good Advice

Things you should be aware of related to email

- Arkansas has a robust Freedom of Information statute
- Don't mix email accounts
- Don't let your students use non-A-State accounts

## Basic Email Signature

We have a new system coming soon to update

- Please do not change logos or messages
- No need to append with “confidentiality” statements
- Take care with addresses – PO vs Street/Building

# Go to: [RedWolv.es/BasicEsig](https://redwolves.com/basicesig)



### Bill Smith

Chief Communications Officer  
Administration Building 103  
P.O. Box 2220 | State University, AR 72467  
p: (870) 972-2169 | c: (870) 253-8495  
*Arkansas State educates leaders, enhances intellectual growth, and enriches lives.*

# How You Can Help Us

## Digest entries

Think: news of the day

- Each area has a Digest portal to submit
- Deadline is 2 p.m. day prior for Digest
  - Three opportunities only
- Inside submissions typically in order received

## How to Submit?

For Digest, it's always

on the sidebar

For Inside, emails us

direct

## Important Note

Submitting your items to the Digest

is **not** the same as the calendar

**Two separate databases**

The third and final installment in the summer concert series, "Live from the Cash Porch," will be Saturday, Aug. 20. [Trout Fishing in America will perform](#) in the admission-free series starting at 4:30 p.m. in front of the boyhood home of Johnny Cash in Dyess.

### STUDENT EMPLOYMENT / WORK STUDY

#### Part-Time and Federal Work Study Positions Available

Interested in a part-time or federal work study position? Visit the [Taleo Career Center](#) for more information.

#### Graduate Assistant Positions Available

Interested in a graduate assistant position? Visit the [Taleo Career Center](#) online for graduate assistant job postings.

Submit Your Event

### Contribute to Digest

The information in the Daily Digest is submitted by the campus community. Use the buttons below to send your news, announcements, or events to our editors.

Student Content

Academic Content

### Pack Support

Pack Support serves as a one-stop resource for students seeking campus resources, information and extra guidance.

Contact Pack Support

### Contact Us

University Communications

[digest@AState.edu](mailto:digest@AState.edu)

## Daily Digest



FRIDAY, AUGUST 12, 2022



### Traffic Alert: Arrive Early for Tonight's Commencement

Graduates, faculty, staff and guests attending tonight's [Summer 2022 Commencement](#), scheduled for 7 p.m. at First National Bank Arena, are reminded to arrive early due to anticipated heavy traffic associated with the event. In addition to the arena, parking will be available nearby at Tomlinson Stadium, Fowler Center, and Centennial Bank Stadium. Parking on the grass is not permitted. [A parking map is available online.](#)

Zadie Coats of Colt will be the featured speaker on behalf of over 950 graduates in the class. Students and their parties may enter the arena through the yellow and upper red entrances. Faculty may enter through the blue entrance. A-State's standard clear bag policy will be in effect. For those who cannot attend in person, live streaming of the commencement ceremony will be available online at [AState.edu/Livestream](#).

### CAMPUS NOTICES & ALERTS

#### ROTC Commissioning Ceremony Scheduled for Today

The Department of Military Science ROTC invites all to attend the commissioning of two officers today at 9:30 a.m., in the Reng Student Union auditorium. Samuel Childers (Bartlett, Tenn.) will commission into the Arkansas National Guard. John Page (Poplar Bluff, Mo.) will commission into active duty.

### FACULTY/STAFF NEWS & NOTES

#### RSVP for Faculty Welcome Reception

On Wednesday, Aug. 17, faculty and a guest are invited to a welcome reception from 4 p.m. until 6 p.m. This event will include hors d'oeuvres, non-alcoholic drinks, and a hosted wine and beer bar. [Faculty are asked to RSVP no later than today.](#)

### UNIVERSITY NEWS



### Tower Lighting



The clock tower of the Dean B. Ellis Library will be lighted scarlet tonight in honor of Arkansas State University's Summer 2022 graduates.

### Today's Events

#### Degree Conferal Date

#### University Housing Early Move-In

All Day - Through Sunday  
Residence Halls

#### Water Symposium

ASU System Office  
Little Rock

#### Commissioning Ceremony

9:30 a.m.  
Auditorium  
Reng Student Union

#### MIRS Pinning Ceremony

4 p.m.  
Fowler Center

#### Summer Commencement

7 p.m.  
First National Bank Arena

### Saturday's Events

#### Women's Soccer vs UT Martin - Exhibition

5 p.m.  
A-State Soccer Park

### Sunday's Events

#### Panhellenic Recruitment Potential New Member Orientation

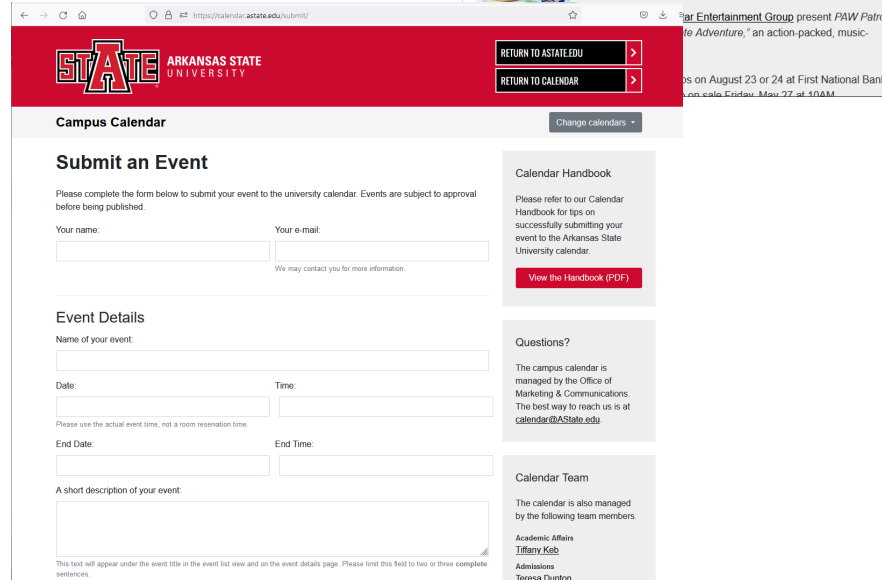
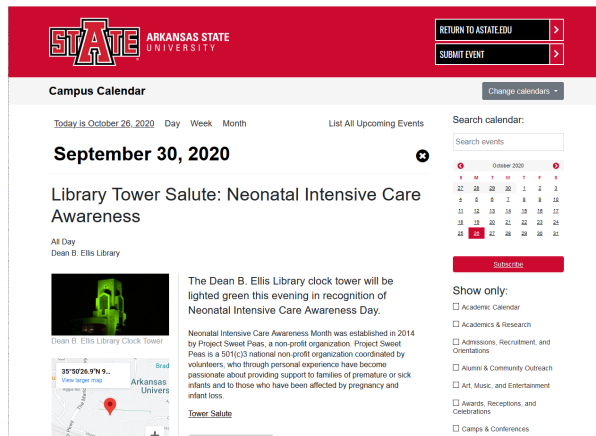
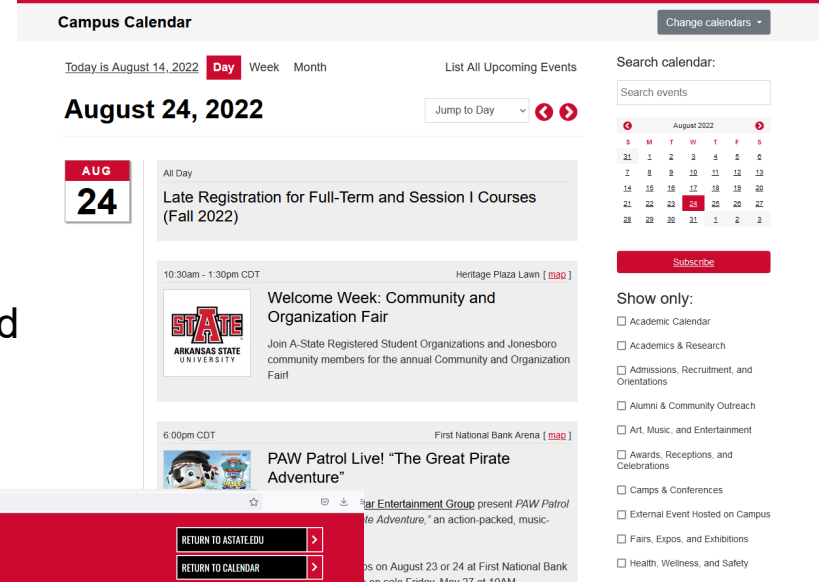
6:30 p.m.



# How You Can Help Us

## Calendar.AState.edu

- All university sponsored or hosted events
- Public, invitation-only or private
  - Internal public safety
- Must be entered before campus services provided
  - Form automatically emails requested areas
- Feeds all our institutional calendars
- When in doubt, enter it at
  - AState.edu/SubmitEvent



# Media & Social Media

## Media Guidelines

- If you are contacted by media
  - Please contact University Communications
- If you want coverage for an event
  - Is it on the calendar?
  - Contact University Communications
- We reach out to you for your expertise
  - This is your time to promote your area
  - Please understand the media's deadlines

## A-State Social Media Guidelines

- Approval to set up and operate representing
  - Two + two administration
- Please exercise caution
  - On official pages, you represent the institution
- Contact our office for questions
- In an emergency, only the university speaks

Arkansas State University  
Published by Bill Smith · April 13 ·

Be storm ready today (4/13). [US National Weather Service Memphis Tennessee](#) is calling for severe storms in the afternoon across our region. Large hail, damaging winds, and the potential for a few tornadoes will exist, and heavy rainfall make flash flooding a strong possibility. Please take a moment to check that you are signed up for emergency text alerts from A-State. To sign up or verify your numbers, use your my.AState account and select Emergency Alert Setup.

Search my.AState...

Manage favorites

Emergency Alert Setup

Manage TimeCl

Weather Outlook  
(Wednesday)  
Late this (4/13) to early (4/14) of severe weather including large hail, damaging wind, large hail, and tornadoes. A few may be strong.

Severe Weather Wednesday

Moderate

Threat Levels

Issued: 4/13/2022 3:38 AM

Arkansas State  
18.4K Tweets

Arkansas State Retweeted  
[NWS Memphis](#) @NWSMemphis · Apr 15  
A large and destructive tornado is pushing into NE AR. A Tornado Emergency is in effect for southern Greene and northern/central Craighead counties! Take cover now! #arwx

Arkansas State @ArkansasState · Apr 15  
The National Weather Service has Issued Tornado Warning for...  
Southwestern Greene County in eastern Arkansas...  
Central Craighead County in until 8:45 PM CDT.

\* At 8:01 PM CDT, a confirmed large and destructive tornado was observed over Black Rock, moving southeast at 50 mph.

Arkansas State @ArkansasState · Apr 15  
There is a tornado warning for neighboring Lawrence County to our north. Keep an eye on weather alerts tonight. #BeStormReady



# Guidelines for communications

## Do's and Donuts

Our planned do's and don'ts campaign

- College by college visit from our staff
- Watch for these later this fall

## What does it cover

Guide to the university's guidelines and procedure

- What are the rules on logo usage
- How to request photos or video content
- Why aren't we The University
- What is the guidance related to digital content
- Why does Creative Media have "first right of refusal"
- Why does printing go first to on-campus print shop
- What is licensing and why can't I buy materials anywhere
- Where can we get help on major website updates
- How do we interact with media and outside groups
- Where to find more resources on line

## What we hope it adds up to . . .

Why you should contact us first with questions or concerns.

 [AState.edu](http://AState.edu)

 [/ArkansasState](https://www.facebook.com/ArkansasState)

 [@ArkansasState](https://twitter.com/ArkansasState)

# The current campaign: #AStateMade

## Product of listening to our alumni

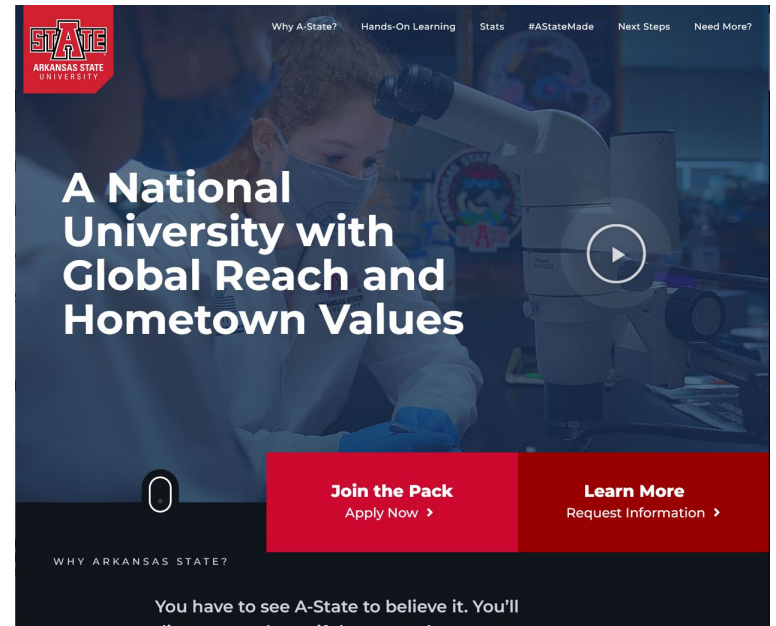
There is a through line to their stories

- Someone connected to them
- They were prepared for their next step
- Fields versus majors
- Connecting our success to their success

## Into Phase II this fall to support EM

Special online portal to answer recruit questions

- Go.AState encouraging students to . . . Go to A-State
- Institutional commercial re-emphasizing campus experiences when you Go here
- All supporting collateral driving students to Go become #AStateMade
- Written, shot, produced and distributed by Division of Communications



# Questions

