

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 the workshop information: <http://web.newriver.edu/training/it106/index.html>

Channel	Description	Recommended Usage
Audience = Community, Employees, and Students		
Home Page	The front page of the College’s web site (www.newriver.edu) provides announcements and the information is updated frequently. Links to additional pages are used to provide more detailed information. This information is updated by Jenni Canterbury (Director of Communications).	<ol style="list-style-type: none"> 1. Event announcements. 2. Brief news updates. 3. Weather-related closings. 4. Emergency notifications.
Facebook Page	As of December 12, 2022 , the page has over 5,300 followers (https://www.facebook.com/NewRiverCTC/). This site is used to share timely information, pictures, and general information about the College. Alert messages are also echoed on the New River Facebook page. Jenni is the primary administrator who updates the information, although other employees also have admin access.	<ol style="list-style-type: none"> 1. General announcements. 2. Media-rich information like photos and videos. 3. Alert messages.
Twitter Feed	With 439 followers, this medium isn’t yet reaching a large audience, but it provides brief messages of 280 characters or less (https://twitter.com/newriverctc). Jenni manages and Dr. Copenhagen contributes content to this account by tweeting (sending messages) on behalf of the College.	<ol style="list-style-type: none"> 1. Brief and urgent news. 2. Just brief updates of any kind. 3. Photos.
Instagram	With 164 followers, the College has a small audience, but this site is used primarily to share photos and event information (https://www.instagram.com/newriverctc/). Jenni manages this account.	<ol style="list-style-type: none"> 1. Photos. 2. Announcements. 3. Events.
YouTube	The College’s YouTube account has only 60 subscribers but more than 66,608 views (https://www.youtube.com/user/NewRiverCTC/). Videos posted include commercials as well as other videos of activities and interviews. This site provides an excellent channel for communicating video-based information.	<ol style="list-style-type: none"> 1. Full event coverage (commencement, convocation, etc.). 2. Video clips or messages.

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Audience = Employees and Students		
Portal Landing Page	The College's portal (https://portal.newriver.edu) integrates several key resources for single sign-on and contains links to other online services. Users must authenticate to access the information and the content on the site is managed by Gary Davis and David Ayersman.	<ol style="list-style-type: none"> 1. Links to Services. 2. Announcements
Zoom	Zoom is the College's instant messaging and videoconferencing system and accounts are created for all students and employees. Zoom is used to deliver and manage all IVN and ZOOM modality courses. It is also available as a real-time communication tool. It is used for virtual office hours by faculty and for communication among employees and students. Supervisors can effectively manage employees with Zoom, and it is used to deliver training and support.	<ol style="list-style-type: none"> 1. Daily task-based communication. 2. Virtual office hours. 3. Training. 4. Support.
Cisco Phones	We have about 250 phones deployed throughout the College and phone numbers are assigned to employees and offices. These numbers are available to the public in People Search. Nearly all phones have voicemail to email enabled, which means voicemail messages are received as attachments to an email message. Virtual phones (softphones) are available to remote employees, enabling them to place and receive calls remotely using assigned office phone numbers.	<ol style="list-style-type: none"> 1. Information for individual employees. 2. Public access to offices and employees.
Group Addresses in the Active Directory	The Active Directory contains all New River email addresses. Several group addresses are available to expedite communication to multiple recipients. For example, rather than sending a message to each employee (hundreds of them) you can more easily use a group address to reach a specific group of employees or students. The allusers@newriver.edu group contains all employees and studentsall@newriver.edu contains all students. Gary Davis manages the Active Directory and the group memberships for all account holders. Here is an explanation of all available groups: http://web.newriver.edu/training/it075/email-groups.pdf	<ol style="list-style-type: none"> 1. Targeted communications to campuses, faculty, staff, and students. 2. Information for all users.
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 New River computers.	<ol style="list-style-type: none"> 1. Emergency notifications.
Regroup	The emergency alert system (Regroup) sends notifications to both email inboxes and cell phones. Users must register their personal email addresses and cell phones. Messages sent are received almost immediately. Emergency messages are typically sent by Jenni or David. The use of non-emergency messages has not yet been fully explored but is available.	<ol style="list-style-type: none"> 1. Emergency notifications. 2. Weather-related delays or closings 3. Non-emergency notifications.