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From: inside
Sent: Thursday, October 28, 2021 4:38 PM
To: All Staff & Faculty DL; 'Active_UGGR@evergreen.edu'
Subject: Introducing Inside Evergreen: Our internal communications identity



What is “Inside Evergreen?”

Inside Evergreen is the college’s new identity for internal communications. Through this platform, we will distribute news, announcements, and outlook calendar invitations, as well as promote events and activities.

What is internal communications?

In fall 2020, executive leadership (via President Bridges) tasked a committee with evaluating challenges and opportunities related to internal communications (tools and processes for sharing information, improving morale, and informing decisions). Following the committee’s report and recommendations in February 2021, a staff member was appointed to steward this work with support from two key areas (the Marketing and Communications Office and the Office of the President), with the support of a cross-divisional advisory group.

Internal communications advisory group’s purpose

The advisory group is tasked with identifying modes, developing coordination methods, and implementing strategies to improve internal communications that center equity, prioritize two-way messaging, improve campus morale, and inform decision making. Members of this group include:

- Tony Alfonso - *Associate VP for Computing and Communications*
- Andrew Beattie - *Internal Communications Liaison*
- Jadon Berry - *Director of New Student Programs*
- Amy Betz - *Director of Academic Initiative Integration and Support*
- Amy Greene - *Academic Technologies Supervisor*
- Farra Layne Hayes - *Associate VP for Marketing and Communications*
- Rayni Lussier - *Geoduck Student Union Communications Liaison (student representative)*
- Jacqueline McClenny - *Administrative Assistant to AVP of Inclusive Excellence and Student Success*
- Nancy Murray - *Member of the Faculty*
- Eric Pedersen - *Chief Enrollment Officer*

- Julie Slone - *Executive Associate to the Provost and Vice President for Academic Affairs*
- Laurel Uznanski - *Associate VP for Human Resource Services*
- Vito Valera - *Associate Director of Media Services*
- Kelly Von Holtz - *Public Relations and Marketing Manager*

Who does internal communications serve?

Our primary audiences for this platform are all students, all faculty, and all staff (and large subsets of each).

Can I promote an event or announcement through Inside Evergreen?

Yes! One of the primary goals of internal communications is to reduce “noise” (too many messages) and help with scheduling, formatting, consistency and timing. Our internal communications liaison also works closely with the Hosted Events and Activities Team (HEAT) to help align schedules, support event planning, and ultimately ensure greater levels of coordination and engagement for all of our wonderful programs!

Will I still receive the Emma/newsletter style emails?

We are taking steps to move away from use of Emma for internal communications. Some externally-facing offices may still choose to use this platform, as it allows for importing contact data and lists that include non-Evergreen email addresses. However, with internal communications moving away from Emma, you’ll likely see fewer of these messages going forward. Instead, you will see information being shared out via the “Inside Evergreen” marquee.

Is the advisory group discussing tools other than email?

Yes. With email as our primary mode of communication, this is simply the first step. This group is taking inventory of various tools, processes, and policies, and identifying gaps that still need to be addressed. This includes web, print, green screens, discussion tools and more.

Contact us

Have questions? Send us an email at inside@evergreen.edu. Want support for your announcements or events? Submit a [project request](#) via the Marketing and Communications [web page](#) and we will respond. Please submit your requests at least 7 days in advance.

Internal Communications

Office of the President | Evans Hall 3200
Marketing and Communications | Evans Hall 4003

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