

Submitting information to *OnCampus*.

OnCampus is an electronic campus newsletter compiled by the University Communications & Marketing department. *OnCampus* seeks to keep the campus informed of important information, while streamlining information and reducing bulk emails. It is distributed **biweekly on Tuesdays** to the campus community during the academic year. On weeks when an official University holiday falls on a Monday (Labor Day, Memorial Day, and Martin Luther King, Jr. Day), *OnCampus* will be distributed on Wednesday rather than Tuesday. *OnCampus* is not published during winter break.

There are five versions of the email newsletter that are distributed biweekly. Each version is customized to its specific audience.

1. Faculty
2. Staff
3. Students
4. Retirees/Emeriti
5. Undergraduate Parents

Content included in the email newsletter lives on the [OnCampus](#) website where you can search archives for past news items.

Submission process and guidelines:

All information submitted will be reviewed by the University Communications & Marketing department prior to posting to ensure it meets the following criteria. Submissions that do not follow the guidelines outlined in this document may be sent back to the author for revisions.

1. Submit all information using the *OnCampus* online [submission form](#). Using the form, specify the following:
 - Author's name and job title
 - Publish date
 - Audience (faculty, staff, and/or students)
 - Headline
 - Necessary details (who, what, when, where, why)
 - Relevant hyperlinks
 - Optional image. Stories can include one image. The submission form only accepts .jpeg files
2. Submissions must be brief (250 words or less) and relevant to a broad base of faculty, staff, or students.

3. Information is published as submitted. University Communications & Marketing makes no guarantee of the accuracy of the information submitted. **The submitter is responsible for the accuracy of dates, times, and details, as well as grammar, punctuation, and clarity.** While the editor reserves the right to edit content to ensure consistency with the University's brand and [editorial guidelines](#), the editor does not have the capacity to write and edit submissions.
4. **Submit items by noon on the Friday before you'd like your content published. Items submitted after this deadline will not be published in the upcoming edition; they will be held until the following issue.**
5. Only members of the campus community are able to submit items.
6. Content must qualify as University-related information. For example, news and announcements must be sponsored or directly tied to the University. News and announcements from outside organizations, vendors, or non-profits not affiliated with the University, will not be included.
7. An item will be published no more than three times, on the dates of your choice.
8. If submission needs edited after it is published, please notify *OnCampus* right away by emailing the Associate Director of Communications or the Strategic Director of Communications within the University Communications and Marketing department.

Sections of *OnCampus*

1. **Strategic Updates:** Information on major progress and achievements on key initiatives that are often tied to our continuous improvement plan.
2. **Campus Announcements:** Non-event-related news of interest to the full campus community, such as parking lot closures, scheduled software maintenance/outages, etc.
3. **HR Info:** Information from the Human Resources department. Including policy and benefit announcements and wellness initiatives. Information in this section is not distributed to students.
4. **For Faculty/Staff:** Information relevant primarily to the Drake faculty and/or staff. This includes meetings, announcements, and other information not open to the full campus community.
5. **For Students:** Information relevant primarily to Drake students. This includes news and events open to students but not intended for the full campus community or general public.

6. **News & Achievements:** University news releases and accomplishments of faculty, staff, and students. For example, an industry award won by a staff member, a faculty member achieves publication, or a student is awarded a prestigious scholarship.
7. **Featured Events:** *OnCampus* highlights three events at the bottom of the newsletter. The events link to the event entry on the University Calendar. Designation as a featured event is at the discretion of the Office of University Communications and Marketing. Featured events are those that have widespread interest on campus and are open to all faculty, staff, and students.

Event submission policy: *OnCampus* only publishes submissions pertaining to events if the event is large in scope, pertains to the majority of campus, and/or aligns with institutional priorities. This helps to keep the newsletter from being inundated with event information and keeps content relevant for readers. The University Calendar is the appropriate communication channel for events. All campus events, large and small, should be submitted to the University calendar (calendar.drake.edu).

For questions, contact Ashton Hockman, associate director of communications, at ashton.hockman@drake.edu.