Student Affairs
Targeted Announcement Guidelines

The Student Affairs Communications team is here to help you promote your events and programs/services to students, faculty, and staff. One avenue of promotion is via Targeted Announcements (TAs).

To initiate your request, please fill out the TA section of the Communications form on our web page (visit www.neiu.edu/studentaffairs and click on Office of the VP, then Communications).

Targeted Announcement Posting Schedule and Deadlines

Events or programmatic-related requests
All events or programmatic-related announcements will post on Tuesdays and Thursdays of each week. Depending on the volume of request submissions, postings will be sent individually or may be combined into one post.

• For a Tuesday posting, please send request by 4:00 pm on Thursday
• For a Thursday posting, please send request by 4:00 pm on Tuesday

Please note, if requests are not received by the above deadlines, they will go out on the subsequent posting day. Requests must be submitted by the sponsoring office’s director or their designee. The director should review the announcement before it is sent to ensure that the content is correct before it is submitted to us. Your office is responsible for the content. The Communications team will edit announcements for grammar, appearance and style.

Other requests
All other TA requests such as R25 is down or New Hire/Search Info will be handled as they come and posted in timely manner pending approval by an Assistant Vice President or Vice President Ross.

Announcement criteria

When sending an announcement, include the following:
• Date(s), time(s), and location(s) of the event.
• Mention whether the event is free and whether it is open to students, faculty and/or staff.
• A contact person/office and number/email for more information.

Images cannot be included in targeted announcements, but you may provide a link or a flyer in PDF format. Make sure your flyer also follows the identity brand guidelines detailed at www.neiu.edu/brand.
Student Organization Requests

Student organization leaders should be instructed to call Student Leadership Development (SLD) (ext. 4660) for student group guidelines. SLD will post a periodic summary of upcoming student group sponsored events.

Appropriate Use of Targeted Announcement System

- College/Department Events and Activities
- University-wide Deadlines (registration, financial aid, etc.)
- Changes to Department/College Policies and Procedures
- University-wide Meeting Announcements
- New Hire/Search Info

Inappropriate Use of Targeted Announcement System

- General department updates
- Events/info for Student Affairs Staff (send through the NEIUport group)*
- Awards received by administrators or staff members
- Student jobs
- Course availability announcements
- Non-NEIU related announcements
- Personal information announcements (retirements, deaths, births, etc.)**
- Announcements targeted to specific departments/offices should be communicated via e-mail from a department or individual account, not through NEIUport announcements to all.

* Any staff member can send an email to select or all Student Affairs Staff via the Student Affairs Staff group in NEIUport. To do so, log into NEIUport and click on Groups in the upper right corner. Access the SA Staff group and click on Email. This group should be used for announcement of important events/information for Student Affairs staff.

** Death notices of current employees, retired employees, and previous Northeastern presidents will be sent out by the Public Relations office. To request a death notice be sent via Personal Announcements, contact the Public Relations office. Death notices of family members of employees will not be permitted through Personal Announcements. Departments are encouraged to send via department/college/division e-mail listservs/groups or individual e-mails.