

# NEWSLETTER

# 101

Office of Marketing &  
Communications



Franklin College of Arts and Sciences  
UNIVERSITY OF GEORGIA



# WHO IS CURRENTLY DOING NEWSLETTERS?

How often?  
Department?  
What Audience(s)?



# BASIC NEWSLETTER FORMAT

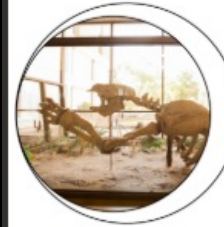
- Letter from department head with links to development funds
- Digital signature file in black ink
- 1–2 research or faculty highlights
- 1–2 student highlights
- 1–2 alumni highlights
- Upcoming events
- Standard closing message: mentor, give, stay connected, merch

# CLOSING ITEMS

## Four Item to Close:

- Support the Department
- Update your Alumni Profile
- Be a Mentor
- Buy Merch

## STAY CONNECTED



### Support Mathematics

Your gift is important to us and helps support critical opportunities for students and faculty alike, including lectures, travel support and any number of educational events that augment the classroom experience.

[MAKE A GIFT](#)

### Update your Alumni Profile

Update your alumni profile so we can stay in touch and share the great news about the Department of Mathematics and the Franklin College.

[UPDATE PROFILE](#)



### Be a Mentor

Mentorship is proven to help students succeed in their personal, academic and professional endeavors. Our personalized mentoring experience allows you to connect with students no matter your location and on your schedule - a one-hour session, small group mentoring or an ongoing mentorship match.

[JOIN TODAY](#)

### Buy Merch

Celebrate your alma mater by shopping the Franklin web store!

[SHOP NOW](#)



# CONTENT IS KEY!

- Goal – actively gathering content along the way
- More difficult to write the entire newsletter in a week
- Key is to gather content and then post to your website
- Newsletter gives a paragraph or two summary and links to the web page

# POST YOUR EVENTS

- Post your events to the UGA Calendar: [calendar.uga.edu](http://calendar.uga.edu)
- Post your events to your department website
- Post your events to main Franklin website

# THINK LIKE YOUR AUDIENCE

- What do you think they want to hear?
- How do you want them to act?
- How do you want them to feel?
- What do you want them to do?

# HOW TO GATHER CONTENT

- Make a template with a series of questions that students can use to interact with guest speakers and alumni
- Make a template with questions for student profiles/clubs
- These forms help create a series with cadence and consistency
- Ask interviewee to submit photo or have student take photo at event/lecture
- Ask tour ambassadors/clubs to submit content – words/photos
- Great research and “&” stories
- Post events consistently

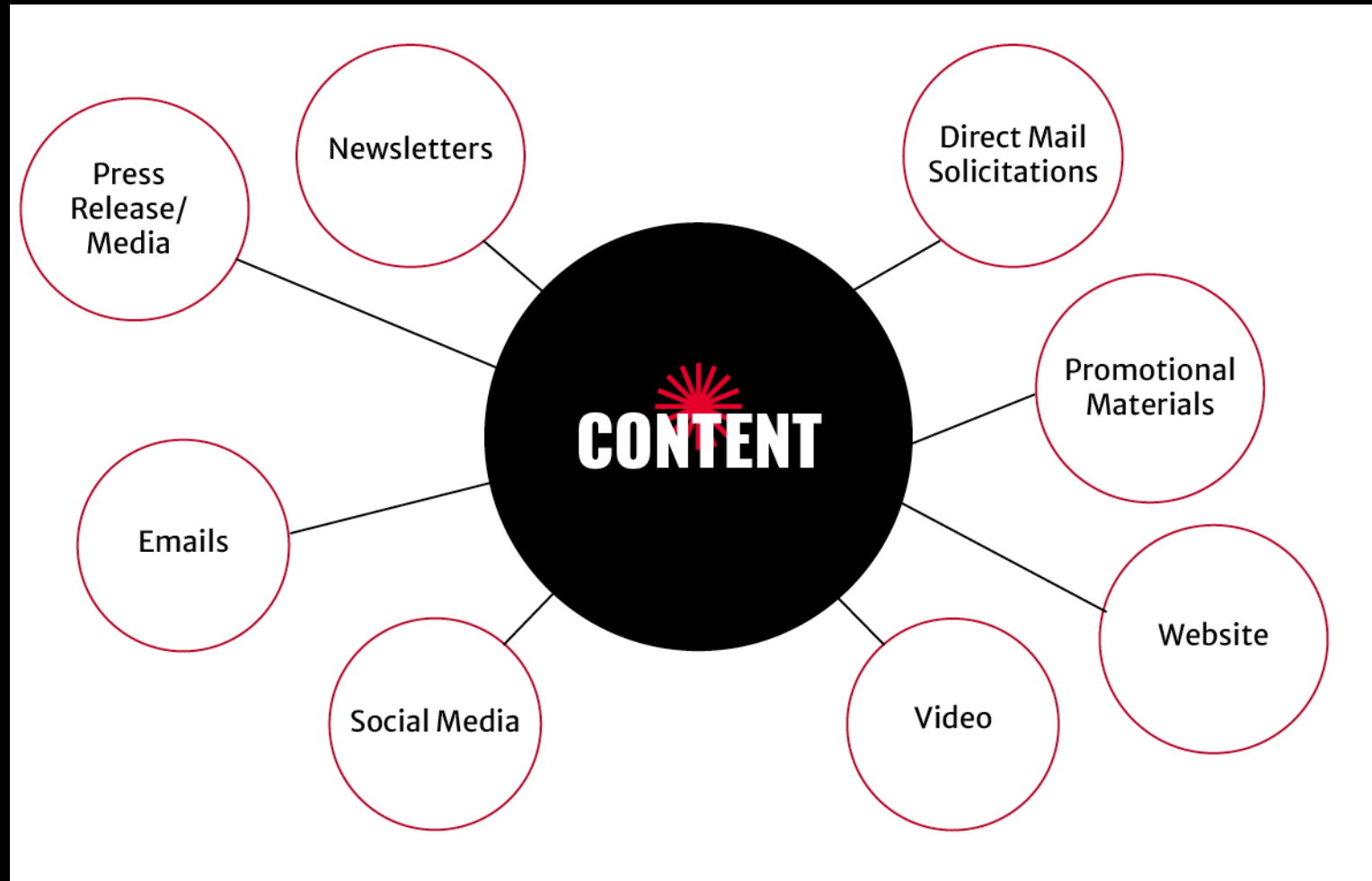
**Create content once – use it as many places as possible**



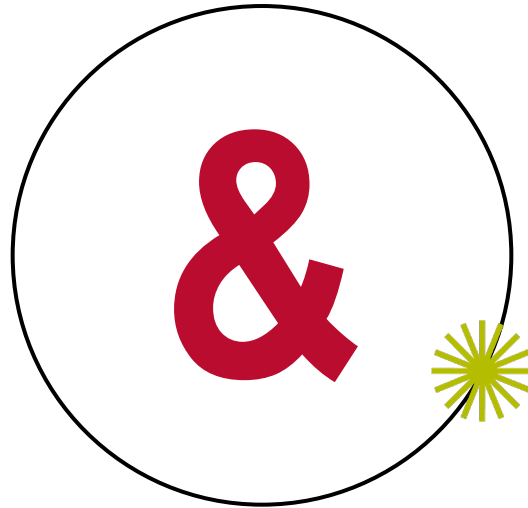
# CONTENT

- Newsletter
- Website
- Events
- Social
- Digital boards
- Emails
- Brochures
- Can pitch to MARCOM and/or DARCOM

SUBMIT STORY IDEAS TO  
FRANKLINSTORIES@UGA.EDU



# LEARNING INTO THE



# Art + Math make a GROVI connection

Designer and artist Moon Jung Jang met mathematician David Gay through the UGA Arts Collaborative, a research incubator that encourages collaboration across the arts and sciences, and between the university and the Athens community. Since 2017, the two professors have engaged in design workshops, co-taught an interdisciplinary course, and curated a student exhibition weaving mathematics and design.



# Following dual tracks: Student pursues music and medicine



What's an artist to do when she wants to pursue medicine alongside piano? Choose the University of Georgia and continue with both. Caroline Malcom, a second-year Honors student and Cora Nunnally Miller Scholar in the Fine Arts, is majoring in piano performance in the Hugh Hodgson School of Music while also on a pre-medical track in the Franklin College of Arts and Sciences. She chose to major in piano performance to grow as an artist, by "studying music in its entirety and learning the discipline necessary to perform a challenging repertoire," she said.



# SAMPLE STORY LAYOUT

- Questions provided by Franklin Marketing and Communications
- Student conducted interview and attended event
- Franklin Marketing and Communications reviewed/edited



# STUDENT INTERVIEWS GUEST LECTURER

rom.uga.edu

UNDERGRADUATE GRADUATE COURSES RESEARCH LANGUAGES STUDY ABROAD CAREERS NEWS & EVENTS DIRECTORY

## Djamila Ribeiro visits campus, challenges lecture attendees to complicate their worldviews

Friday, November 1, 2024 - 1:17pm

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On Oct. 17, the Black feminist scholar Djamila Ribeiro visited the University of Georgia's campus to speak about her new book *Where We Stand* — her first work translated into English.

“Seeing my work translated into English has been particularly rewarding as it allows my ideas to resonate with a broader audience while maintaining the core of what’s rooted in my experiences as a Black woman in Brazil,” Ribeiro said.


While in Athens, Ribeiro met with students from the Portuguese Flagship Program and gave the Wilson Center Distinguished Lecture “Where We Stand: A Look at Black Feminist Thought in Brazil” to more than 100 attendees.

“I think it’s difficult for some non-Brazilians to conceptualize just how incredible it was to have Djamila Ribeiro on our campus,” said one lecture attendee.

During her lecture, Ribeiro spoke about the idea of a “speaking place.” Ribeiro’s conception of a “speaking

### NEWS

- [News](#)
- [Upcoming Events](#)
- [Weekly Conversation Tables](#)
- [For the Public](#)
- [Past Events](#)
- [Crossroads Conference](#)



PADMA VISWANATHAN  
Wilson Center for Humanities & Arts  
UNIVERSITY OF GEORGIA

# EXAMPLES OF A SERIES OF QUESTIONS

We used these questions to generate multiple stories/posts for Department of Dance

1. What first attracted you to the UGA Department of Dance?
2. Please describe, in one sentence, your program of study at UGA:
3. Did you know when you accepted your admission to UGA that you would have the opportunity to choose a double major, or an additional field of study with Dance as a Minor or Major, or to study abroad?
4. Please describe the process of working with your advisors:
5. On a scale of 1–10, with 10 being “Most Important,” was the opportunity to study in the UGA Department of Dance, and your ability to expand your studies beyond Dance, important to your decision to study at UGA?
6. Describe how your study of Dance is important to, or complements, your full program of study at UGA?
7. Have you, or will you, take advantage of any of UGA’s Study Away programs while you are a student in the UGA Department of Dance?
8. In your own words, please complete the phrase “Dance and (your additional Major or Minor, plus any certificates) will prepare me for a future in (your chosen field):
9. If you were speaking with a prospective student, how would you describe your experience in the UGA Department of Dance, and your ability to expand your studies at UGA?

# STUDENT'S QA STORY

## Student Dances her way to an academic trifecta – and to Oxford

Thursday, February 6, 2025 - 10:46am



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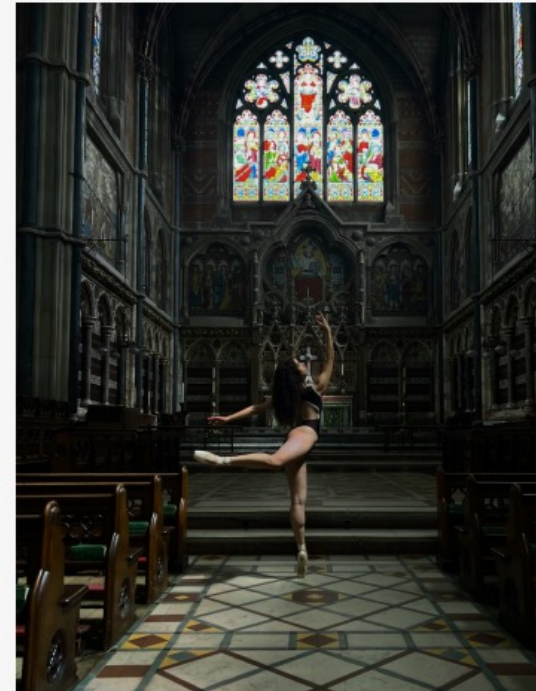
By: Danielle Hamann

Nika Shlomi, an Honors student in the Franklin College of Arts and Sciences studying biology, psychology and dance. Recently returned from a UGA Oxford study abroad experience, she shares details about her international experience as well as how her minor in dance compliments her majors and aligns with her pre-med aspirations in this interview.

*What first attracted you to the [UGA Department of Dance](#)?*

My upbringing in the dance world was heavily centered around ballet. When I learned about the [UGA Department of Dance's expert ballet faculty and classical repertoire](#), I knew that this was a school I wanted to explore. My older sister pursued the UGA Dance minor and her experiences in the department deepened my interest in the program.

*What is your program of study at UGA:*





# STUDENT SOCIAL

**Dr. Fusillo, one of my ballet professors at UGA DANCE, inspired me to apply to the 2024 UGA Oxford Franklin Summer Program, and it was one of the best decisions I have made during my time at UGA.**

**Nika Shlomi**

*3X Franklin College of Arts and Sciences Honors  
Student Studying Biology, Psychology and Dance*  
**2024 UGA at Oxford Franklin Summer Program  
in Oxford, England / UGA Study Away**



# ALUMNI QUESTIONS

1. What piece of advice would you give to students?
2. Why did you select the University of Georgia? Why did you select your degree?
3. What experience during your time at Franklin College had the biggest influence on where you are today?
4. How does your degree fit into your current role?
5. Did you participate in any study abroad, experiential or interdisciplinary studies? If yes, please share details.
6. What would you tell your 20-year old self – lessons learned
7. What skills should graduates have for success early in their careers?
8. What accomplishment are you most proud of?
9. What is your biggest strength and how has that helped you be successful?
10. How do you get inspired?
11. What is your favorite UGA memory?
12. Favorite place you've traveled or item on your bucket list?

# ALUMNI INTERVIEWED BY SCHOLARSHIP RECIPIENT

franklin.uga.edu

ACADEMICS ABOUT FRANKLIN INFORMATION FOR INCLUSIVE EXCELLENCE DEVELOPMENT INTERNATIONAL EVENTS NEWS DIRECTORY


## School of Computing student interview with Intel CTO Greg Lavender

Wednesday, November 20, 2024 - 9:32am

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By: Danielle Hamann

While on campus in November, UGA School of Computing students had the opportunity to network with distinguished alumnus Greg Lavender (B.S. Computer Science '83). Lavender's Dr. Jeffrey W. Smith Undergraduate Scholarship recipient Hannah Le conducted a one-on-one interview with Lavender.



**Q: What's your favorite memory from your time at the University of Georgia?**

**A:** Oh, that's a good question! I actually never went to a single football game while I was at UGA. I was always in the computer labs—very geeky, you know? My favorite memory would be a pretty funny one. I had this huge final exam in a computer science class, and it was during the winter semester. It was freezing cold, and I was studying late, wrapped up in my electric blanket, just sleeping away.

Then my phone rang—this buzzing sound that annoyed me, so I ignored it at first. Finally, I woke up and answered it. It was one of my friends calling to ask if I was going to make it to the exam. I looked at my

### NEWS

- [Unscripted](#)
- [Arts](#)
- [Earth](#)
- [Health](#)
- [Human Nature](#)
- [International](#)
- [Society](#)
- [Project Showcase](#)

# CLUB EVENTS AND ACTIVITIES

- Ask club leaders to submit content, including images



Association for Computing Machinery (ACM): UGA Chapter

The Association for Computing Machinery ([ACM](#)) is the primary professional organization for computer scientists in the United States. [Benefits of joining ACM](#) include a complimentary subscription to the ACM Communications publication as well as an acm.org email address.

Contact: [ugaacm@uga.edu](mailto:ugaacm@uga.edu)



ACM-W girls.code()

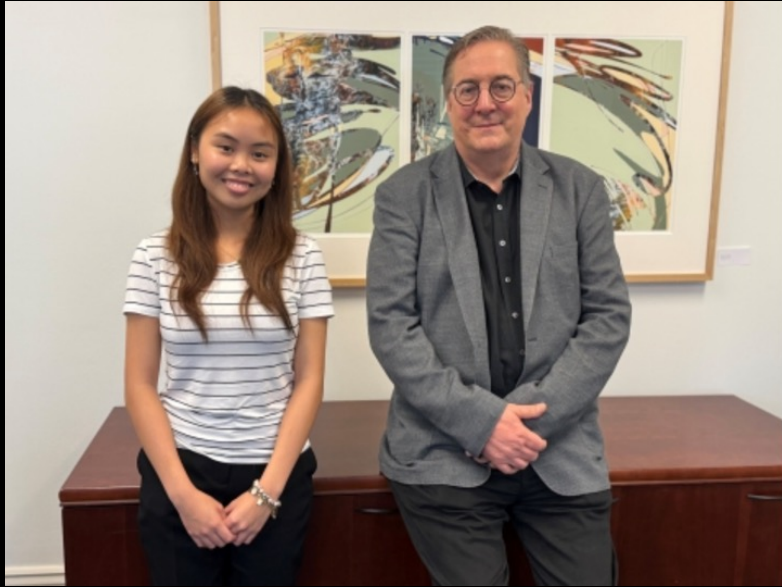
girls.code is the official UGA ACM-W chapter that aims to foster an environment of support for women in Computer Science through (weekly, and monthly) meetings. We provide leadership opportunities for women in Computer Science opportunities to attend conferences and national events.

Contact: [ugagirls.code@gmail.com](mailto:ugagirls.code@gmail.com)

# PHOTOGRAPHY TIPS

- Students with the guest speaker
- Alumni visit to UGA
- Ensure photo is properly cropped and clear
- Generic UGA photography is available at [mc.uga.edu/photo](https://mc.uga.edu/photo)

# EXAMPLES OF GOOD AND BAD PHOTOGRAPHY



Good!

- Highlights individuals
- Up-close
- Clear image
- Up-to-date



Bad

- Far away
- Blurry
- Outdated

# CONSIDER WHAT IS THE RIGHT CADENCE

- Do you have a big annual event you want to promote?
- Start small, one a newsletter a year – we recommend 1x/yr
- Consistency builds credibility
- Monthly and quarterly are hard to sustain, there are a lot of end-of-the-year pushes
- Think through best timing for your department and audience – align with your goals

# FRANKLIN MARKETING & COMMUNICATIONS HAS A QUARTERLY ALUMNI NEWSLETTER


- Share your ideas with us for consideration
- We started a parent newsletter – also quarterly – share your ideas with us!
- We'd love to tap into your student newsletters – share info – ala Franklin Fest, etc.



# OTHER QUICK TIPS!


- PDF formats are not permitted to send via email – they create opt-outs for the entire system and are not the best
- Franklin MarCom has templates and can format and send
- Track engagement – can see what stories are most liked and tailor items moving forward

**FRANKLIN CHRONICLES**  
December News




Message from the Dean

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**Arts**

Mathematicians and visual artists seem like ready partners — both playfully think about space and symmetry. But how do they bring this shared vision into focus? Two University of Georgia faculty members found a way through a free yet elegant exploration of design, transforming multi-



**Research**

The evolutionary lineage leading to Amborella diverged from all other flowering plant lineages approximately 150 million years ago. In 2013, an [international research team](#) co-led by UGA Plant Biology faculty member Jim Leebens-Mack and collaborators announced the newly sequenced genome of the

# WORKING WITH FRANKLIN MARCOM

- Submit request at least 2 months in advance via [franklinmarketing@uga.edu](mailto:franklinmarketing@uga.edu)
  - For those of you we know/work with – Kendra reaches out prior month with email including content deadline
- Content (with links) due the 20<sup>th</sup> the month prior
- Review process (1–2 rounds)

# ANY QUESTIONS?

Thank you for listening!



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