

The UCR Daily Digest: A Crowdsourced, Curated, Daily Campus Newsletter

2018 Sautter
Award Program
Nomination

Submitted By

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The Daily Digest allows UCR to create a newsletter for all faculty and staff by “crowdsourcing” the content.

Project Description

The UCR Daily Digest is an html email newsletter created by staff and faculty from all campus units. The web-based Digest Tool allows any staff or faculty member to create an announcement for inclusion in the Daily Digest and a small group of curators to verify content. The result is an easy-to-read, responsive, daily campus newsletter sent to 6400 faculty and staff with content ranging from arts events and faculty lectures, to community news, training and volunteer opportunities.



Banners from Daily Digest announcements

What sets this solution apart from “just another campus newsletter”?

The Daily Digest:

- Is not the creation of any one particular person or unit on campus.
- Is contributed to by all campus units.
- Significantly reduces the number of daily emails to staff and faculty.

The Daily Digest is delivered to around 6400 faculty and staff each weekday at noon. Contributors from all over campus submit announcements to the Daily Digest newsletter using the Digest Tool.

The Digest Tool allows contributors to:

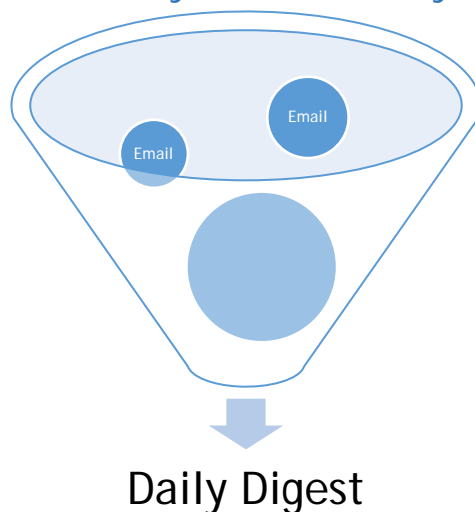
- Submit a single announcement for inclusion in the Digest on three different days (consecutive, or distributed).
- Submit announcements in advance - no need to wait until the day of distribution.
- Create and view a preview of the announcement prior to submission.

Additional benefits of the Daily Digest and Digest Tool:

- Faculty and staff are automatically subscribed to the Daily Digest. There is no need to subscribe.
- The Digest Tool allows for an Approver at the ORG level. This provides an additional level of review for announcements from each org unit.
- All Daily Digests are available online and an archive provides access to all past Digests.
- Analytics help determine how many Daily Digests are opened by recipients.
- The list of faculty and staff recipients of the Daily Digest is automatically updated nightly.

Impact / Value

Saves 16 Emails Per Day From Faculty & Staff Inboxes

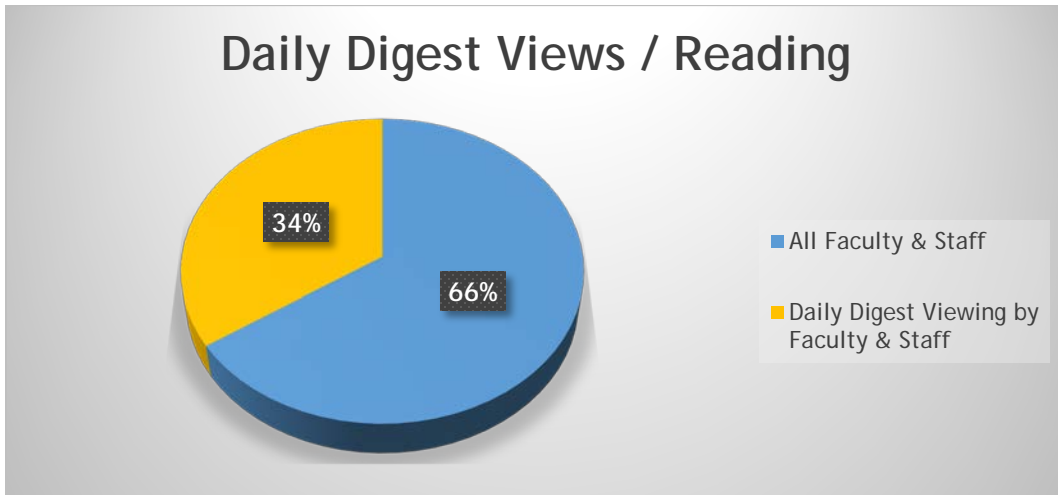


- With an average 16 announcements in each Daily Digest newsletter, the Daily digest effectively reduces the amount of email to faculty and staff inboxes.

- It requires ½ hour per day of personnel time for the curation of the Daily Digest.
- The number of announcements in each Daily Digest newsletter has increased an average of 163% since the same period last year.

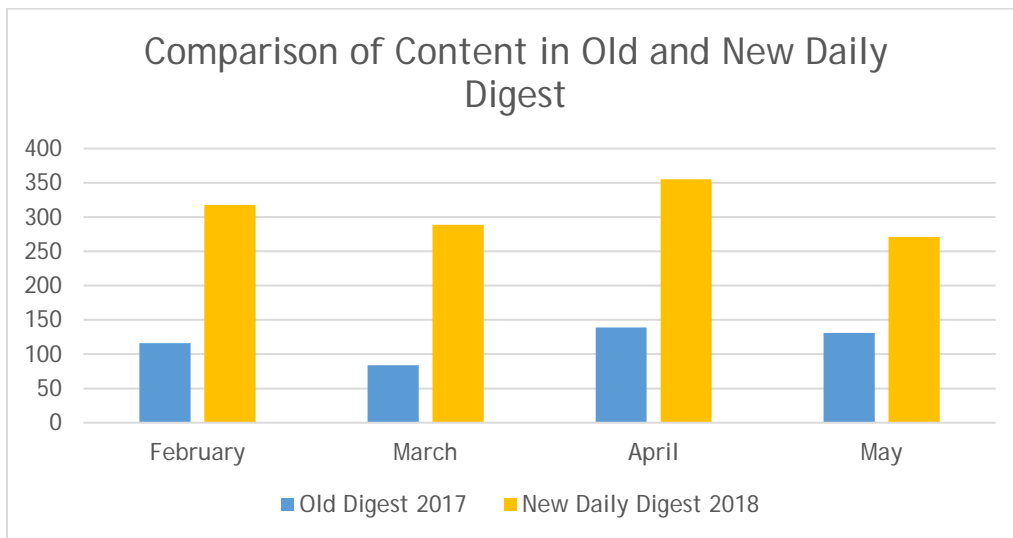
Measures of Success

2200 Faculty and Staff* View the Daily Digest Each Day



*Average number of faculty and staff viewing the Daily Digest between Feb and May 2018

308 Announcements per Month* = 163% Increase in Content



*Average number of announcements per month between February and May 2018

Information Technology and University Communications Collaboration

This effort is a collaboration between Information Technology Solutions (ITS) and the University Communications office. ITS provides the infrastructure and web application services and University Communications provides personnel for the review and approval of Digest announcements.

Project Timeline

- *July 2017 - August 2017*
Project creation and start-up
- *September 2017 - November*
Development and Testing
- *November 14th, 2017*
Deployment to campus

Technology Involved

Grails 3, Angular 2.0, Oracle 11, Apache

This solution is sharable via source code repository (Git), and requires configuration of ESB services, authentication (SSO) and authorization (for user roles).

Team Members

- *Eric Martin*, Project Manager, Information Technology Solutions
- *Tom Hsu*, Application Developer, Information Technology Solutions
- *Brandon Ayers*, Manager of Campus Web Solutions, Information Technology Solutions
- *David Ly*, Email Systems, Information Technology Solutions
- *Stephen Hock*, Lead Dev Ops, Information Technology Solutions
- *Jerry Wong*, Infrastructure & Systems Operations, Information Technology Solutions

Sponsors

- *Danna Gianforte*, AVC & CIO Information Technology Solutions
- *Peter Hayashida*, Vice Chancellor University Advancement

View a Sample Daily Digest

<http://universitycommunications.ucr.edu/images/DailyDigest.gif>

View the Archives

<https://digest.ucr.edu/app/digest>

Screenshots

Scotmail Digest Tool Interface - Add a new announcement

UCR | SCOTMAIL DIGEST TOOL SUPPORT - SIGN OUT

HOME > SUBMIT YOUR FORM

Add an announcement to the digest

[Reset Form](#)

digest@scotmail.ucr.edu

5 Steps to Create a Digest Announcement

1. Enter a Title
2. Choose the date
3. Include an optional heading image or section title
4. Enter the announcement message
5. Preview your announcement

1. Write your announcement title. 200 characters max. (Required)

2. Choose a date or dates this announcement is intended to appear in the Digest. (Up to 3 future dates are allowed)

[Add More Dates](#)

3. Add an image (optional), Landscape orientation and size 516px by 166px preferred

Drop a file or click to upload

Drop files here or click to upload.
Valid upload types are PDFs, Word Documents, and Excel Spreadsheets

Helpful notes:
The Daily Digest is not sent out on weekends.
Attachments must be added two at a time.
Per file size for each attachment cannot exceed 10MB.
There is no save button or work-in-progress. Use the 'Submit Announcement' button in the Preview to send your announcement.


Scotmail Digest Tool Interface - Preview announcement

Date intended for the Digest:

- Monday, May 21, 2018

Please review the submission encapsulated in the box below. Any text or other information displayed outside of the box will not be contained in the Digest.

Announcing New Digest Features!



Select multiple dates, Recall your announcement

The Scotmail Digest Tool now allows authors to select up to 3 dates for one announcement to appear in the Daily Digest. These can be consecutive dates, one day per week for 3 weeks, or other combinations.

Additionally, authors can now Recall their announcement as long as the announcement hasn't been sent out in a Daily Digest. So if you've submitted an announcement, and later want to change it, you can use this feature to recall the announcement and make changes.

For more information about these features and how to use the Scotmail Digest Tool, please see the guide at:
http://universitycommunications.ucr.edu/downloads/Scotmail_Digest_Tool-How_it_Works.pdf