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Requested News Minute Subscriber Information…

1. Health Sciences Center – There are two server categories at HSC. The first utlizes the salud.unm.edu server address, while the other uses the unm.edu server address. Both server addresses have already been targeted with information on subscribing. All HSC employees have e-mail access. However, not all hospital employees have e-mail access.

    The Nursing Unit has a "Unit" account, where e-mail may be sent. Each individual unit's charge nurse could print a copy and post it within their respective units. The "Unit" accounts have been given the option to subscribe. I talked to Sam about posting the News Minute and he said there really isn't a central location where most employees would have the opportunity to read it. There are numerous bulletin boards throughout the hospital, but we would have to find someone who would be willing to post it to the various bulletin boards if we want to go that route.

2. Branch Campuses – I can have Alice Garcia, CIRT User Support Analyst, send an e-mail out to those with e-mail access at the branch campuses. However, we would be duplicating our efforts because there are a number of subscribers (who already receive the News Minute) at each of the branches who would receive an additional e-mail informing them about subscribing to the News Minute. Essentially, it would be a duplication of information to those people already subscribed.

    There are approximately 325 employees with access to e-mail at the branches (this number includes all branch campuses). At this time we have a 41 percent penetration rate (subscribers) at the branch campuses. By branch campus the breakdown follows: 37 percent – Gallup, 50 percent – Los Alamos, 49 percent – Valencia and 18 percent in Taos.

    We will send out a special subscription information e-mail to employees at these sites with instructions for subscribing if they want to receive the UNM News Minute. CIRT ACS will provide e-mail addresses and populate a temporary list for this purpose and will charge a $25 fee. This e-mail notification should go out the week of Jan. 22 once the temporary listserv can be setup.

3. Taos Education Center & Santa Fe Graduate Center – I don't have any answers as to whether or not these two centers were ever contacted about subscribing to the News Minute. However, they will also be targeted as part of the e-mail list that CIRT will provide us. We are looking at the possibility of gaining approximately 75 news subscribers at the Centers.

4. Unsubscribers – Unfortunately, there isn't a simple way to find out why people unsubscribe. One idea – we could cross reference the on-line directory to see if they are still at the University and send them an e-mail asking why they unsubscribed. However, considering the amount of time it would take to cross reference the on-line directory for unsubscribers, and to follow up with an e-mail may be time prohibitive. We would also need to take into consideration how many people we would survey vs. the number who would actually take the time to reply. It could be a counter-productive use of time.

5. Additionally, some people may be utilizing the web access for the News Minute instead of receiving an e-mail. However, we couldn't track that as web logs do not contain userids.