

June + July 2025 Department Email Newsletter Review

Date sent: - Jul 30, 2025

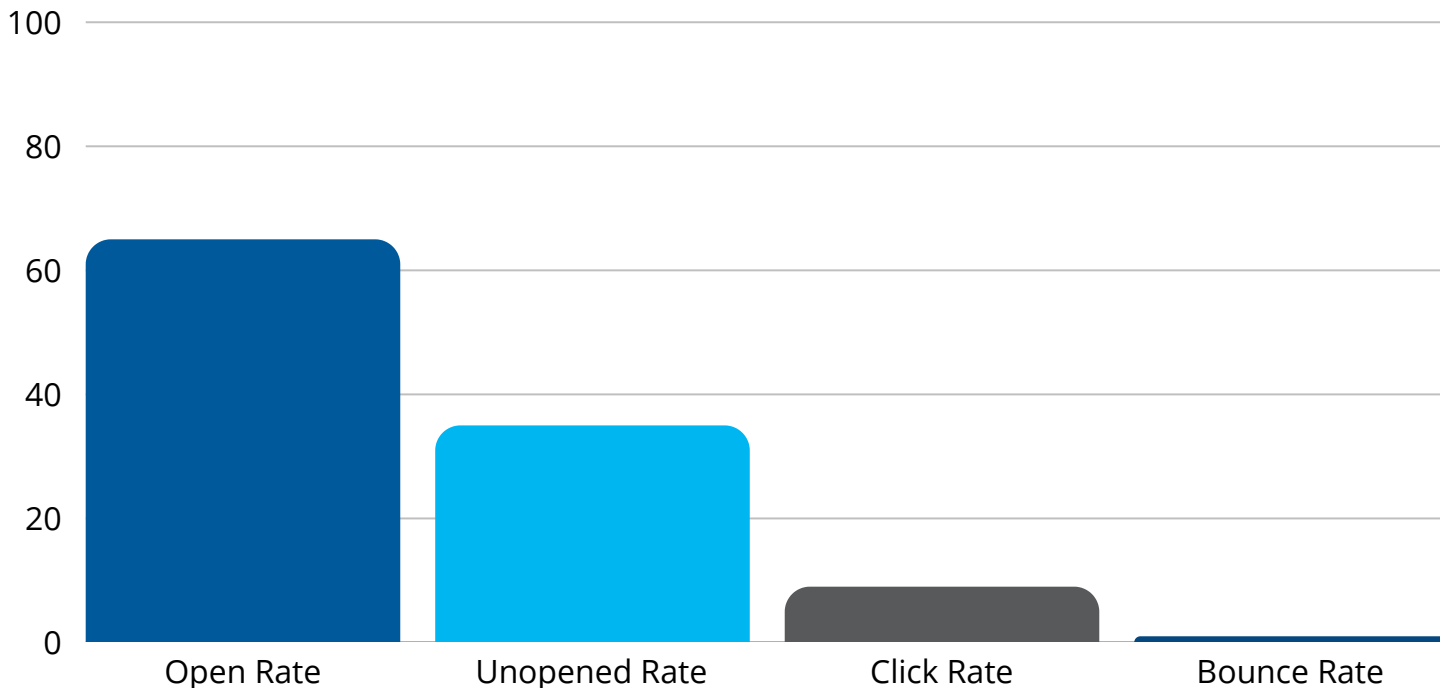
Date Published: Aug 1, 2025

Summary

- **This is our department monthly email newsletter report.**
- The following data is in percentages so keep in mind (Canva doesn't take percentages in their graphs).

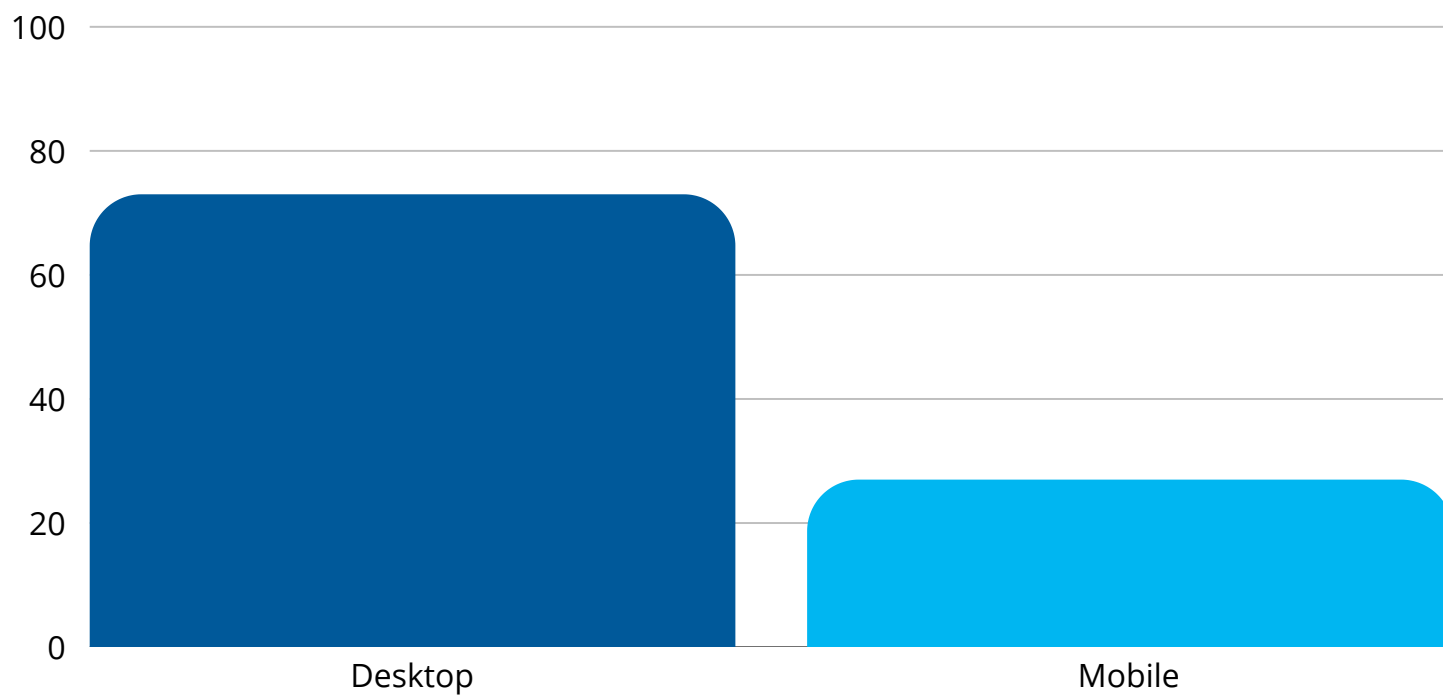
Sends

- **221 sends**



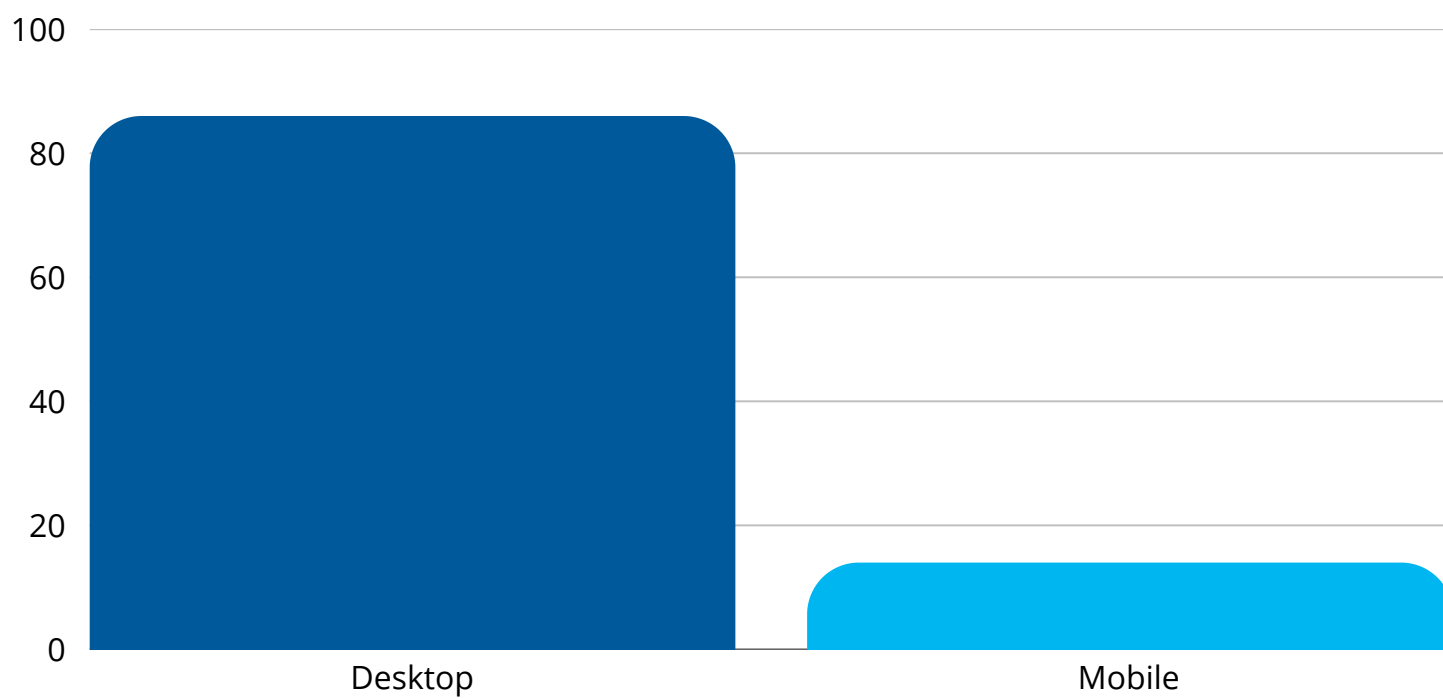
Opens

- **143 opens**



Clicks

• 20 clicks



Key Achievements and Milestones

Based on platform

Breaking the 50% open rate barrier	We had an open rate of 60%, which is improvement from the past few newsletter.
Time the newsletter was sent	I sent this newsletter on a Wednesday evening, and by thursday morning, we were over the 50% open rate mark.
Click rate	Click rate was at 9%, but the open rate was significantly great.

Challenges and Roadblocks

Not enough people clicking through emails	This might be due to going away with PDFs on newsletters, but there probably wasn't as many clicks, time will tell after sending this report who else will open.
Question on the open and click rate (summer break)	With people on summer break, I was curious if there was going to be less of an open rate with people going on summer vacation, but we performed well regardless.

Lessons Learned and Best Practices

Learning and Improving for the Future

Sticking with sending the email in the evening	Excellence in Motion	Navigating doing away with linking PDFs
<ul style="list-style-type: none">Sending the email in the evening is great, due to some people opening the email in the evenings, and then a lot of people opening it up in the mornings.	<ul style="list-style-type: none">I find that this section at the top is a great area to highlight high priority news.	<ul style="list-style-type: none">Due to ADA compliance for website's and digital assets, we are doing away with PDFs. It is going to be hard to navigate what to link.Just a matter of how to organize content in a concise manner.

Future Targets and Goals

August 2025

Getting the click and opens up	Getting the newsletter in a timely manner for approval	Selecting content
<ul style="list-style-type: none">● My goal is to continue getting the click and opens up with each newsletter.● I think we have found a good time to send, so we are going to stick with that.	<ul style="list-style-type: none">● Double check and make sure to get the newsletter to Dr. Chen for approval in a timely manner	<ul style="list-style-type: none">● Be conscious on what content to select to feature● Cover all of my bases when it comes to faculty, education, and research

Action for Next Dep. Newsletter

August 2025

- Getting content from our department and Scottish Rite.
 - Start using Alt Text for ADA compliance on newsletter. Start doing away with PDFs linked to the newsletter.
 - Highlight timely content
 - Highlight faculty promotions
 - Cover more education content
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