ELECTRONIC COMMUNICATIONS GUIDELINES

The School’s faculty, staff and students depend upon electronic communication to distribute information about programs, upcoming events, news and activities across the school. Given the significant communication needs and channels within the School, and in recognition of the potential to overwhelm our audiences with too much e-mail, the following guidelines have been developed to assist the SVM community.

WEB SITES

All units in the School of Veterinary Medicine are encouraged to develop and maintain a web site consistent with the School’s web design and branding policies. Assistance in the design and creation of web sites is available from our web master, John Gardiner, and other members of our IT team. Use of unit web sites is a relatively inexpensive and efficient way to provide information and promote activities, expertise, news, contact information, etc. It’s also a timely and flexible tool that can be updated at the local level through the content management system (CMS) or through the webmaster/IT team. Each unit which launches a web site is required to identify at least one person responsible for the content management of that site who has the clear responsibility to keep the information current, ensures links are maintained and addresses broken links in a timely manner. Web sites which are not actively maintained and become outdated may be disabled until such time as updates can be implemented. Assistance to apply content is always available from the School’s Web Master/IT and modest content development/editing from the SVM Communications Team.

SVM ACTIVITIES AND IMPACTS

The School’s weekly electronic newsletter, SVM Activities and Impacts, is intended to provide the School’s faculty, staff and students with recent news coverage, seminar/event announcements, awards, research links, strategic planning updates, upcoming events, and links to the continuing education calendar. This newsletter is flexible enough to accommodate most news, announcements, items of special interest, and other unique communications to inform our internal community and provide one place for weekly updates. As the popularity of this publication has grown, so has the lengthy list of items included such that a web site has been created to facilitate the posting of upcoming events and items with a longer timeline for continuing reference. SVM Activities and Impacts will continue to be electronically distributed weekly on Tuesday’s and each week’s edition can be accessed at:

To have events, announcements, or other items included in SVM Activities and Impacts, please contact Katie Blakewell. We also suggest posting announcements, invitations and seminar notices with more detailed information on the originating unit’s web site so that a link can be easily promoted through other communication forums.

E-MAIL ANNOUNCEMENTS
SVM Communications receives numerous requests for e-mail announcements to be sent out to the whole school. To accommodate these requests but also be sensitive to not flooding our vet med community with too many e-mails we have developed the following system:

- Notices, event invitations, seminars, announcements, etc. will be sent to the requested audiences once and then placed in SVM Activities and Impacts under Upcoming Events. Major events will also be promoted the Tuesday prior to the event in the Special Notice section of SVM Activities and Impacts. Send formatted notices to Pamela Dinsmore for e-mail distribution and to Katie Blakewell for SVM Activities and Impacts.

- Seminar notices for faculty, leadership candidates will be sent to the requested audiences once, placed in SVM Activities and Impacts and, if requested by the organizing unit, can be resent to the requested audiences on the morning of the seminar/event. For recruitments with multiple candidates, we strongly encourage the unit to prepare one announcement listing all of the candidate seminar dates/times.

**Requested Audiences** - most units request that announcements be sent to the entire school community, which includes faculty, staff, DVM students, residents, graduate students and MPVM students. Please consider if your targeted audiences are all of these groups or instead only one or two groups, and then request distribution accordingly. Also, please only send school-wide announcements to SVM Communications rather than requesting multiple administrative offices to send the same announcement to the same groups/list serves.

For recipients of e-mail announcements, note that if you are associated with the SVM you will remain on these lists, as they are a major form of communication within the school. If you receive announcements which are not of interest to you, just delete them and move on; please do not request removal from the list serves.

**BUILDING KIOSKS - Valley, VM3A, VM3B & MPT**

For high level events (State of the School Address, faculty meetings, town-hall events, major special events), and faculty/leader candidate seminars, you may request a short announcement to appear on the Kiosk screens up to 1-week in advance of the event. The announcement will automatically be removed after the event. Please contact Justin Ross (IT team) for Kiosk formatting guidance and assistance with posts.

Events registered through the on-line facility scheduling system will automatically show up on the day of the event at the kiosks by the assigned room.

**VIPER CALENDAR**

Events are also listed on the VIPER calendar – this is automatically generated at time the room reservation is placed. If a special event requires additional support, please work with the IT team through Justin Ross to post.

**KEY CONTACTS:**
Webmaster: John Gardiner – jgardiner@ucdavis.edu
Web team: Rick Hayes – rhayes@ucdavis.edu; Dave Magliano – djmagliano@ucdavis.edu
SVM Activities & Impacts: Katie Blakewell – kmblakewell@ucdavis.edu
E-Mail Announcements: Pamela Dinsmore – padinsmore@ucdavis.edu
SVM Communications: Trina Wood – tjwood@ucdavis.edu; Rob Warren – rjwarren@ucdavis.edu
Kiosk support: Justin Ross – juross@ucdavis.edu