



Tuck Communications Review

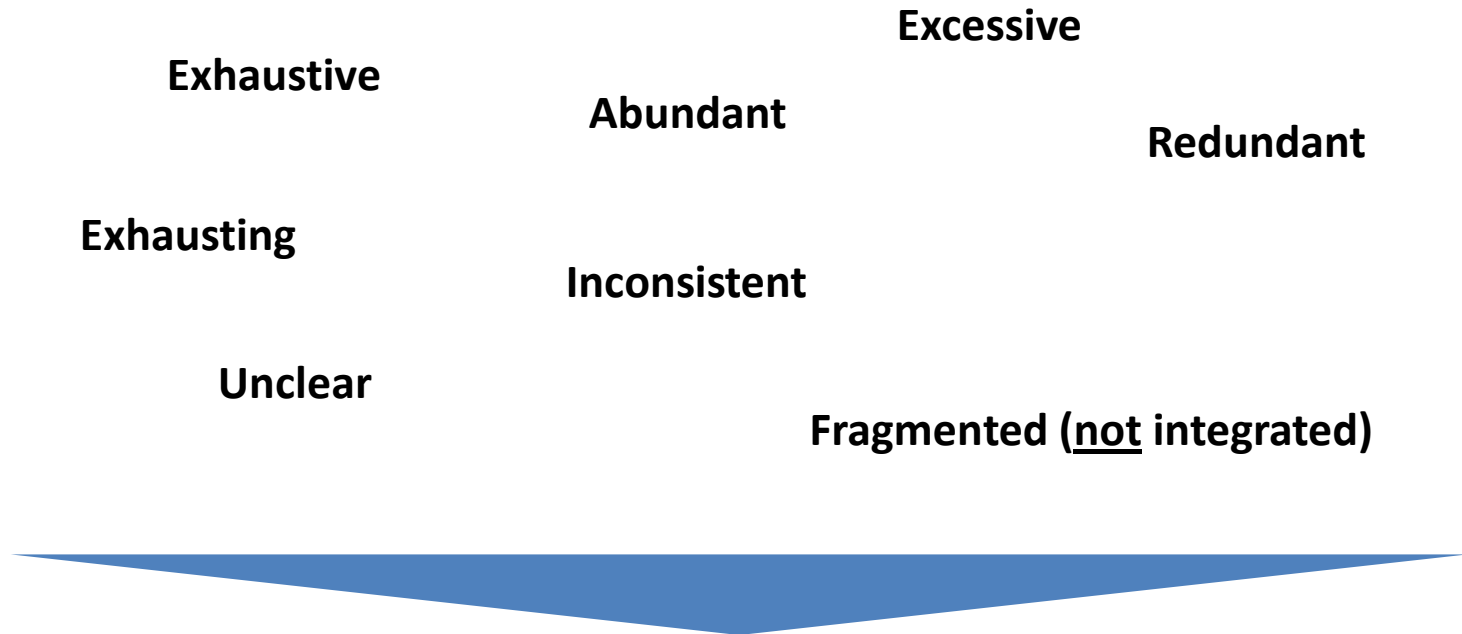
Prepared for: Higher Ed Chatter Summit: Creating a Social Enterprise
Prepared by: Tuck Student Roundtable (Contact: Eric Markus, T'12)

April 2012

Background

Background

Problem: Students are frustrated with communications at Tuck



Objective: Create a set of guidelines to *integrate and streamline* communications at Tuck

Communications Types and Sources

Types

- Events announcements
- Events updates
- Sign-up lists
- Important, time-sensitive announcements
- “FYI”, not-time-sensitive announcements
- Newsletters
- Virtual dialogue, discussion, and collaboration
- General interest (e.g., lost and found, community events, ...)

Sources

- Clubs
- Interest groups
- CDO
- Academic
- Tuck Centers
- Social
- General interest

Communications Channels Strengths/Weaknesses

	Strengths	Weaknesses
Email	<ul style="list-style-type: none">• Simple-to-use• Confidential• 100% reach with offline access	<ul style="list-style-type: none">• Abused• Overlooked (sheer volume)
Outlook Invite	<ul style="list-style-type: none">• Simplifies sign-up, allows for forecasting and tracking• Promotes accountability	<ul style="list-style-type: none">• Potential for abuse• Potential to clutter students' calendars
TuckStreams	<ul style="list-style-type: none">• Universal (used by all parts of Tuck)	<ul style="list-style-type: none">• Inflexible• Controlled by Tuck admin
Google docs	<ul style="list-style-type: none">• Simple, open tool for-sign-up lists	<ul style="list-style-type: none">• Some students delete their names from sign-up lists at the last minute
facebook	<ul style="list-style-type: none">• Social / collaborative	<ul style="list-style-type: none">• Unstructured• Not used by all
Chatter	<ul style="list-style-type: none">• Encourages collaboration and discussion• One-stop shop for news/info (archiving)• Easy opt-in and opt-out	<ul style="list-style-type: none">• Not checked regularly by all students• Does not (yet) integrate well with other platforms

Recommendations

Clubs

Primary Channel

Secondary Channel

Event announcements



Event updates




update to RSVPs



Sign-up lists



then  to confirm RSVP

Important, time-sensitive announcements



FYI, not-time-sensitive announcements



Newsletters



Virtual dialogue, discussion, and collaboration



CDO / Career

	Primary Channel	Secondary Channel
Event announcements		
Event updates		
Sign-up lists		
Important, time-sensitive announcements	 with opt-out	
FYI, not-time-sensitive announcements		
Newsletters	 with opt-out	
Virtual dialogue, discussion, and collaboration		

Academic

Primary Channel

Secondary Channel

Event announcements



Event updates



Sign-up lists



Important, time-sensitive announcements



FYI, not-time-sensitive announcements



Newsletters

n/a

Virtual dialogue, discussion, and collaboration

K-Blocks

Centers

Primary Channel

Secondary Channel

Event announcements



with opt-out from distribution list



Event updates




to RSVPs



Sign-up lists



then  to confirm RSVP

Important, time-sensitive announcements



with opt-out from distribution list



FYI, not-time-sensitive announcements



Newsletters









with opt-out from distribution list



Virtual dialogue, discussion, and collaboration



Social (Official Tuck Events)

	Primary Channel	Secondary Channel
Event announcements	 with opt-out from distribution list	
Event updates	 to RSVPs	
Sign-up lists	 then  to confirm RSVP	
Important, time-sensitive announcements	 with opt-out from distribution list	
FYI, not-time-sensitive announcements		
Newsletters (e.g., the WOT)	 with opt-out from distribution list	
Virtual dialogue, discussion, and collaboration		

Recommendations and Watchouts

Recommendations

- Make Chatter the primary communications platform for Clubs, CDO, and other groups; eliminate use of school intranet for these groups
- Mandate that everyone use it (register all students, staff, and on-campus organizations)
- Pre-install the desktop app on new students' computers
- Provide students a quick tutorial on how and when to use Chatter and other communications channels
- Get Salesforce to allow continuous log-in
- Enable email and Outlook invites to Chatter group members
- Establish process for regularly synchronizing Chatter group lists with Tuck email list-servs

Watchouts

- Do not use for urgent announcements / communications
- Do not use for important event invites (not compatible with Outlook)
- Take one-on-one communications to Chatter private chat or email