Faculty/Staff Campus Currents
User's Guide

Purpose:
To reduce e-mail clutter and act as a communication vehicle to share campus news and events in a clear, organized way.

Usage Guidelines:
Campus Currents is intended to share Villanova sponsored, on-campus news and events. *Campus Currents* is not to be used for personal promotion or solicitation purposes.

How to Submit Your Information to Campus Currents:
The deadline for submissions is 7 a.m. for that day's *Campus Currents*. To submit an on-campus event or news item, simply login to myNova and click the Home tab. Under the Links channel and the Important tab, click on "*Newswire Submission Forms, Campus Currents*". The form can be accessed by faculty and staff; student groups will continue to submit through faculty advisors, when appropriate, keeping with the previous e-mail policy.

Once you sign into the Composition Form, you must enter the following:

- Distribution
  Submissions can go to faculty and staff (the default option) or to just faculty or just staff (by removing a check from the appropriate box).
- Announcement Type
  Submissions can be entered in the following categories:

Campus News	Mission & Ministry
Academic Notes	Other Information
Events	Villanova Athletics
Training & Professional Development	In Memoriam (obituaries)

- Headline
- Message Content
  Submissions can be up to 150 words. When applicable, linking to a page on the Villanova Web site with additional information is strongly encouraged. All submissions must be fact checked in advance by the person submitting.
- Villanova Contact E-mail
- Expiration date
  Choose whether the announcement is to run for 1 or 2 days.

Approvals/Edits:
University Communication will handle approvals as well as any necessary edits for clarity and consistency. Submissions will be rejected due to inappropriate content or timing. (Announcements may be re-submitted in two weeks.) If a message is not approved, its author will be alerted.

Delivery:
Campus Currents will be e-mailed daily, Monday through Friday, provided there are submissions. If there are no submissions for a particular day, *Campus Currents* will not be distributed.

Campus Currents **Tips:**
- Think about your headline – if people are reading down the list of headlines, will yours quickly and clearly alert them to what your submission is about and if they need to click to learn more?
- If you have a specific call to action or date/time you need to draw people's attention to, put that information first.
- *Campus Currents* announcements are most effective when they are short – give the most important information and then take advantage of the option to link to your web site for the full details.
- Wondering whether your information is right for *Campus Currents*? Have a question about how to best time your *Campus Currents* submissions? Call us! (University Communication can be reached at 610-519-3835.)