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2001-02-13 ADDITIONAL NEWS MINUTE

University of New Mexico Communication and Marketing Department

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Additional News Minute Info…2.9.01

Q.-1). There apparently are some areas on campus, north and south, that have their own servers--the MEMS program in the College of Engineering, one at the School of Law, and one possibly at the Anderson Schools, among perhaps others. We need to find out if employees on those servers get the UNM News Minute or if they require the ".unm.edu" address.

A. Originally, when the News Minute was first established, the entire campus community (those with e-mail access) was solicited for interest. In many instances (per Mary Berrens), people have a different server (i.e. engineering, MEMS, Anderson), but their address is still unm.edu. The e-mail is then forwarded to whichever server they are on.

In any event, whether they are on a different server or not, they were approached or solicited when the News Minute was implemented. When we send out the campus-wide News Minute, all those with e-mail access will receive the News Minute regardless of what server they may be on.

Q.-2). I think we spoke about this, but as regards those employees on the "salud" server, we need to provide a sample of a UNM News Minute, along with information about how to subscribe (in other words, not just send out information about how to subscribe, but to make sure they see a bonafide UNM News Minute sample).

A. We can do this when we decide to do the campus-wide solicitation. Although, I want to point out that we received numerous requests without even giving them a sample. We will also include the branch campuses and any others (Education Centers, etc.).

Q-3). Related to No. 2 above, can we send out a UNM News Minute (again with information about how to subscribe or unsubscribe) to all employees about once or twice a year, including those who have "unsubscribed" to give them a second opportunity to reconsider whether they want to receive it. We need to talk about this, because there is obviously potential to get complaints from those who already indicated they did not want to receive the UNM News Minute.

A. Yes. We can do this whenever you are ready to proceed, but after we figure out what we will tell people if they decide to complain. My thinking is that they will more than likely complain with a return e-mail if they bother to do so. But we still need to have a response on the ready.

Additionally, I think we ought to pass it off as a regular "Wednesday" News Minute to minimize any complaints from current subscribers. Also, this way any non-subscribers are getting a sample News Minute as well as information on how to subscribe, and the current subscribers would more than likely view the News Minute as the regular "Wednesday" News Minute and not realize the difference. I don't think we want to say it is a sample in any way, shape or form in order to minimize potential complaints from current subscribers. We may want to consider altering the footer somewhat on this occasion to maybe make it appeal to non-subscribers moreso. I'm not sure what we want to say exactly. Maybe the current footer will suffice since it is pretty exact as to "what" the News Minute is.

Also, the News Minute is now available on the Internet @
http://maillist.unm.edu/archives/newsminute-l.html

As I mentioned previously, we can't track the "hits" on this page because web logs do not contain user-ids. People can also subscribe to the News Minute from this web page as well, in addition to unsubscribing.

Page 2 -- Additional News Minute Info…

Q.-4). Can we check with Human Resources (main and HSC) to determine if there is a mechanism that makes sure new employees automatically begin receiving the UNM News Minute (perhaps at the time that their e-mail account is set up)? If not, what needs to be done to make this happen?

A. I have sent an e-mail to Susan Carkeek to discuss mentioning the availability of the News Minute to new employees. I haven't heard back yet, but I would think they'd be willing to include it as part of the Orientation package.

As I mentioned in our discussion, we can't automatically start sending them the News Minute without having CIRT rewrite a lot of code, which they feel is too time consuming for one department. Instead, for future implementation (2-3 months), CIRT will be establishing a web page so that the faculty/staff can subscribe to any listserv they desire.

For example, the "WayToGo" listserv designed to inform the campus community of construction zones, closed areas, etc., etc., also the News Minute will be on there as well as any other campus listserv. All the various listservs will be on this page and people may subscribe to any one (or none) if they so choose. I think we ought to publicize this when it is ready to go.

Current Subscription Information…

Total UNM (main campus & HSC) with e-mail / News Minute subscribers – 6,601 / 4,211

Total Branch Campus/Education Centers with e-mail / News Minute subscribers – 323 / 133

There are 323 employees with access to e-mail at the branches (this number includes all branch campuses & education centers). At this time we have a 41 percent penetration rate (subscribers) at these locations. We have a 64 percent penetration rate on main campus including the HSC.

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