

Academic Affairs Newsletter & Academic Affairs Weekly Roundup Email Guidelines

Academic Affairs Newsletter

The [Academic Affairs \(AA\) Newsletter](#), an internal SharePoint site, is the primary tool within the SHSU Division of Academic Affairs to communicate to all faculty, all staff, and/or all students. The SharePoint site includes a home page, a page for faculty and staff, and a page for students. All pages of the AA Newsletter are accessible to all audience segments at any time. Readers must be logged into Microsoft 365 with their shsu.edu account to access the AA Newsletter. The AA Newsletter is published weekly between Monday afternoon and Tuesday morning.

The Office of the Provost pulls from the AA Newsletter submissions to compile the Academic Affairs Weekly Roundup emails. The AA Weekly Roundup emails are the only regularly scheduled mass emails from the division, and they, in conjunction with the AA Newsletter, are the preferred method of distribution for most divisional news or announcements to campus. There are two versions of the AA Weekly Roundup email—one for all faculty and staff, and one for currently enrolled students. They are distributed on Tuesday mornings.

The AA Newsletter and Roundup emails will not be published or sent during winter break and may not be published during additional SHSU holidays, depending on content received. Holiday publication of the AA Newsletter and distribution of the AA Weekly Roundup emails is at the discretion of the Office of the Provost.

Submissions

Any Sam Houston State University faculty or staff member may submit news and event items to the AA Newsletter. All submissions should be sent via the [AA Newsletter Events & Info Submission form](#). The audience segment(s) indicated on the AA Newsletter Events & Info Submission Form will determine in which AA Newsletter page(s) and Roundup email(s) the item will appear.

Submissions to the AA Newsletter must be:

- Related to academics;
- Submitted by a faculty or staff member;
- Free of grammatical errors, misspellings, and offensive language;
- Brief (75 words or fewer), include an individual's contact information, and if additional information is required, includes links (maximum two links) to websites and/or a flyer (PDF format);
- Action-oriented and include a call-to-action (e.g., apply, attend, etc.);
- Submitted by 9 a.m. every Thursday to be considered for the following week's email.

The following types of messages will not be included in the AA newsletter:

- Messages that are not in line with the university's mission and values;
- Commercial messages that support business not associated with the university;
- Political activities that advocate for or against a ballot measure or candidate;
- Messages for job postings;
- Research recruitment, unless it is being administered and used by Academic Affairs to benefit the university and/or division directly;
- Marketing or advertising of programs, majors, classes, or products;
- Solicitations for contributions, charities, or participation in personal activities not related to university purposes or not sponsored by the university;
- Solicitations for non-university businesses operated by university faculty or staff;
- Messages that are discriminatory or infringe on privacy.

The Office of the Provost reserves the right to edit submission content for grammar, consistent style, and/or length.

Late Submissions

Submissions for the AA Newsletter are due no later than 9 a.m. on the Thursday prior to the submission's requested start date. This deadline ensures there's time for the newsletter to be compiled, edited, and approved prior to Tuesday publication.

The Office of the Provost reserves the right to refuse late submissions and/or delay publication of submissions until the following week. Any accommodation of late submissions is at the discretion of the Office of the Provost and is not guaranteed.

Academic Affairs Weekly Roundup Emails

In conjunction with the AA Newsletter, the Academic Affairs Weekly Roundup emails are sent on Tuesday mornings. The Office of the Provost pulls from the AA Newsletter submissions to compile the AA Weekly Roundup emails. Faculty and staff who submit to the newsletter are given the opportunity to select which week their item will appear in the AA Weekly Roundup email(s). The news, events, and happenings featured in each weekly email are included based on the requested date indicated in the submission form.

Each event featured in the AA Newsletter may only be included in the AA Weekly Roundup email **once**. Multiple submissions for the same event in an effort to have an item featured in the Roundup email more than once will not be accepted. If an extenuating circumstance arises that justifies a submission be included more than once, exceptions may be made at the discretion of the Office of the Provost.

Approved by: Michael T. Stephenson, Provost & Senior Vice President for Academic Affairs

Date: September 23, 2024