



Policy on The Elm: Nursing Website and *The Elm Weekly: School of Nursing Newsletter*

Responsible Administrator: Director, PR and Marketing

Sponsoring Unit: Office of Communications

Effective Date: 09/25/2015

Last Reviewed: 08/2020

Next Scheduled Review: 05/2024

POLICY STATEMENT

The purpose of this policy is to explain resources and processes available to University of Maryland School of Nursing (UMSON) faculty, staff, and students to ensure they are well informed. All information intended for broad distribution to these audiences should be submitted to [The Elm: Nursing](https://elm.umaryland.edu/nursing/)¹ website and may be included in the *The Elm Weekly: School of Nursing* newsletter.

RATIONALE

UMSON's The Elm: Nursing website is a centralized online location for UMSON faculty, staff, students, and alumni to access information related to events, initiatives, news, accolades, and more that these audiences need regularly, and it is updated each business day.

UMSON's weekly e-newsletter, *The Elm Weekly: School of Nursing*, is distributed in two different versions — one for faculty and staff and one for students — specifically to these UMSON audiences. Each version contains an audience-appropriate digest of content submitted to The Elm: Nursing website during the previous week. Its distribution reduces email clutter; provides consistent, timely updates and information; and serves as a central location for faculty, staff, and students to find information they need in their email. It also includes a feed of the next 10 events, chronologically, that appear in the UMSON Common Calendar, relevant to the intended audience of the newsletter version (either faculty/staff or students).

¹ <https://elm.umaryland.edu/nursing/>

SCOPE

This policy pertains to *all* UMSON faculty, staff, and students.

RELATED POLICIES, PROCEDURES, STATUTES, AND REGULATIONS

School of Nursing Policies and Procedures

- [UMSON Editorial Review Policy](#)²

UMB Policies and Procedures

- [Communications Procedures: Submit Content for The Elm](#)³

CONTACTS

Questions regarding the policy, applicability, and procedural issues should be addressed to the Responsible Administrator.

DEFINITIONS

The Elm: Nursing An UMSON-specific subsite of the University of Maryland, Baltimore's (UMB) The Elm, a publically accessible, community-sourced website providing internally focused content to UMB audiences in the categories of Stories, Events, Announcements, Accolades, and more

The Elm Weekly: School of Nursing UMSON's weekly email newsletter sent only to UMSON faculty/staff and to UMSON students (two discrete versions) that contains a digest of audience-appropriate content (Stories, Events, Announcements, Accolades) found on The Elm: Nursing website; this should not be confused with UMB's *Elm Weekly* newsletter. Note that the faculty/staff version and the student version may contain different content.

Common Calendar UMB's centralized online calendar, which includes community-submitted events campuswide

RESPONSIBILITIES

² <https://www.nursing.umaryland.edu/intranet/media/son/intranet/policies-procedures/Policy-Editorial-Review.pdf>

³ <https://www.umaryland.edu/policies-and-procedures/library/administration/procedures/communications/submit-content-for-the-elm.php>

UMB and UMSON Community Members (Faculty, Staff, Students)

- Submit content to The Elm: Nursing website via the [online submission form](#)⁴.
- Note that anyone may submit to The Elm website and request that the content is published to the UMSON-specific The Elm: Nursing website.

Editorial and Public/Media Relations Specialist

- Moderates and approves content submitted to The Elm: Nursing website daily during the work week.
- Moderates *The Elm Weekly: School of Nursing* newsletter versions for faculty/staff and for students, ensuring accurate information is included from The Elm: Nursing website. Note that information submitted to The Elm: Nursing website that is generated by an external unit for all UMB audiences (not specific to UMSON audiences) may not be included in *The Elm Weekly: School of Nursing* newsletter even if it is approved to appear on The Elm: Nursing website.
- Schedules *The Elm Weekly: School of Nursing* newsletter to be distributed to faculty/staff and to students each week.

Director of PR and Marketing

- Reviews drafts of *The Elm Weekly: School of Nursing* newsletter versions for faculty/staff and for students prior to distribution.

PROCEDURES

- UMSON faculty, staff, and students submit content to The Elm: Nursing website for announcements and accolades via the [online submission form](#)⁵.
- UMSON faculty, staff, and students submit events for inclusion in the Common Calendar, which drives the Events feed in The Elm: Nursing website, via the [Promote Your News or Event Form](#)⁶.
- UMSON Office of Communications submits and manages Stories on The Elm: Nursing website.
- Items to be included in the next issue of *The Elm Weekly: School of Nursing* newsletter must be submitted via the [online submission form](#)⁷ to The Elm: Nursing website by Friday, 11:59 p.m. ET, of the previous week.
- Selected items submitted to The Elm: Nursing website run in *The Elm Weekly: School of Nursing* newsletter on the following Tuesday.
- *The Elm Weekly: School of Nursing* newsletter includes the next 10 events, chronologically — relevant to the audience version (faculty/staff or students) — posted to the Common Calendar.

⁴ <https://elm.umaryland.edu/submit/>

⁵ <https://elm.umaryland.edu/submit/>

⁶ <https://www.nursing.umaryland.edu/news-events/promote/>

⁷ <https://elm.umaryland.edu/submit/>

- In *The Elm Weekly: School of Nursing* newsletter student version, information related to academic content delivery and/or registration will be prioritized and appear first in the list of content.
- Note that The Elm: Nursing website is a publically available website. If content is not intended for public consumption, it must be disseminated through a different medium.
- The Office of Communications has the right to exclude submitted content if it is not relevant to UMSON audiences or is not appropriate for The Elm: Nursing website or for *The Elm Weekly: School of Nursing* newsletter. In this case, recommendations will be made regarding more appropriate media for distribution.

GUIDELINES

- Information must be relevant to the UMSON community (faculty, staff, and/or students).
- Hyperlinks should be indicated in the Elm submission if/when appropriate.
- One image/photo can be uploaded with each submission; alt text for accessibility must be included, as indicated in the Elm submission form.
- Only image files (JPG and PNG) can be attached to Elm submissions. Other types of files (e.g. Word documents, PDFs) must first be available online; links to them can be included in the body copy of the submission.
- Elm submissions are self-service. The Office of Communications does not submit to The Elm on behalf of other units, except in specific circumstances at the office's discretion.
- Marketing and/or advertising of events or initiatives to UMSON faculty, staff, and students will be achieved solely through The Elm and *The Elm Weekly: School of Nursing* newsletter and not through the School's official all-faculty, all-staff, and all-student email distribution lists.

FORMS AND TOOLS

Detailed information about submission forms and other related tools are at www.nursing.umaryland.edu/promote.

DATE AND SIGNATURE

Date: June 16, 2020



Approved by the Dean: