



The Elm is a publication of the University of Maryland, Baltimore

# The Elm NURSING

## What is The Elm?

- [The Elm: Nursing website](#) is an information hub for faculty, staff, and students to stay in the loop on the latest news and events – and any member of our community can [submit content](#).
- **The Elm Weekly: School of Nursing e-newsletters**, delivered Tuesdays to 1) UMSON faculty/staff and 2) UMSON students in separate editions, contain a digest of new submissions from the previous week as well as upcoming events from the UMSON calendar.
- **The Elm Weekly: University of Maryland, Baltimore (UMB) e-newsletter**, delivered Mondays to all UMB employees and students contains a limited number of pre-approved UMSON announcements that are applicable to all of UMB.

## When to submit to The Elm

- All submissions for inclusion in The Elm Weekly: School of Nursing e-newsletters must be submitted **by the previous Friday at 5 p.m.**
- All submissions are reviewed within 1 - 2 business days of submission.
- All submissions are included in **one issue** (one week only) of The Elm Weekly: School of Nursing e-newsletters.
  - *If your submission must run for more than one week, contact [Mary T. Phelan](#) to discuss.*
- When NOT to submit to the Elm:
  - Do not copy submissions from other places on The Elm and do not submit on behalf of other UMB units. It is the responsibility of each unit to submit their own Elm content.
  - If you see a submission running on the Elm that is not included on the Nursing subpage but should be, please email contact [Mary T. Phelan](#)

## Where to submit your announcement on the Elm

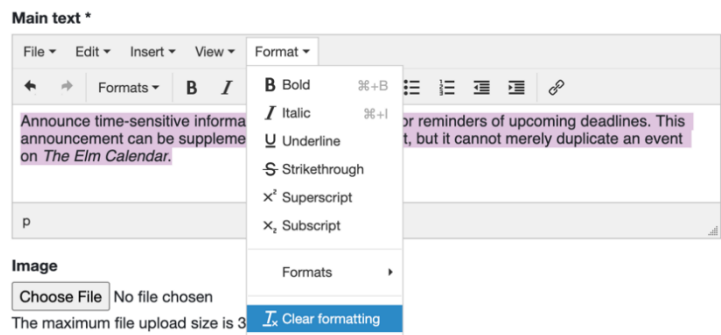
- Review Announcements, Accolades, and Voices & Opinions submission options [here](#).
- Do **NOT** submit UMSON events through The Elm:
  - All UMSON events must be submitted [using the Submit to the UMSON Calendar form](#).
  - After the event is on the UMSON calendar, you may choose also to submit a “Save the Date”-type Announcement.
- Still unsure? Please contact [Mary T. Phelan](#) to discuss.

## How to submit announcements to The Elm

- Title/Date
  - Provide a title that is descriptive of the content of your message; note that more people will read the title than read your content.
  - If your announcement is about an upcoming event, include “Save the Date” in the title.
  - If it is about a deadline, include “Deadline to (RSVP, Submit, Apply, etc.)” in the title.
  - If it is about an event/occurrence on a specific date, indicate that using the calendar button on the submission form.
    - Do NOT use this to indicate when you want your announcement to publish.
- Main Text

- If you copy and paste text into the Elm, highlight **ALL CONTENT** and clear formatting using “Format,” “Clear Formatting.”

- Or use **shift-ctrl-V** to clear formatting.
- *Failure to do so may result in your announcement not being submitted.*



- If the content you are submitting can be found somewhere else online, provide a brief synopsis and include a link to learn more.
- If you are sharing information you received via an email, do not copy and paste the entire email. Only include the relevant information.

- Images/Alt Text

- Images must be submitted as a JPG or PNG file. No other file format is accepted (i.e., Word document, PDF, PowerPoint).
- Do not include images that contain primarily text (i.e., flyer, agenda).
- Alt text: Briefly describe the contents of your image; this will be used for web accessibility for those who are visually impaired and is **required**.

- Publication Date

- Do not change the date unless you want your submission to publish in the future.
- All submissions will automatically appear in the following week’s e-newsletter (deadline for inclusion is Friday at 5 p.m.).

- Author

- This information is not published and will only be used by the Office of Communications to contact you if we have questions about your submission.

- Audiences

- “Who is this message for?”
  - Selection of Faculty, Staff, or Students will determine which version/s (Faculty and Staff, Student, or both) of The Elm Weekly: School of Nursing e-newsletter your announcement will run in.
  - Careful consideration should be given to the appropriate audience. Announcements that are submitted to an inappropriate audience will be removed from that e-newsletter.
- “University-wide” or “School of ...”
  - You must select “Applicable” for the “School of Nursing” for posts to appear on the Elm: Nursing webpage and in The Elm Weekly: School of Nursing e-newsletter/s – this is **NOT** the default.
  - “University-wide” is selected by default, but it is often not appropriate and should be unselected.

- Campus-Wide Elm Weekly (sent out on Mondays)

- Only check this box if your submission is relevant to audiences in other UMB schools or departments.
- Submission will be considered, but inclusion in the University-wide Elm Weekly is not guaranteed.

## How to submit accolades to The Elm

- Name
  - Include first and last name, not credentials
- Summary
  - Use the format: POSITION did X.
    - Example: Professor published in “Caring for the Ages”
- Main text
  - Include credentials and title(s) here
- Image
  - Include headshot
  - Contact [Mary T. Phelan](#) if you need a copy of your UMSON headshot