

New River Community and Technical College Communication Channels Explained

New River CTC has numerous communication “channels” and each of them offers specific possibilities for communication. This document attempts to provide an overview of them. We also provide a workshop for instructors and employees to help them better understand these tools as well as developing a better understanding for how and when to use them for maximizing the effectiveness of communication. Here is that information: <http://web.newriver.edu/training/it106/index.html>

Channel	Description	Recommended Usage
Audience = Educational Community, Employees, and Students		
Front Page News	Within our Joomla web site, we have some articles in the category of Front Page News . Any content in these pages is displayed at the bottom of the College’s home page. There are usually five of these articles and they rotate sequentially, looping indefinitely. They are limited to only a few sentences but links can be used to provide more extensive information. These articles are updated within Joomla and the <i>Public Relations Manager</i> is the person primarily responsible for them.	<ol style="list-style-type: none"> 1. Upcoming event announcements. 2. Brief news updates. 3. Weather-related closings. 4. Emergency notifications.
Facebook Page	As of February 2017, 2,714 users have “liked” the New River Facebook page and it continues to increase in prominence. To date, it has been used for sharing pictures, information about the College, and of course, important information. On occasion, we’ve made informative announcements about events, changes, or news at the College. Alert messages are also echoed on the New River Facebook page. We have four administrators of this site who can make announcements, although <i>Chief Communications Officer</i> is the primary.	<ol style="list-style-type: none"> 1. General announcements. 2. Media-rich information like photos and videos. 3. Alert messages.
Twitter Feed	With only 259 followers, this medium isn’t yet reaching many people. But it could be promoted and once a following is achieved, brief messages of 160 characters or less could be communicated. Only the <i>Public Relations Manager</i> , the <i>Chief Communications Officer</i> , and the <i>Vice President for Technology and Library Services</i> can tweet (send messages) using the College’s twitter account.	<ol style="list-style-type: none"> 1. Brief and urgent news. 2. Just brief updates of any kind.

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RSS Stream	There are various ways to use our RSS stream. Perhaps the simplest way is to click through our web site to view the announcements in your web browser. But folks can also subscribe to this news feed to receive the information in other ways. There is no way to know how many are subscribed, so important information should be communicated using multiple channels to ensure that you reach your audience.	<ol style="list-style-type: none"> 1. News releases. 2. Announcements. 3. Events.
YouTube Account	The College's YouTube account allows us to broadcast video either publicly or privately. Currently we have about 22 videos on the site but it is free and provides an excellent channel for communicating video-based information. There are currently only 15 subscribers, but working to promote this channel could quickly increase this.	<ol style="list-style-type: none"> 1. Full event coverage (commencement, convocation, etc.). 2. Small video clips or messages.
Mobile App	The College's Mobile App is available to the public and provides some information to everyone, but much more information to employees and students who can authenticate to access personal (grades, my messages, class schedules, registration status, transcripts, etc.) and corporate information (alerts, directory, news, etc.). We can't directly track how many are using it, but we know that the usage can certainly increase if promoted. We could survey folks to find out about usage.	<ol style="list-style-type: none"> 1. Academic and financial information pulled from Banner. 2. News pulled from RSS. 3. Employee directory pulled from People Search. 4. Alerts from Alert System.
Linkedin.com	This channel has attracted 1,315 followers who have affiliated with the College on linkedin.com. Analytics reveal that we've not yet posted any updates or announcements, either general or targeted. The <i>Director of Human Resources, Chief Communications Officer, Public Relations Manager, and Vice President for Technology and Library Services</i> are current admins.	<ol style="list-style-type: none"> 1. Employment information. 2. General College information. 3. Targeted and general announcements.
Audience = Employees and Students		
Portal Landing	The College's portal (my.newriver.edu) integrates several key resources for	<ol style="list-style-type: none"> 1. Announcements.

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Page	single sign-on and presents many possibilities as a method of communication. Currently, the portal administrator controls the content on the landing pages for all audiences. Not only can content be posted within the portal, but targeted communication can also use the built-in blogs, wikis, and other tools. When users add their cell phone numbers, they can receive SMS emergency notifications from the portal.	<ol style="list-style-type: none"> 2. News updates. 3. Information specific to an audience of students or employees. 4. Emergency notifications.
Blackboard IM	Blackboard IM is the College's instant messaging system and it allows designated Administrators to send broadcast messages to all users. All connected users will receive the broadcast and if a user is not connected when it is sent, the message will appear when the user logs in, until the message expires. The limit of the broadcast message is 160 characters . We are currently using two instances of Blackboard IM. Both still work, but we need to migrate all users to the new instance to maximize effectiveness of this tool. Some employees do not yet have Blackboard IM installed and configured. When a broadcast is sent, it is a one-way communication. Users are not able to reply.	<ol style="list-style-type: none"> 1. Any urgent announcement is appropriate since this is a slight disruption to users. 2. Network outages. 3. Safety messages.
Cisco Phones	We have about 250 phones deployed throughout the College. System Administrators (<i>Vice President for Technology and Library Services</i>) can send a voicemail to all these phones so that every user receives it (the phone doesn't ring, it just receives the voicemail and the indicator light comes on). If the user has voicemail to email enabled, then the voicemail would arrive as an attachment to an email message.	<ol style="list-style-type: none"> 1. Information specific to a campus, a group, or for all employees could be easily communicated this way.
Group Addresses in the Active Directory	The Active Directory contains all the College email addresses. We've also created several group addresses that can be used to expedite communication. Rather than addressing one message to each employee (hundreds of them) you can more easily use the allusers@newriver.edu group address to get the message to them all. The <i>Manager of Information</i>	<ol style="list-style-type: none"> 1. Excellent medium for targeted communications. 2. Not as effective for urgent information, but works well for non-urgent

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	Systems maintains the Active Directory and the group memberships for all account holders. Here is an explanation of the groups: http://web.newriver.edu/training/ito75/email-groups.pdf	communications.
Alertus – Desktop Notification System	The Alertus desktop notification system enables key administrators to send notifications directly to college-owned computers, taking over the entire screen with the message. These notifications can be sent to campus groups or to all computers.	1. Emergency notifications.
Emergency Alert System	The emergency alert system uses the College portal to send notifications and there are 10 key administrators able to send notifications. All users receive the messages as pop-ups when they login to the portal and as an email that arrives in their College inbox. If a user completes the online form to add his/her cell phone, then users also receive SMS notification messages.	1. Emergency notifications. 2. Weather-related delays or closings