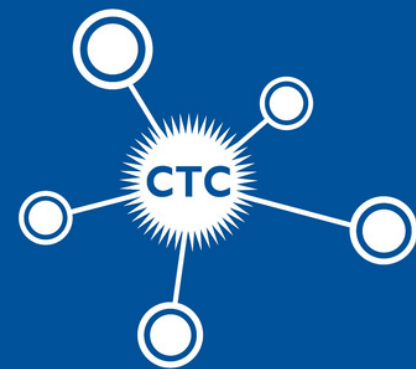


# Showing Your Work: Best Practices and Strategies to Energize Dissemination and Outreach

HITEC July 2023



NATIONAL  
CONVERGENCE  
TECHNOLOGY CENTER



# AGENDA

## TODAY'S TOPICS

Outreach and dissemination best practices

Self-evaluation checklists

Social media best practices

Self-evaluation checklists

Case study from the CTC

Survey



# ICEBREAKER

## HUMAN BINGO

- Everyone will be given a bingo card.
- You have **5** minutes to get a “Bingo!” from having a person’s initial in five squares that are filled across vertically, horizontally, or one of the two long diagonals.
- You cannot initial your own card.
- A person can have their name in only two squares.
- First two “Bingo!”s get a prize.





# WHO WE ARE

## NATIONAL CONVERGENCE TECHNOLOGY CENTER

### Background

Collin College – Frisco TX

Funded by a grant from the  
National Science Foundation

Regional ATE Center starting fall  
2004

National ATE Center starting fall  
2012

### Mission

Support IT infrastructure/  
cybersecurity programs across the  
country and align curriculum with  
employer need

Community of practice – 100  
colleges across 32 states

All work is co-led by IT business  
leaders

Free professional development for IT  
faculty (21st Working Connections)



# TIMELINE

April 2021, NVC wanted more effective dissemination

Summer 2021, contacted Nelly Group to evaluate current practices and recommend improvements

Areas of focus –

- Public website
- Social media strategies
- Monthly newsletter
- Staff training





# Showing Your Work

Best Practices and Strategies for Energizing  
Dissemination and Outreach

Colleen Huber & Maddie Witt  
Nelly Group, LLC



# Meet The Team



**Stacy Chambers**

Graphic Designer/  
Website Manager



**Colleen Huber**

Senior Creative Director



**Maddie Witt**

Social Media Coordinator  
Content Creator



**Maura Vizza**

Communication  
Specialist/Writer

# Marketing at Your Fingertips

- Content marketing strategy
- News release writing and national distribution
- Marketing email design and dissemination
- Design services
- Social media strategy and management
- Marketing materials
- Outreach and sponsorship
- Communications coordination
- Project management



# What Sets Nelly Group Apart

- Simplicity
- Experience
- Personalization

*You're the expert; we'll let the world know!*

# Dissemination Strategies

- Subscribe Form
- Newsletter/Email Campaign
- Subject Lines
- Resends & Segmentation
- Website
- Data Review




# Subscribe Form Best Practices

Targeted dissemination, improved brand recognition and greater interaction with the audience is developed in a meaningful manner through targeted lists.

- Keep the number of fields minimal
- Use a simple design
- Tell your audience why they should subscribe
- Create a welcome series

# Subscribe Form Best Practices



Subscribe to our newsletter and

## BE THE FIRST TO KNOW

As subscriber you will stay updated on new designs, events, stock sales, sale and other great offers.


Name \_\_\_\_\_

Email \_\_\_\_\_

**Stay updated**

♥

You can unsubscribe at any time on our site or via the link in our newsletter.




✕

## STAY TUNED

Subscribe to our newsletter and never miss our designs, latest news, etc.

Our newsletter is sent once a week, every Monday.

email@example.com 

[Personal Data Charter](#)


# Subscribe Form Locations

- Website
  - Top navigation bar, sidebar, footer
- Social media channels
- Landing pages
- Within blog posts
- Email Signature



# Subscribe Form Maintenance

- Don't purchase contact lists
  - General Data Protection Regulation (GDPR)
- Clean your mailing list regularly
- Perform conversion and nurturing campaigns

By submitting this form, you are consenting to receive marketing emails from: National Convergence Technology Center, Collin College, 9700 Wade Blvd., Frisco, TX, 75035 United States, <http://www.connectedtech.org>. You can revoke your consent to receive emails at any time by using the  SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Sign Up

# Newsletter

Emails are one the most powerful digital marketing tools.

Newsletters allow you to:

- Communicate directly with subscribers in a personalized way
- Provide valuable and relevant content directly to inboxes
- Help subscribers stay connected, engaged, and informed about what's new in your business or industry

# Newsletter

Every newsletter should have the goal of providing the audience with immediate value.

It should motivate readers to take some form of action, such as:

- Read the latest blog post
- Sign up for an upcoming event
- View a new case study or report
- Download guides or ebooks



# Newsletter Best Practices

- Make the information short and concise
- Maintain brand consistency
- Include your logo
- Don't add more than two to three fonts or typefaces
- Use web-safe fonts with sizes between 10 – 12 points
- Use high-quality images
- Layer your CTAs
- Stay consistent with your send date/time
- Allow recipients to subscribe to your newsletter
- Preview on desktop and mobile before sending

# Newsletter Best Practices



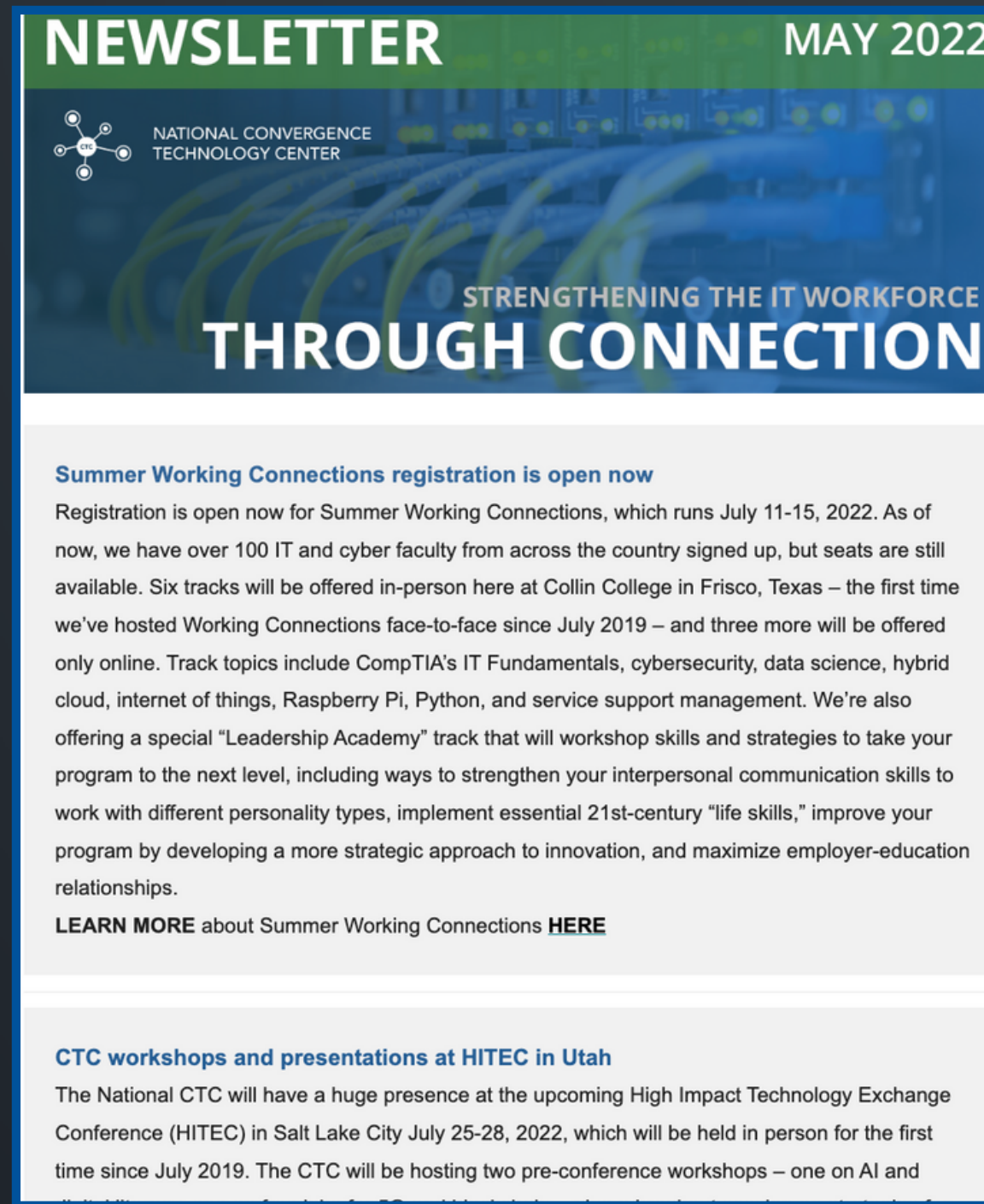
The newsletter cover for June 2021 features the National Convergence Technology Center logo at the top left. Below the logo is a blue banner with the text "June 2021". The main image shows a group of people in a server room, with one person working on a rack of servers. A blue box in the bottom right corner of the image contains the text "WHAT'S HAPPENING AT THE CTC?".

**NATIONAL CONVERGENCE TECHNOLOGY CENTER**

June 2021

**WHAT'S HAPPENING AT THE CTC?**

**Over 150 faculty members from across the country have registered to attend Summer Working Connections**, which runs July 12-16 online. Almost every track has been sold out for weeks. In fact, 12 people are still on waitlists hoping that someone drops out to make room. For those who may not know, the goal of Working Connections is to provide attendees with the expertise needed to teach their respective track in a subsequent semester, bringing the most current information to their classrooms either as a stand-alone course or as supplemental information to an existing course. The 2021 tracks include "Azure Fundamentals," "Big Data Analytics



The newsletter cover for May 2022 features the National Convergence Technology Center logo at the top left. Below the logo is a blue banner with the text "NEWSLETTER" and "MAY 2022". The main image shows a server room with a blue overlay. A white box in the bottom right corner of the image contains the text "STRENGTHENING THE IT WORKFORCE THROUGH CONNECTION".

**NEWSLETTER** **MAY 2022**

**NATIONAL CONVERGENCE TECHNOLOGY CENTER**

**STRENGTHENING THE IT WORKFORCE THROUGH CONNECTION**

**Summer Working Connections registration is open now**

Registration is open now for Summer Working Connections, which runs July 11-15, 2022. As of now, we have over 100 IT and cyber faculty from across the country signed up, but seats are still available. Six tracks will be offered in-person here at Collin College in Frisco, Texas – the first time we've hosted Working Connections face-to-face since July 2019 – and three more will be offered only online. Track topics include CompTIA's IT Fundamentals, cybersecurity, data science, hybrid cloud, internet of things, Raspberry Pi, Python, and service support management. We're also offering a special "Leadership Academy" track that will workshop skills and strategies to take your program to the next level, including ways to strengthen your interpersonal communication skills to work with different personality types, implement essential 21st-century "life skills," improve your program by developing a more strategic approach to innovation, and maximize employer-education relationships.

**LEARN MORE** about Summer Working Connections [HERE](#)

**CTC workshops and presentations at HITEC in Utah**

The National CTC will have a huge presence at the upcoming High Impact Technology Exchange Conference (HITEC) in Salt Lake City July 25-28, 2022, which will be held in person for the first time since July 2019. The CTC will be hosting two pre-conference workshops – one on AI and

# Subject Line Matters

- Write a subject line that commands attention and builds a sense of intrigue
- Be specific
- Keep it short (60 characters or roughly nine words max)
- Avoid ALL CAPS, excessive exclamation marks, and emoji overload
- Avoid clickbait terms
- Split test different subject lines
  - Call to action vs No call to Action
  - Urgency vs. No urgency
  - Sentence case vs. Title case
  - Capitalization vs. No capitalization



# Subject Line Matters

- Optimize the email's preview text:
  - Preview text should supplement the subject line by adding in details to capture your audience's attention.
  - By default, preview text pulls in the first several words of the email body and displays it next to the subject line.



The image shows a screenshot of an email editor interface. It features two text input fields. The top field is labeled "Subject" and contains the text "Why and How to Use the New Pre-header Feature in Constant Contact". The bottom field is labeled "Preheader Text" and contains the text "This is the PREHEADER field". A red arrow points from the top right of the Subject field to the left side of the Preheader Text field. Another red arrow points from the right side of the Preheader Text field to the left side of the Preheader Text field. There is a small information icon (i) to the right of the Preheader Text label.

# Subject Line Matters

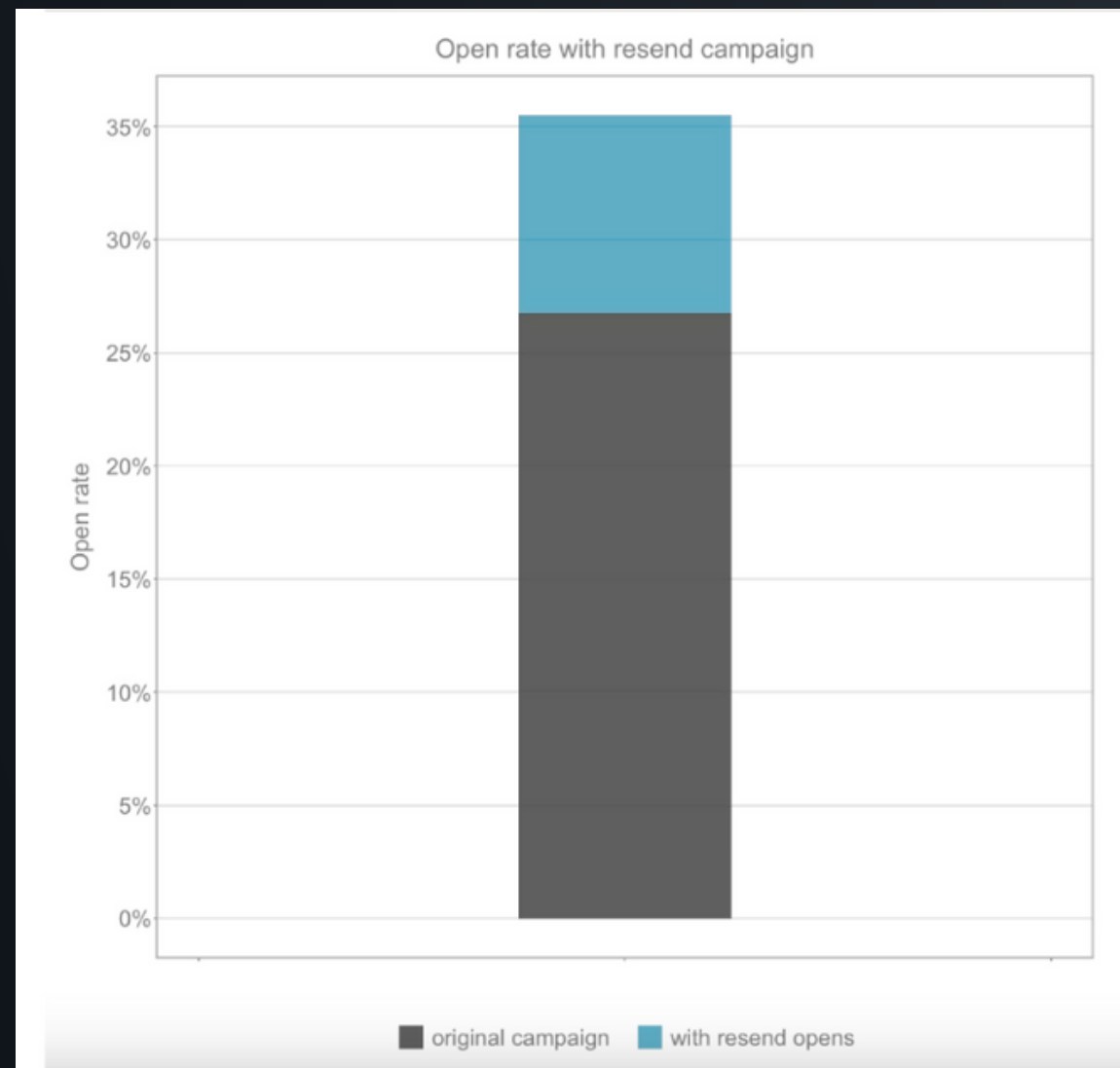


Podcast: 5 Steps to Accelerate Career Growth  
Developing Your Writing Style Webinar | Register Today



Chris, you WON'T believe what we have in STORE for you!!!  
Marketers are raving about a new tool that..

# Resends



A helpful reminder for subscribers to act. Increase the open rate by an average of **8.7%**

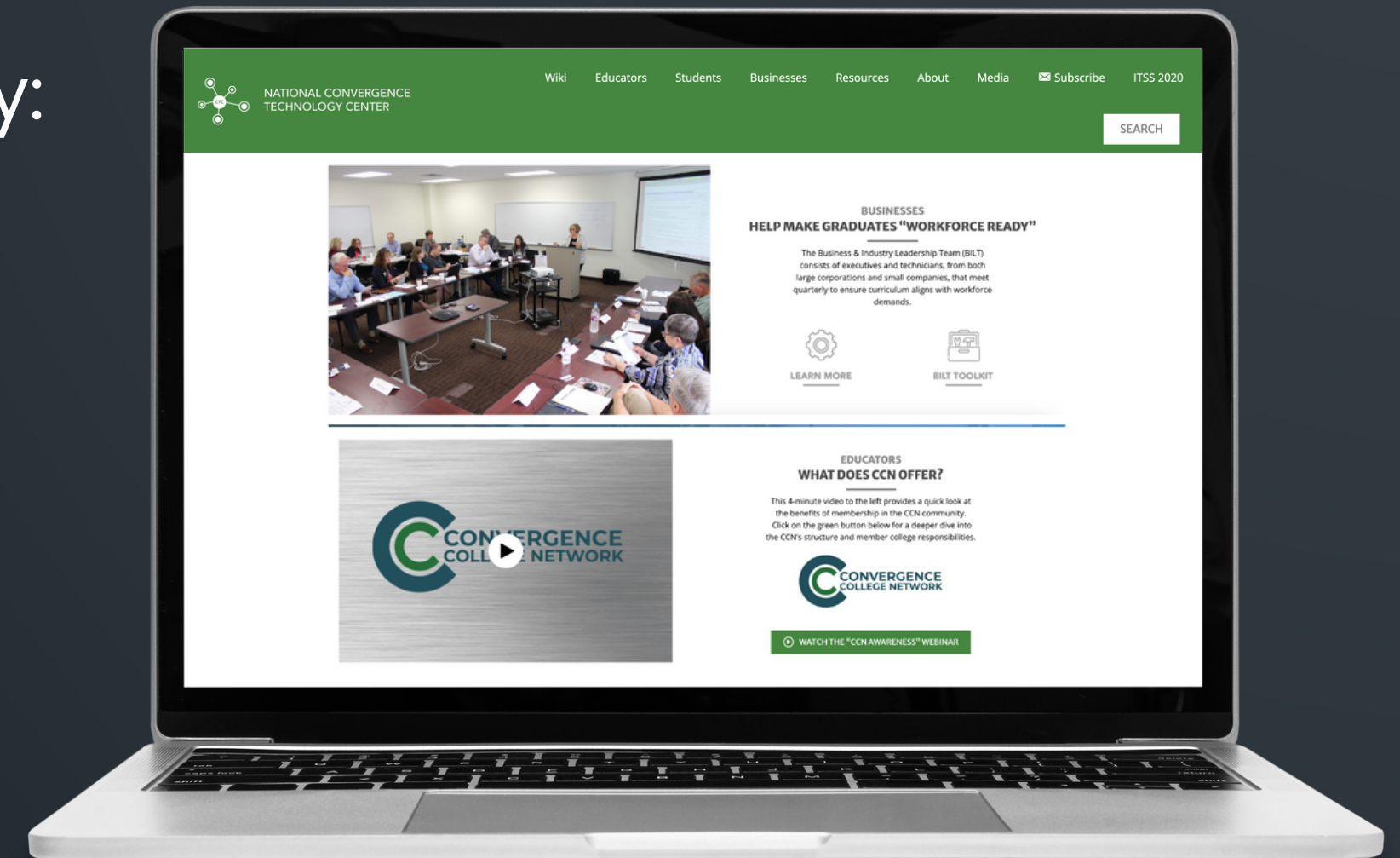
- Wait several days before resending emails
- Try a new subject line
- Decide whether you need to adjust the pre-header
- Never resend emails more than once
- Adjust the timing of your resend



# Website Best Practices

Website conventions gives the site credibility:

- Keep things minimal- white space is ok
- Keep content engaging
- Have uniformity
- Have visible call to action
- Use visual hierarchy
- Check for responsive design
- Link external URL's to new windows
- Have good page speed



Place related elements in common areas  
Use borders, backgrounds, or spacing

# Website Best Practices



- Have intuitive navigation:
  - Keep a simple structure for primary navigation
  - Include a search bar near the top
  - Consistent placement of navigation headers on all pages
  - Conduct user testing
- Web accessibility
- Social Media Integration

# Setting Key Metrics

- Identify your goals:
  - What do you want to achieve? Ex. interaction with newsletter, increasing downloads of materials, event signups, implementation of a program, etc.
- Set specific metrics:
  - Defining and measuring the right marketing metrics allows you to see what data says about the effectiveness of your efforts.
- Stay focused:
  - Stick to the metrics that help you measure marketing performance on the identified goals.
  - Systematically review the data

# Website Metrics

- Pageviews
- Unique pageviews
- Retention rate
- Average time on page
- Engaged time
- Pages/session
- Bounce rate
- Website conversion rate



# Newsletter/Email Metrics

- Email open rate
- Email bounce rate
- Email click-through rate
- Unsubscribe rate
- New subscribers
- Unengaged subscribers



# **Social Media Marketing Best Practices**



# True or False

Social Media Edition





# True or False



Posting every single day is the only way  
to grow on social media





# False

Posting every single day is the only way to grow on social media



# True or False



When posting about your program,  
you should always tag your  
university/organization.



# True

When posting about your program,  
you should always tag your  
university/ organization.



# True or False



The best way to connect with your audience is to ALWAYS have a CTA (call to action)





# False

The best way to connect with your audience is to ALWAYS have a CTA (call to action)



# True or False



Running ads is the best and most promising way to grow on any platform.



# False

Running ads is the best and most promising way to grow on any platform.



# Social Media Marketing Best Practices





Understand your audience and  
how you can support their needs

# WHO IS MY AUDIENCE?

- Demographics
- Channels
- Competitive analysis
- Problem solve
- Testimonials



# 6 TYPES OF CONTENT

- Informational/Educational
- Interactive
- Motivational
- Authentic
- Entertaining
- Call to Action (CTA)

# Informational/Educational Content

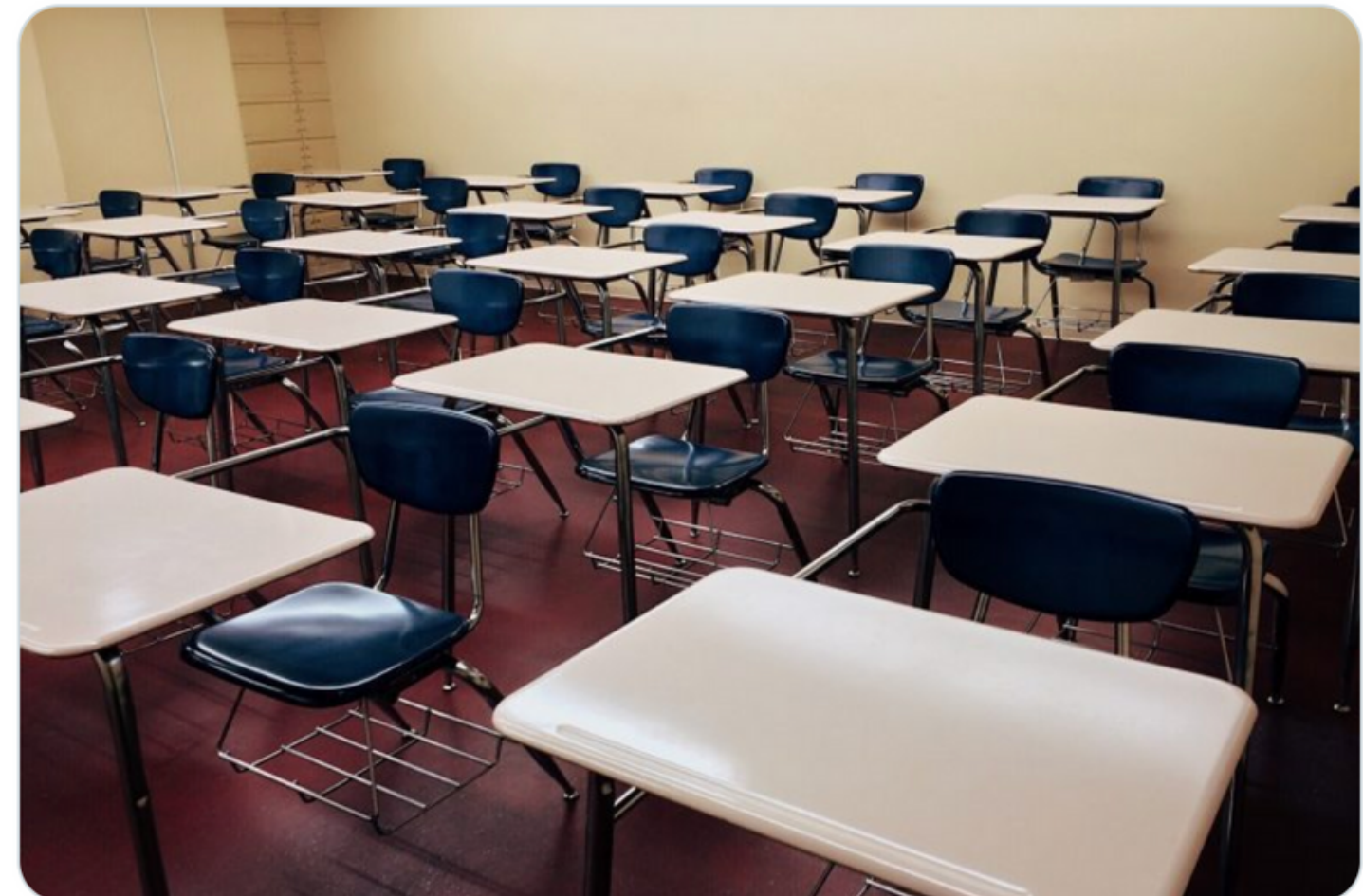
Intended to teach the audience something new.

- Facts and Statistics
- Tips and Tricks
- Training
- Explaining a Process
- How-Tos



**National Convergence Technology Center @MobileCTC** · Apr 3

65% of Ohio's prisoners are unemployed when they go into prison. See how @SinclairCC is providing a wide range of classes in prisons throughout the state of Ohio to support their reintroduction to society with useful skills. [connectedtech.org/blog/offering-...](https://connectedtech.org/blog/offering-...) #NSFfunded



National Science Foundation and Sinclair College

# Interactive Content

Allows the two-way flow of information.

- Q+A
- Fill in the blank
- Polls/ Voting
- Video Communication
- Comment Below





# Inspirational/Motivational Content

Intention of offering value through encouragement.

- Quotes
- Curated imagery
- Personal Stories
- Success Stories
- Transformations (Before/After)
- Testimonials



 **National Convergence Technology Center** @MobileCTC · May 12 ...

Hear from Yevhen Prokopenko, an IT student from @UNTsocial. He shares what sparked his interest, certs he wants to pursue, advice for other IT students and more: [youtube.com/watch?v=KwFjUF...](https://youtube.com/watch?v=KwFjUF...)

 NATIONAL CONVERGENCE TECHNOLOGY CENTER

STUDENT SPOTLIGHT

Yevhen Prokopenko  
Information Technology  
University of North Texas



# Authentic Content

Provides the audience with an opportunity to genuinely connect with you as a brand.

- Behind the Scenes
- On-Site
- Selfies
- Real-time images or updates
- Event updates



**National Convergence Technology Center** @MobileCTC · Jul 23

The National CTC has officially arrived in Atlanta for [#highimpact2023](#) and brought along 20+ IT educators from colleges across the country to learn new best practices and improve their programs.



Promote



↻ 1

♥ 5

📊 59





# Entertaining Content

Objective of making people laugh or enjoy something.

- Memes
- Jokes
- National Holiday Posts
- Skits
- Reaction Videos

 **National Convergence Technology Center** @MobileCTC · May 1 ...  
As usual, we'll have a huge presence at @HI\_TEC in Atlanta July 24-27!

The National CTC will be offering two pre-conference workshops and two breakout sessions. Explore those here: [connectedtech.org/blog/join-the-...](https://connectedtech.org/blog/join-the-...)

We hope to see you there! [highimpact-tec.org/registration-2...](https://highimpact-tec.org/registration-2...)  
[#HighImpact2023](https://highimpact-tec.org/registration-2...)



Promote

  1  1  55 

# Call to Action/Promotion Content

Purpose of selling a good or service to your audience.

- Register here
- New Product/Promotion
- Promoting a New Item or Service

**National Convergence Technology Center** @MobileCTC · Apr 27 ...

Sign up for Summer Working Connections - our free IT faculty professional development event. In-person at Collin College (Texas) July 10-14, online July 17-21. Travel reimbursement available. Topics include AI, AWS, cyber, data analytics, and Splunk. [...ngconnections2023.nationalctcwiki.org](https://ngconnections2023.nationalctcwiki.org)

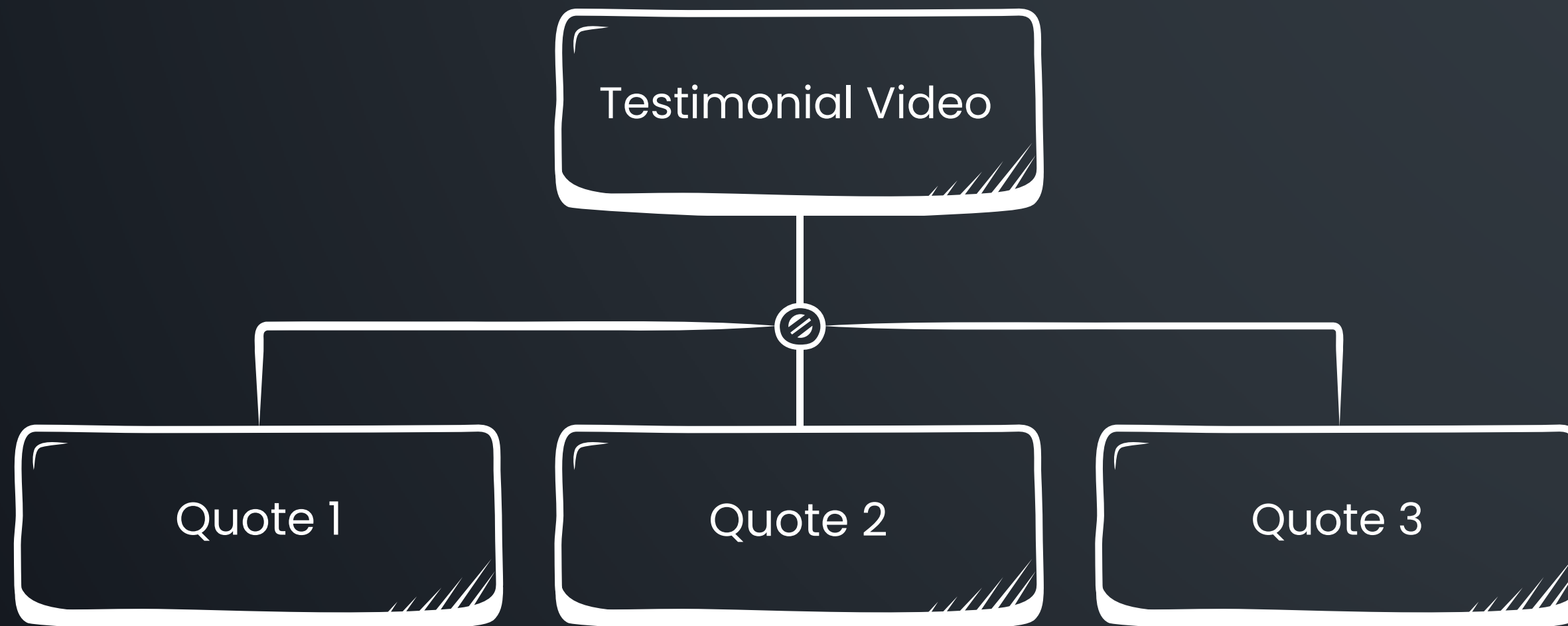
Promote

1 2 67



# Creating Content

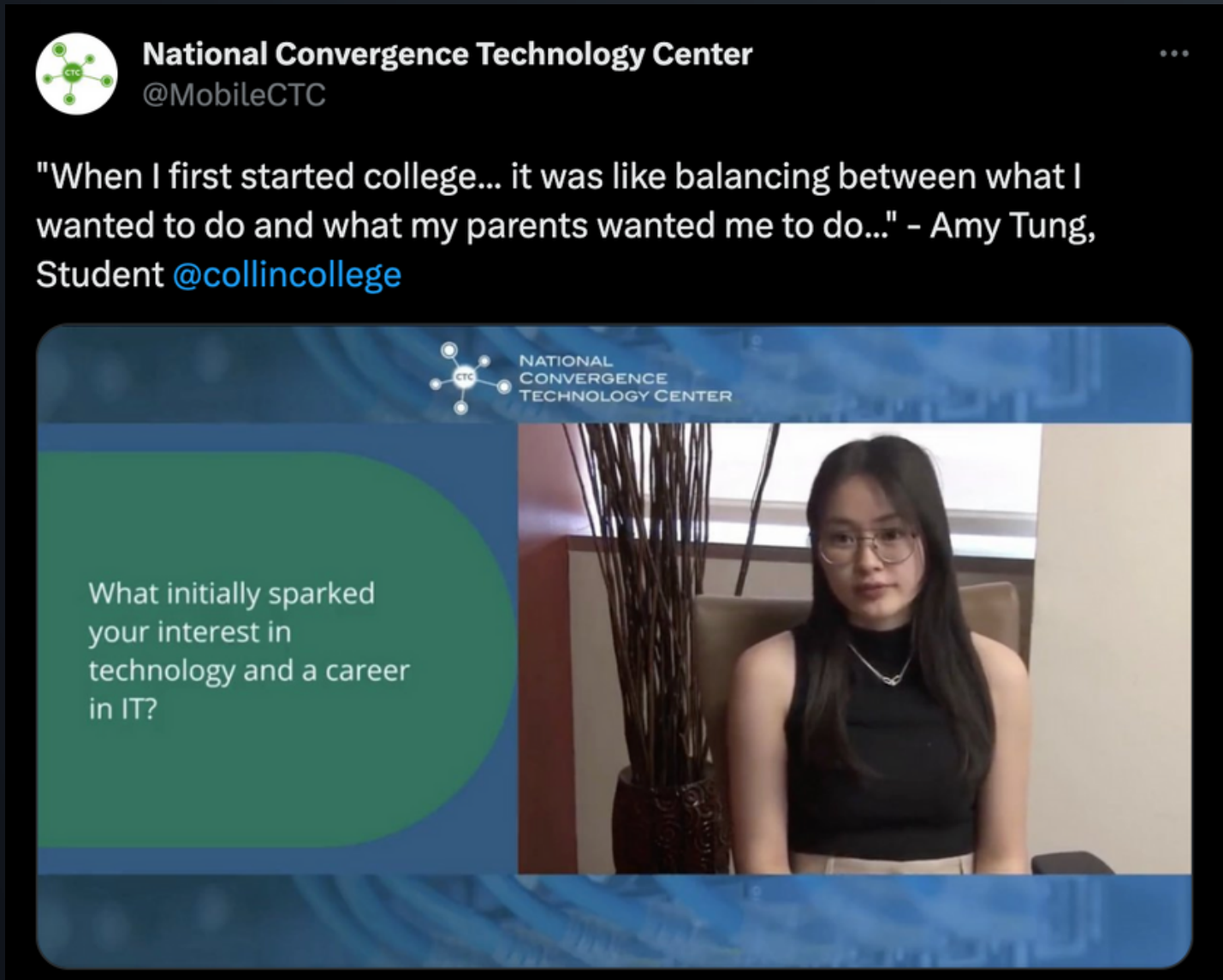
Create multiple posts from one piece of content.



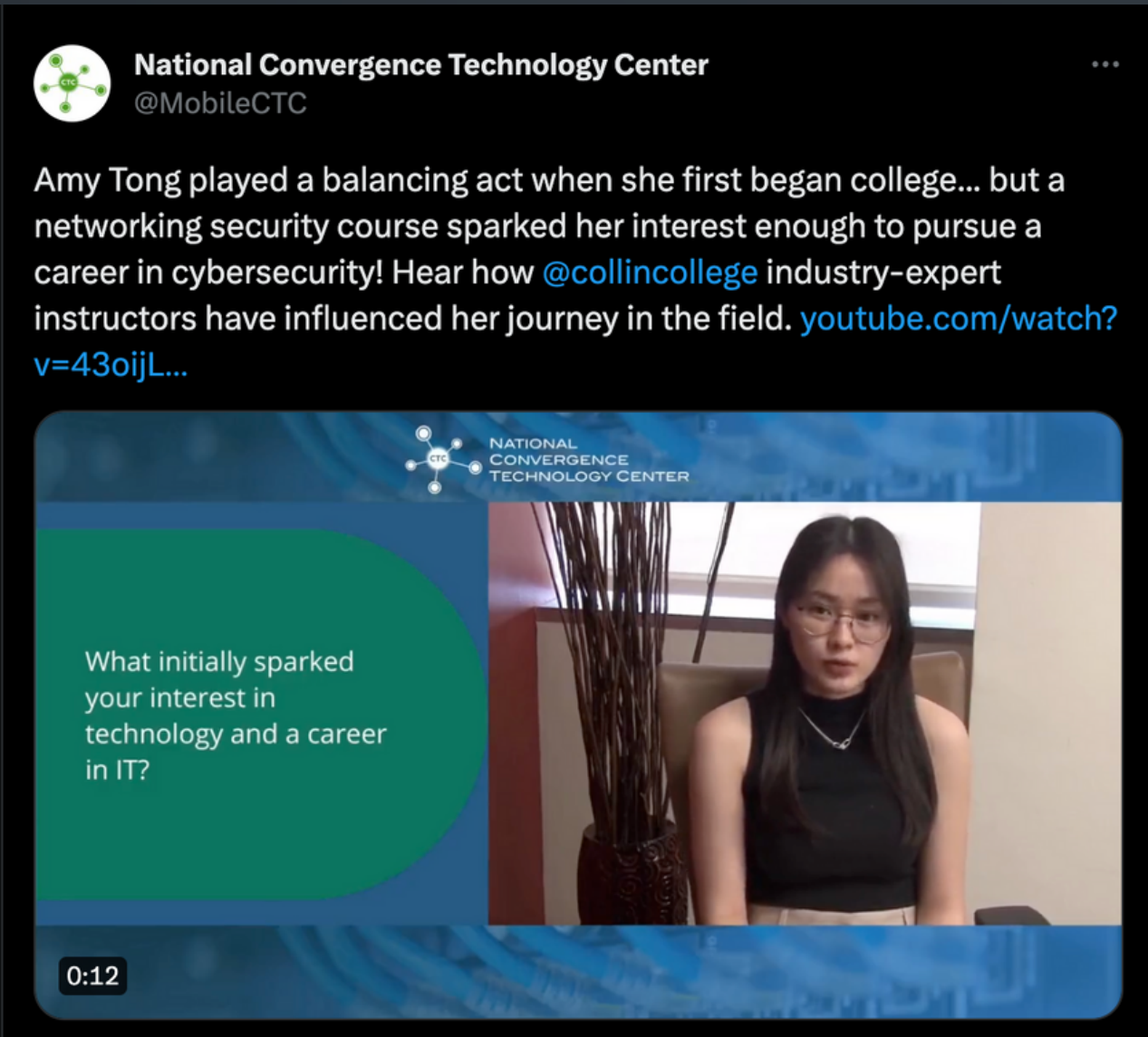


# Creating Content

## Quote 1 Screenshot Image



## Quote 2 Shortened Video



# HOW?

- Make a content plan
- Schedule content
- Network <5 minutes/day
- Stay consistent
- Be patient

# Content Calendar Examples

	Twitter						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>DATE:</b>	June 5, 2023	June 6, 2023	June 7, 2023	June 8, 2023	June 9, 2023	June 10, 2023	June 11, 2023
<b>Morning</b>		Trivia Tuesday			Feature Friday		
<b>Afternoon</b>			Sign Up				Interactive Question
<b>Evening</b>				Throwback Thursda			
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	June 12, 2023	June 13, 2023	June 14, 2023	June 15, 2023	June 16, 2023	June 17, 2023	June 18, 2023
<b>Morning</b>	Meme Monday		HOLIDAY				
<b>Afternoon</b>		Article sharing		Quote from Executiv	Sponsor Post		
<b>Evening</b>							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	June 19, 2023	June 20, 2023	June 21, 2023	June 22, 2023	June 23, 2023	June 24, 2023	June 25, 2023
<b>Morning</b>		Trivia Tuesday	University Event	Throwback Thursda	Feature Friday		
<b>Afternoon</b>	Sign up					Article sharing	
<b>Evening</b>							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	June 26, 2023	June 27, 2023	June 28, 2023	June 29, 2023	June 30, 2023	July 1, 2023	July 2, 2023
<b>Morning</b>		Follow on LinkedIn		Interactive Question	University Event		
<b>Afternoon</b>	Meme Monday		Article sharing				
<b>Evening</b>							

Spreadsheet template

# Content Calendar Examples

Key Dates															
Day	1	2	2	3	3	4	5	5	6	6	6	8	9	9	10
Time	9:00	8:00	18:00	9:00	12:00	9:00	9:00	20:00	8:00	12:00	21:00	10:00	8:00	18:00	9:00
Facebook				1 post		1 post			1 post		1 post				1 post
Twitter	1 post		1 post		1 post	1 post		1 post	1 post		1 post		1 post		1 post
LinkedIn	1 post			1 post		1 post			1 post		1 post		1 post		1 post
Instagram		1 post			1 post	1 post			1 post			1 post		1 post	

Sun	Mon	Tue	Wed	Thu	Fri	Sat
9	10	11	12	13	14	15
16	17 📅 1 Scheduled	18 📅 2 Scheduled	19 📅 1 Scheduled	20 📅 1 Scheduled	21 📅 1 Scheduled	22
23	24	25 📅 2 Scheduled	26	27	28	29
30	31	1	2	3	4	5

Content managers

# Resources for Social Media Content Creation

## Content Creation

Canva.com

Free version available with a lot of features but the pro version is worth it if you use it often.

## Scheduling Platforms

Hootsuite

Free version available with a lot of parameters. Would only suggest this if it's worth it for you to have the paid version.



# Resources for Newsletters

## Email Campaign Tools

Mailchimp: <https://mailchimp.com/solutions/email-marketing-platform/>

Constant Contact: <https://www.constantcontact.com/>

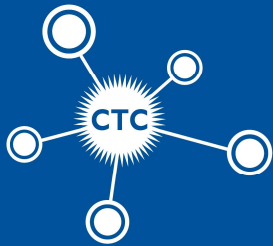
IContact: <https://www.icontact.com>

## Metric Resource

<https://www.salesforce.com/in/blog/2021/11/marketing-metrics.html>

# Case Study in More Effective Dissemination

HITEC July 2023



NATIONAL  
CONVERGENCE  
TECHNOLOGY CENTER



# TIMELINE

April 2021, NVC wanted more effective dissemination

Summer 2021, contacted Nelly Group to evaluate current practices and recommend improvements

Areas of focus –

- Public website
- Social media strategies
- Monthly newsletter
- Staff training



# PUBLIC WEBSITE

- Easier to read font – Open Sans  
<https://fonts.adobe.com/fonts/open-sans>



**NATIONAL CONVERGENCE TECHNOLOGY CENTER**

The National Convergence Technology Center (CTC) helps colleges meet the fast-growing demand from business and industry seeking IT specialists (mobile networks, edge computing, private/public cloud computing, "Internet of Things," mobile device integration, storage and network virtualization, video and voice integration, all over a secure network). Specifically, the National CTC actively:

- Engages a Business and Industry Leadership Team (BILT) to identify needed skills and inform curriculum updates nationally.
- Invigorates faculty to teach emerging technologies through professional development.
- Provides virtual lab capability for students to reduce costs and increase availability.
- We implement best practices for recruiting, retaining and graduating underserved students.
- Uses stackable certificates and articulation agreements to increase the number of students.



**NATIONAL CONVERGENCE TECHNOLOGY CENTER**

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# PUBLIC WEBSITE

- Easier to read font – Open Sans  
<https://fonts.adobe.com/fonts/open-sans>

The screenshot shows the Adobe Fonts interface for the Open Sans font family. At the top, the font name "Open Sans" is displayed in a large, clean font, with "From Google." underneath. A navigation bar includes links for "Fonts", "Templates", "Recommendations", "About", "Licensing", and "Details". A "Activate Fonts" button is in the top right corner. Below the navigation, there are controls for "View" (List and Grid), "Sample Text" (a dropdown menu with "The quick brown fox jumps over the lazy dog"), and "Text Size" (a slider set to 36). The main content area shows "13 fonts" and displays four font styles: Open Sans Light, Open Sans Light Italic, Open Sans Regular, and Open Sans Italic. Each style is accompanied by a sample of the text "The quick brown fox jumps over the lazy dog" in that specific font weight and style. The interface is clean and user-friendly, highlighting the readability of the Open Sans font.



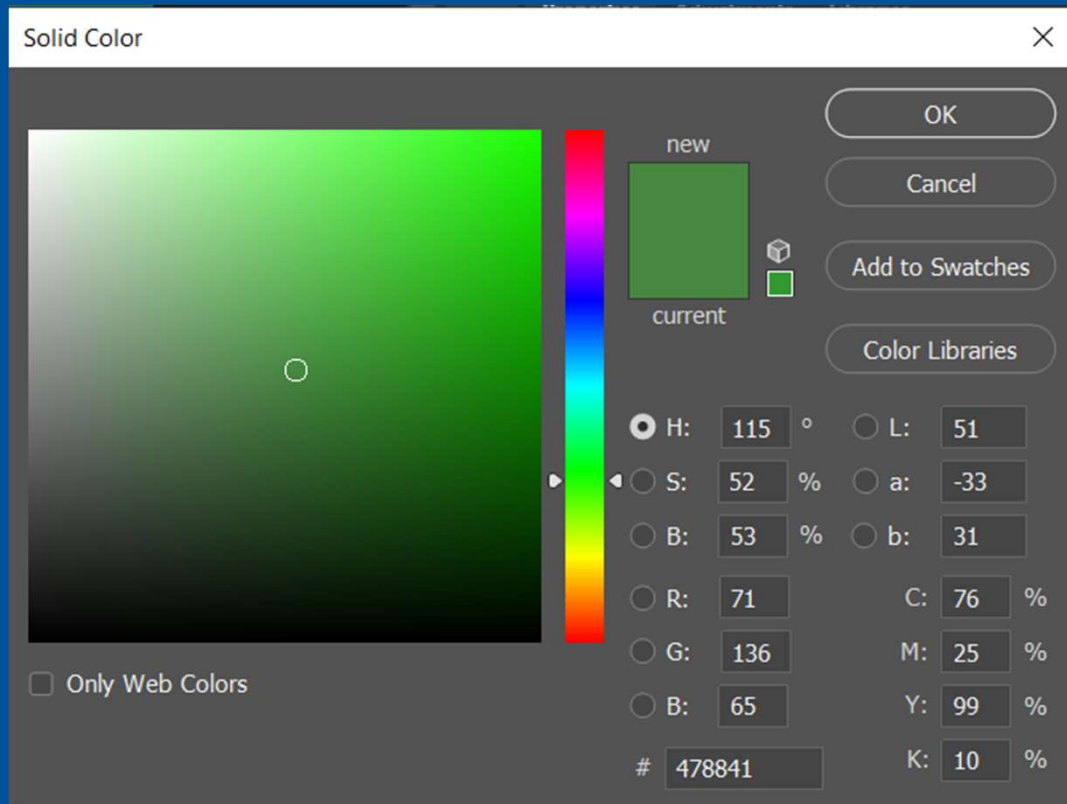
# PUBLIC WEBSITE

- Added new website “search” function
- More prominently featured “subscribe” button to boost newsletter



# PUBLIC WEBSITE

- Polished format to increase uniformity – some call to actions a button, others were a link
- Provided a style guide



# PUBLIC WEBSITE

- Resources for royalty-free images:  
Pexels.com  
Unsplash.com
- CTC uses these for blog posts (and presentations)

## TEACHING APIS

By Mark Dempsey | June 16, 2023

The National Convergence Technology Center's (CTC) most recent "Brown Bag" webinar featured a look at APIs. The presenter was Muhammad Shoab, who's Associate Faculty at Collin College in Frisco, Texas and a Full Stack Developer at Magnit. Muhammad offered an overview of APIs with the goal of helping faculty to start thinking about building curriculum to teach APIs.

First launched in 2020, the Brown Bag series offers special topic presentations via bite-sized, 30-minute segments on both technical and employability topics. To date, these 16 webinars have been attended "live" by over 500 people with another 1200 views of the recordings on YouTube.

Next up, on Wednesday August 16 (12:30pm Central), will be a Brown Bag presentation on lean and agile concepts. If you're not already on the National CTC's professional development invite list, let us know if you'd like to be added by writing to us at [nationalctc@collin.edu](mailto:nationalctc@collin.edu).

Below are a few highlights of Muhammad's API talk.

\* APIs (short for "Application Programming Interface") offer a way for one computer to talk to another using a variety of programming languages from Python to PHP and Java to C. Muhammad compared APIs to the waiter in the restaurant who takes your order and then delivers the food you



# PUBLIC WEBSITE

## RECAP

- Easier to read font – Open Sans
- Added new website “search” function
- More prominently featured “subscribe” button to boost newsletter
- Polished format to increase uniformity – some call to actions a button, others were a link
- Provided a style guide

Date range	Users	Sessions	Bounce rate	Pages per session	Average session time
Jan 1-May 31, 2021	5319	6597	29.98%	2.99	108.03
Jan 1-May 31, 2022	5324	6463	18.01%	2.88	80.40



# SOCIAL MEDIA

- Add social media links to email signature

Mark Dempsey  
Assistant Director  
National Convergence Technology Center  
Collin College  
9700 Wade Blvd., J130  
Frisco, TX 75035  
972.377.1582  
mdempsey@collin.edu

Follow us on Twitter: [twitter.com/MobileCTC](https://twitter.com/MobileCTC)

Like us on Facebook: [facebook.com/NationalCTC](https://facebook.com/NationalCTC)

Visit our YouTube channel: [youtube.com/user/mobileCTC](https://youtube.com/user/mobileCTC)

Subscribe to our newsletter: [bit.ly/NCTCnewsletter](https://bit.ly/NCTCnewsletter)

# SOCIAL MEDIA

- More consistent branding – same banner across all social media platforms

Facebook



Twitter



YouTube




# SOCIAL MEDIA

- Created YouTube playlists to better organize video content




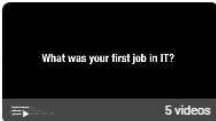




STRENGTHENING THE IT WORKFORCE  
**THROUGH CONNECTION**

<http://www.connectedtech.org>

 **Convergence Tech Center Collin College**  
@mobileCTC 98 subscribers · 211 videos  
Come explore the Convergence Technology Center! >

HOME VIDEOS **PLAYLISTS** COMMUNITY CHANNELS ABOUT

Created playlists Sort by

 IT Faculty Question of the Day Series (6 videos) View full playlist	 CTC Conference Presentations View full playlist	 Special Topics View full playlist	 Employer Perspectives View full playlist	 The BILT Model View full playlist
 Convergence College Network View full playlist	 30-Minute "Brown Bag" Webinars Updated 4 days ago View full playlist	 Student Spotlights View full playlist		

# SOCIAL MEDIA

## STRATEGY

- Repurposing of content (e.g. newsletter articles can be converted into social media posts)
- Launched two more weekly social media features - short excerpts from past student interviews posted on Tuesdays, short animations focusing on CTC resources and tools posted on Thursdays

## TOOLS

- A more formal editorial calendar to allow for better planning
- More consistent use of social media metrics
- Adoption of practices to better manage and schedule social media posts (e.g. use Facebook's internal scheduler rather than a third-party service)
- Tools like Canva and Screen Grab to create short, simple videos



# MONTHLY NEWSLETTER

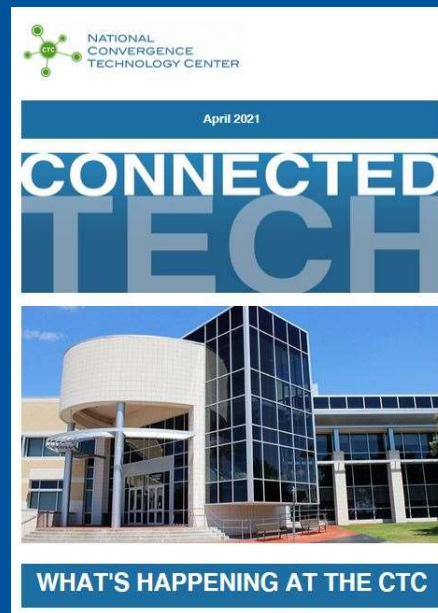
- Adjust send schedule
  - Then: last Monday of the month
  - Now: first Friday of the month at 5pm (weekend reading), resend to those who didn't open the next Thursday at 9am

# MONTHLY NEWSLETTER

- Employ a simpler, more action-oriented format, which included a redesign of the newsletter masthead



Nov 2018



Apr 2021

Jan 2020 started to create content from scratch



June 2021



June 2023

# MONTHLY NEWSLETTER

- Employ a simpler, more action-oriented format, which included a redesign of the newsletter masthead



# MONTHLY NEWSLETTER

- Understand how to track engagement using MailChimp metrics

	Average open rate (Opens divided by successful deliveries)	Average click rate (Total clicks divided by successful deliveries)	Average Clicks Per Opens (Recipients who clicked divided by unique opens)
Before Nelly Group, Jan-June 2021	<b>18.9%</b>	<b>2.4%</b>	<b>5.7%</b>
After Nelly Group, Jan-Dec 2022	<b>24.1%</b>	<b>84.0%</b>	<b>39.8%</b>
MailChimp's education average	<b>23.40%</b>	<b>2.90%</b>	<b>n/a</b>

- Subscriber bump?



# STAFF TRAINING

- Content creation
- Metric collections and analysis
- Style and format best practices

# SURVEY

<https://forms.gle/dpsqySVHJStMCseu7>



# CONTACT US

## HOW TO GET IN TOUCH

CTC website  
[www.connectedtech.org](http://www.connectedtech.org)

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