

Newsletter Process Proposal Mockup

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Overview

This document outlines the processes and guidelines for the monthly newsletter.

Timeline

This section outlines the overall timeline for the creation and distribution of the monthly newsletter.

Event	Timeframe	Details
Submissions Open	20 days prior to publication	<ul style="list-style-type: none">• Send the “Submissions Open” email (utilizing the selected communication method, outlined in the “Communication Tool” section) to the designated groups/individuals letting them know that Newsletter Submissions are open.• The “Submissions Open” email should contain the following information:<ul style="list-style-type: none">○ Submission Information (where users will submit content, how to submit, what kind of content to submit, etc.)○ Submission Deadline○ Newsletter Distribution Date○ Contact Information (who do they contact if they have questions or concerns on submissions)
Submission Reminders	Cadence of once every 3-4 days	A reminder email is sent to contributors about submissions for the newsletters. A cadence for sending this email will help keep newsletter submittal top-of-mind for users.
Submission Deadline	10 days prior to publication	A final reminder email is sent to contributors to alert them of submission deadline, for any last-minute submissions. You need to allot time for working with the content received, putting the content into the template, getting approvals, etc.
Newsletter Review Meeting	9 days prior to publication	The day after submission deadline, set up a meeting with the newsletter approvers/group to go over the submissions that were received. Things that are covered in this meeting are as follows: <ul style="list-style-type: none">• Review of submissions received• Decision on which submissions to include (based upon content)

		<ul style="list-style-type: none"> Brainstorming of any additional topics (based upon the volume of submissions for that edition, or topics the managers/directors want to highlight that wasn't already submitted)
Newsletter Draft Creation	8 days prior to publication	Based on the feedback received during the newsletter review meeting, create a draft of the newsletter to begin putting content into the approved template.
Contributor Approval	7 days prior to publication	<p>Double-check the content that was received from contributors. During this phase, it is standard for the newsletter creator to do the following:</p> <ul style="list-style-type: none"> Alert any contributors whose submissions will not be included to prevent any confusion when the newsletter is distributed Contact any contributors whose submissions need further information or clarification If two or more contributors submitted similar content, both contributors to inform them that their submissions may be combined
Newsletter Review	5 days prior to publication	Once content has been placed into the newsletter template, a rough draft is sent out to the newsletter group/approvers for review and feedback.
Final Approval	3 days prior to publication	After all feedback has been incorporated into the newsletter, get final approvals from all newsletter approvers.
Testing Newsletter	1 day prior to publication	Once final approvals have been given, the newsletter creator needs to perform final tests for the newsletter (based upon which communication tool being used). This helps to ensure that the newsletter format and content are consistent upon sending. Testing should be done for both Mac and PC as formatting may differ on each.
Publication Date	Day of publication	The newsletter is sent on the 1 st of the month, or 1 st day of work week (if the 1 st of the month falls on a non-working day).

Process

In this section, a detailed process (based upon the newsletter timeline) is outlined.

Submissions Open

This phase of the newsletter process is critical in engaging the team to let them know that submissions are now being taken for the newsletter.

Ample time must be allowed for submissions as it allows potential submission contributors the time they need to gather information for their submissions.

The “**Submissions Open**” email is sent by the newsletter creator to the designated emails/mailler groups.

There are several key elements that this email should contain:

- Submission Information
 - Where users are to submit content, how to submit, what kind of content to submit, etc.
- Submission Deadline
 - The deadline for submission acceptance. Submissions past this deadline will not be accepted for that month’s edition of the newsletter (unless approved by newsletter approvers). This is to help prevent any last-minute submissions that may cause issues with the newsletter’s formatting or timeline.
- Newsletter Distribution Date
 - The date the newsletter is to be sent out on. This gives the group/team a timeline on when to expect to see the monthly newsletter, even if they are unable to send in a submission.
 - This date should be the 1st day of the month, or the first working day
 - Example: If the 1st of the month falls on a Saturday (non-holiday weekend), then the newsletter would be sent on Monday the 3rd.
- Contact Information
 - Who contributors can contact if they have questions or concerns on submissions, and what is the best method of contact.

Submission Reminders

Submission reminders are reminder emails sent by the newsletter creator to help keep newsletter submissions top-of-mind for submission contributors.

These emails can be formatted similarly to the “Submissions Open” email, but with the distinction in the subject of the email that it is “Submission Reminder” or “Submissions Open – Reminder”.

The cadence for these emails would ideally be every 3-4 days after the “Submissions Open” email has been sent.

This means that, based on the newsletter timeline, there are approximately 4 submission reminder emails sent (including the submission deadline email on the day of deadlines).

Submission Deadline

On the day of the submission deadline, the newsletter creator will send a final submission email. This gives time for any last-minute submissions to be included in the newsletter.

This email can be formatted similarly to the “Submissions Open” or “Submission Reminder” emails but should have the email subject distinction for a final reminder/deadline such as “Submission Deadline” or “Final Submission Reminder”.

Initial Newsletter Review Meeting

On the day after the submission deadline (or the proceeding workday if it falls on a Friday), a review meeting with the newsletter creator and the newsletter approvers is set up.

Submissions are then presented and distributed (in Excel form) to the newsletter approvers. This meeting should include the following discussions:

- Content Review of submissions received
- Approve of the submissions team wants to include
- Discussion of any submissions that need more information/clarifications
- Brainstorming of any additional topics for the newsletter (based upon the volume of submissions for that month’s newsletter or whether there are certain topics the managers/directors want to highlight that wasn’t already discussed or submitted)

These discussions help the newsletter creator to create the overall layout and design for that month’s newsletter.

In addition, a chat space is created for further discussion and review at the conclusion of this meeting.

Newsletter Draft Creation

Based on the feedback received during the newsletter review meeting, the individual creating the newsletter will begin creating the layout of that edition of the newsletter using the approved template.

Contributor Approval

Based on the content that is received, it is the responsibility of the newsletter creator to ensure that content received is accurate and clear from newsletter submission contributors.

During this phase, it is standard for the newsletter creator to do the following:

- Contact any contributors whose submissions will not be included to prevent any confusion when the newsletter is distributed

- Special circumstances for this also include the instance where two or more contributors submit similar content. The newsletter creator needs to contact both contributors to inform them that their submissions may be combined.
- Contact any contributors whose submissions need further clarification
- If a submission has been heavily edited for content (or grammar), the newsletter creator needs to contact the submission contributor with a copy of the edited content and an explanation as to why the content was edited. The contributor will then need to approve of the edited content.
- If a link (or multiple) was included in a submission, the newsletter creator needs to verify with the contributor that each link directs readers to the correct location

After all content has been approved by submission contributors, the newsletter creator can then place all content into the created newsletter draft.

Newsletter Review

Once the content has been approved by contributors and placed into the newsletter draft, it is time for a review of the newsletter.

A copy of this draft should be sent to all newsletter approvers for review and feedback. Feedback from newsletter approvers should be provided in the chat space created at the conclusion of the [Initial Newsletter Review Meeting](#).

The following details should be clarified during this review:

- Content – Is the content accurate on a higher level? Does it need any further clarification or information from the submission contributor? Are there details left out that would help make a submission more complete? Do the submissions read well, or do they need further editing?
- Layout – Are the newsletter submissions located ideally draft? Should the order of the topics be rearranged?

Final Approval

After all final feedback has been incorporated into the newsletter, a final version of the newsletter draft is sent to the newsletter approvers. A table is then created by the newsletter creator to keep track of the final approvals received from newsletter approvers for tracking and accountability purposes.

Once full sign-off has been received by all newsletter approvers, the newsletter creator will then attach the final draft of the newsletter, as well as the table of approvals, to an email to the director for final approval. Once they have given final approval of the newsletter, it is ready for sending.

Testing Newsletter

As an extra, precautionary step, the newsletter creator is to send a test newsletter (or multiple) to themselves for confirmation of the layout. This helps to verify that the content and formatting will uphold after sending.

Testing should be done for both Mac and PC, as formatting may differ on each. The newsletter creator needs to designate an individual to help with this step (typically one of the newsletter approvers) who has an OS different from their own.

Publication Date

On the date of publication, the newsletter creator is to send the final version of the newsletter from the approved newsletter communication tool to the designated newsletter audience (as discussed in the Newsletter Receivers section).

Ideally, the newsletter creator should send the newsletter at the beginning of the working day (according to their time zone).

In addition, the newsletter should be published on the appropriate website for further viewing.
[Redacted information]

Newsletter Approvers

Newsletter approvers are the individuals responsible for reviewing the newsletter upon its creation and to give their approval for the content.

These newsletter approvers help to ensure that the newsletter is of the highest quality, with accurate information, and is representative of the teams within the organization. They also act as a final line of defense in the chance that something is missed by the newsletter creator or the other newsletter approvers.

List Newsletter Approvers:

- Director (Final Version of Newsletter only)
- Newsletter Approver 1
- Newsletter Approver 2
- Newsletter Approver 3
- Newsletter Approver 4

Newsletter Content

The biggest proponent for the newsletter will be the content that it contains. Content can vary based on user input, but providing submission contributors a general idea of what topics are accepted for the newsletter will give them a better idea as to what they can submit.

In the “Submissions Open”, “Submissions Reminder” and “Submission Deadline” emails, a general list of topics will be included for guidance, such as the following:

- Organizational Announcements
- Service Announcements
- Team/Organizational Accomplishments
- Service Updates
- Service Reminders
- Important Upcoming Events
- Employee Spotlight Nomination/Information

Based previously published newsletters, the following are a few examples of submission topics:

- Example Topic 1
- Example Topic 2
- Example Topic 3
- Example Topic 4
- Example Topic 5

Submissions

The process of submissions for the monthly newsletter is outlined further in this section.

Who Can Submit

Submissions are open to managers within the organization, targeted Product Owners, and the director.

The mailers that the submission emails are sent to [**mailer**]

How to Submit

Submitting content for the newsletter is done in the form of a Newsletter Submission form [[link](#)].

The information that is required for submissions is as follows:

- Submission Contributor Name
- Contact Information (best method for contacting contributor)

- Title of the Submission
- Submission Information (actual content of submission)
- Employee Spotlight Nomination (to highlight an employee in organization) – optional
- Links (if applicable)

How to Track Submissions

Submissions will initially be gathered through the form. This form automatically populates an Excel spreadsheet with the information provided by submission contributors.

[Redacted Instructions]

Templates

For the monthly newsletter to be created in a timely manner, templates are available for the newsletter creator.

These templates are as follows:

- Monthly Newsletter template
- “Submissions Open” email template
- “Submission Reminders” email template

The templates for each will be housed on the [Redacted] site in a designated [Redacted] folder.

All templates for the newsletter have been previously reviewed and approved by management. Any *new* templates that are needed will need to be submitted for approval.

Newsletter Mailer

The monthly newsletter will be sent from the [redacted] mailer.

The following individuals have access to this mailer (subject to change):

- [Redacted]
- Elizabeth Creel (Cabrera)
- [Redacted]

Communication Tools

This section outlines the various communication tools that can be utilized for the creation of the monthly newsletter.

Microsoft Outlook

Outlook is one of the most common methods of sending communications and emails to readers in the organization.

No actions need to be taken to obtain Outlook as it is a tool that all users have access to.

The newsletter can be accessed through a user's outlook inbox, but only approved individuals can send the newsletter through the approved mailer alias (as discussed in the previous section).

Tool #2

[Redacted Information]

Tool #3

[Redacted Information]

Microsoft Forms

Microsoft Forms allows users to submit their contributions to the newsletter with ease. In addition, it helps to keep track of responses and can be exported to an Excel spreadsheet for easier viewing.

[Redacted] Website

Once the final newsletter has been sent to users, a copy of the newsletter is housed on the [Redacted] website for archival purposes.

Newsletter Receivers

The newsletter is to be sent to the same recipients each month:

- Mailer 1
- Mailer 2
- List of any approved individuals not included in one of the above mailers