

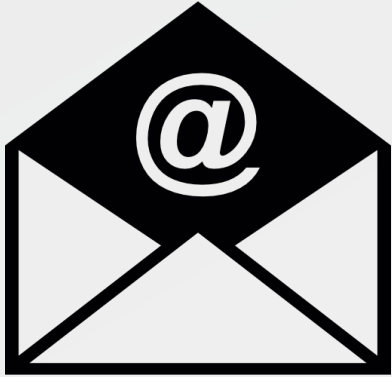


# COMPELLING COMMUNICATIONS





# **ABOUT US**



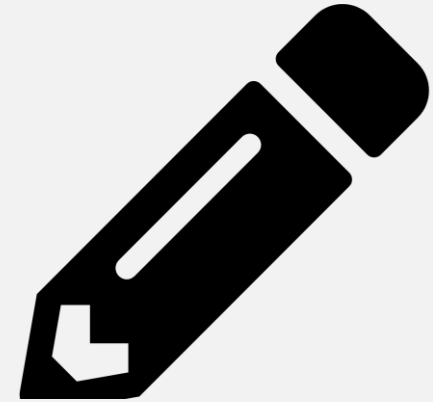
**Elaine Armbruster**

Director, Email Marketing  
& Marketing Automation  
University Marketing



**Mary Alice Casey**

Editor, *Ohio State Alumni  
Magazine*  
University Marketing



**Chad Rutan**

Senior Marketing Writer  
University Marketing



# **AGENDA**

- Using the alumni magazine as a resource
- Standing out in the inbox
- Writing email body copy that works



# **KEYS TO COMPELLING COMMUNICATIONS**

- **Be consistent, reliable, timely**
- **Consider what's in it for your audience**  
(For the audience we share with you, the payoffs are the ability to leverage the Buckeye network, to pay forward, to find their people)
- **Keep communications warm, friendly, like family**
- **Be as relevant and personal as possible**



# OHIO STATE ALUMNI MAGAZINE AS A RESOURCE

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USING THE ALUMNI MAGAZINE AS A RESOURCE

## **Buckeye Buzz**

Share news of club and society service and social events with other alumni. A selection of submissions appear in the spring and fall issues.

[go.osu.edu/buckeyebuzz](https://go.osu.edu/buckeyebuzz)

The screenshot shows the BuckeyeBuzz submission form on the Ohio State University Alumni Association website. The page has a dark header with the OSU logo and navigation links. The main content area is white and contains the form title, a brief description, and a submission form with two required fields: 'Club/Society name' and 'Your name'.

OSU.EDU Help BuckeyeLink Map Find People Webmail Search Ohio State

**THE OHIO STATE UNIVERSITY**  
ALUMNI ASSOCIATION [GIVE NOW](#)

Membership ▾ Activities and events ▾ **Communities ▾** Pay forward ▾ News ▾ Go Bucks! ▾ About ▾

[Home](#) / [Communities](#) / [Alumni clubs and societies](#) / [BuckeyeBuzz submission form](#)

### BuckeyeBuzz submission form

Share your club and society accomplishments and point of pride for consideration in the *Ohio State Alumni* magazine.

**\*Required fields in red.**

**Submission info**

**Club/Society name:\***

**Your name:\***



USING THE ALUMNI MAGAZINE AS A RESOURCE

# How I Give

Let us know about Buckeyes from your club, society or area who are paying forward in extraordinary ways.

SUMMER 2019 | How I Give

## Showing the way

Edison Fowlks has created pathways in science for generations of students from diverse backgrounds.

BY JENNIFER LARSON

**"If you've never seen anybody like you, you begin to wonder, 'Hm, maybe there's no hope for me.' But if somebody else can do it, somebody who looks like you, that can be very inspirational."**

— EDISON FOWLKS

Imagine you're a student at Hampton University, and Edison Fowlks walks into your classroom with a syllabus in hand. You're well aware he's a giant in his field. Fowlks is a professor of biology, director of the biotechnology laboratory and director of The Howard Hughes Medical Institute Undergraduate Education Program at Hampton, a historically black college in Virginia. One of the first African Americans to work in the field of molecular biology, he earned his doctorate in plant pathology from Ohio State in 1965. In 2018, he earned The Ohio State University Alumni Association's Diversity Champion Award, the most recent of many honors for his commitment to diversity in his field. With this legend at the head of your class, would you worry that you had more questions than answers? That would be fine with Fowlks, actually. "I teach my students that the questions are more important than the answers, that the questions are really the answers that we're looking for," he says. "I've found [this] very effective." At Ohio State, plant pathology became a standalone department two years after Fowlks earned his PhD. He went on to do post-doc work with renowned molecular biologist Heinz Fraenkel-Conrat at UC Berkeley and to develop and use innovative molecular tools to study RNA viruses such as influenza and HIV. At Bishop College, a since-closed historically black college in Dallas, Texas, he oversaw research that led to the development of a two-dimensional RNA

fingerprinting technique for studying mammalian viruses. And today at Hampton, his lab is making advancements in real-time sequencing.

While quite proud of his work as a researcher, Fowlks also is passionately committed to teaching and providing pathways to science careers for students from diverse backgrounds. Young people need role models, he says, people who have gone before them to offer inspiration and help navigate life's inevitable obstacles.

"If you've never seen anybody like you, you begin to wonder, 'Hm, maybe there's no hope for me,'" Fowlks says. "But if somebody else can do it, somebody who looks like you, that can be very inspirational."

Monica Lewandowski, an assistant professor-clinical leading an outreach program in plant pathology at Ohio State, says Fowlks' recognition as a pioneer is well deserved. "He established some of the first outreach programs for the sciences at historically black colleges and universities," she says. "Dr. Fowlks' passion for outreach is driven by his sincere desire to provide opportunities to others."

Fowlks still teaches several classes each semester at Hampton and guides students in the use of research tools to address unanswered questions in medicine. His ultimate aspiration is to see his students go on to help others.

"That's important, because if we're really going to keep the process going, each generation has to help the next generation. That's the best way to continue to transmit knowledge," Fowlks says. "I'm going to keep doing this as long as I continue to enjoy it. It's not work for me, it's great enjoyment." ✱

Photo: Cathy Smith

Edison Fowlks '65 PhD is a pioneer in science and the 2018 recipient of The Ohio State University Alumni Association's Diversity Champion Award. Watch for an announcement of the 2019 alumni award winners in our fall issue.



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THE OHIO STATE UNIVERSITY

COMPELLING COMMUNICATIONS | University Marketing

## USING THE ALUMNI MAGAZINE AS A RESOURCE

# Letters to the editor

A letter is a great way to bring attention to your club or society's activities, show pride in your university or share your insights.

SUMMER 2019 | Letters to the Editor

### Reflection can inspire the journey

I LIKE OHIO STATE ALUMNI MAGAZINE, and I've always been a Buckeye.

I would love to see an article that describes what the Columbus campus and students looked like 100 years ago, say in 1920. My grandfather attended Ohio State in the '20s. I don't know what happened to any photos or yearbooks he might have had, and he passed away before I thought to ask what life was like on campus back then. He attended my graduation in 1981, but we did not talk about his experiences, so I missed a good opportunity to learn about his student days. I do know he was a die-hard supporter.

I was raised in Columbus and visited campus for various reasons as I grew up, including ushering for football games at Ohio Stadium as a Boy Scout. When I was in high school, I got to meet Woody Hayes at a local hospital, where my honor society was visiting patients. Woody was doing the same.

I'm still a great Ohio State fan, and I am proud to see the university continuously improving its academic standing. My daughter is a freshman, and now I see through the eyes of a parent the changes that have occurred since I was there decades ago.

DOUG KISER '81, '83 MS  
HINCKLEY, OHIO

*Thanks for writing. Our fall issue will celebrate the university's sesquicentennial, looking back at high points of the past 150 years, examining today's Ohio State and imagining what's possible as we move forward. We're thankful alumni like you play such an important part in the life of Ohio State.*



#### Applause for our partners

ALMOST UNIMAGINABLE environmental concern and creativity were on full display in the shared work of Ohio State faculty member (Tarunjit Butalia '96 PhD) and American Electric Power executive (Pedro Amaya '87 MS) in the spring *Ohio State Alumni Magazine*.

Also, my interest in raising more productive strawberry plants in the Ohio Historical Connection garden was aided by Pam Bennett's insights in "Spring Garden Prep with Pam Bennett."

GAYLEARD ODEGAARD '81 MA  
GALLOWAY, OHIO

#### In a word, lacking

HAVING JUST FINISHED solving online the puzzles for the 2019 American Crossword Puzzle Tournament (ACPT), an annual event orchestrated by Will Shortz of *The New York Times*, I was quite excited to see the spring issue cover headline "Pens Up for a Buckeye Crossword" turning to page 61, though, my heart sank as the magazine presented something that was not really a crossword at all.

I'm disappointed not only because I have been a multiyear contestant at the ACPT (both in person and online), but because I have been a freelance

crossword constructor whose work has been published in *The New York Times* and other major outlets (my most recent puzzle appeared in the *Wall Street Journal* on February 27).

I sincerely hope the next crossword puzzle published in *Ohio State Alumni Magazine* is a proper one. After all, even Wikipedia defines a crossword as "a word puzzle that usually takes the form of a square or a rectangular grid of white and black-shaded squares."

LEONARD WILLIAMS '81 PhD  
FORT WAYNE, INDIANA

#### Emeritus prof weighs in

I WANT TO COMPLEMENT your staff and contributors for the content and handling of the spring 2019 *Ohio State Alumni Magazine*. I went through page after page of inviting stories on outstanding individuals. It was a delightful read. Thanks.

TOM HUBBARD, PROFESSOR  
EMERITUS OF PHOTOJOURNALISM  
GALLOWAY, OHIO

#### A note of clarification

MY PHOTO APPEARED in your spring issue story "Growth with Intention." While I loved the story, I was identified as a cancer survivor, when actually I am a caregiver to my husband, Phil. He is an eight-year survivor of two types of cancer — and the real hero. I am a volunteer at the Garden of Hope because I really believe in his mission.

KATHY BREMER  
COLUMBUS

**JOIN THE CONVERSATION.** We welcome your letters, which we ask that you limit to 250 words. All letters accepted for publication appear online at [go.osu.edu/alumnomag](http://go.osu.edu/alumnomag), and a selection appears in print. To have letters considered for the fall 2019 print edition, submit them by July 1, 2019. All letters submitted by July 15, 2019, will be considered for the digital edition. We reserve the right to edit all letters for space, clarity, accuracy and civility. Send them to us at [alumnomag@osu.edu](mailto:alumnomag@osu.edu) or Letters to the Editor, Ohio State Alumni Magazine, 2200 Glenhurst River Road, Columbus, OH 43210-5035.



#### CAUSE FOR CELEBRATION

## Finding home, around the globe

GROWING UP HALF A WORLD AWAY in the Philippines to a Filipina mother and American father, the words "Buckeye" and "Ohio State" didn't exist in my vocabulary or my neighborhood. And

they certainly never were uttered in my household. After all, my father was a Michigan graduate.

But when my initial college choices didn't click, I applied to Ohio State and, once accepted, visited Columbus with my family. The warm welcome of my tour guide, this beautiful campus and the vibrancy of its growing city made me realize this university was right for me. My dad's lifelong bias disappeared, too.

My first interactions in Smith-Steeb Hall immediately put me at ease as my roommate, hallmates and supportive resident advisor befriended me like I

had known them for years. It's a trait I came to know as Midwestern warmth, a kindness that reminds me of Filipino hospitality.

That was just the beginning of what Ohio State would provide me. Our university gave me faculty members who cared, who asked if I was OK when I looked down or frustrated. It took me abroad to serve others in El Salvador. It helped me become fluent in Spanish, connecting me to millions of non-English speaking people around the world. It gave me the opportunity to work many of its amazing athletic events, helping me find my passion for television production with Big Ten Network Student U. It helped me to become a better writer and to have many of my articles published in *The Lantern*. Our university also provided me a home

away from home with the Filipino Student Association, where I found fellow Buckeyes who shared my culture and loved to celebrate it. Above all, this community opened my mind, showed me a world of opportunity and inspired me to continue learning for a lifetime.

Thank you, Ohio State, for giving me and my fellow graduates an education that challenged us to reach outside our comfort zones. For lifelong friends. For incredible memories. And for a safe and vibrant community in which to grow and thrive. I can truly say I received a world-class education.

I never thought I was meant to be a Buckeye. Now, I can't imagine being anyone else.

SHANTI LERNER '19 graduated May 5 with a bachelor's degree in journalism.

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## USING THE ALUMNI MAGAZINE AS A RESOURCE


# The Ask

Answer our  
questions. We pose  
one for every issue to  
the Buckeye Room.  
[buckeyeroom.osu.edu](http://buckeyeroom.osu.edu)

SUMMER 2019 | **The Ask**

**“Opening Day for the Cincinnati Reds. Some years, it is freezing. Some years, it is warm. But it will always get me in the mood for summer nights listening to the Reds on the radio.”**

LAWRENCE KERMODE '70




**“Nothing screams summer more than s'mores!”**

DR. MARY PAT BORGESS '76 MD

**“Tune up the lawnmower and put away the snowblower.”**

RICK HOLLYFIELD '16



**“The Indy 500”**


BRENNAN GARDNER '12 MSW

**“Summer starts when we get out our boat — appropriately named The Scarlet Anne Gray!”**

ANNE ECKLAR '85

**“The first bicycle ride on our spring jaunt to Kelley's Island”**

SHARON WILL '70



**“Heading north to Canada to my fish camp”**


JOHN MARRIS '88

**What ritual kicks off your summer?**

Students have packed up and moved out of residence halls and apartments. Graduates are on to new hometowns and jobs. Campus is oddly quiet, though the Oval is at peak beauty. These are among our clues that summer has arrived. We wanted to know yours, and you've got us yearning for fireflies, the open water and the crack of a bat connecting for a home run.

**“The day we can put away our winter coats and go outside is a day we celebrate with the first of our daily walks around the neighborhood. It signals summer.”**

NEERAJ SARAF '92



**“Volunteering as a gallery marshal at the Memorial Tournament”**

GREG STEIN '77

**“Painting my toenails and wearing sandals”**

LOBBIAINE VACCARELLA '84

**ANSWER OUR NEXT QUESTION** What did you do during your most productive college break? Email your answer and it might appear in an upcoming issue. [theask@osu.edu](mailto:theask@osu.edu)

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USING THE ALUMNI MAGAZINE AS A RESOURCE

# The Object

Share the story behind  
your college keepsake.

theobject@osu.edu

The Object | SUMMER 2019



## Check it off the list

**HE HAS TURF FROM OHIO STADIUM** and a seat from St. John Arena, but his most precious college keepsake is a bucket from a bar.

Bob Sevel '88 retrieved the memento from the rubble of his favorite haunt, Papa Joe's, destroyed by fire in 1996. "It was the home of the bucket," Sevel says. "Hopefully, you had a few people to help you drink it."

The charred souvenir sits in the basement of his Avon Lake, Ohio, home. It reminds Sevel of the "unique feel" of Papa Joe's: his view of the front door



**BOB SEVEL '88**

from the second floor, the "suction" sound of walking across the beer-soaked floor, and the names and initials of patrons carved into the wooden booths.

"When somebody from Ohio State visits my home, I always show the bucket to them, and most say they were at Papa Joe's," Sevel says.

Shortly after the fire, Sevel sorted through the remains with his former college roommate Bill Zimlich '84. "A guy there said, 'Help yourself,'" Sevel recalls. "I don't know what else could bring back such vivid memories." — DENNIS FIELY ★

**SHOW US YOUR MEMENTOS** Do you have a storied keepsake from college that you can't part with? Send us a photo and the tale of your object, and we'll consider it for a future issue. [theobject@osu.edu](mailto:theobject@osu.edu)

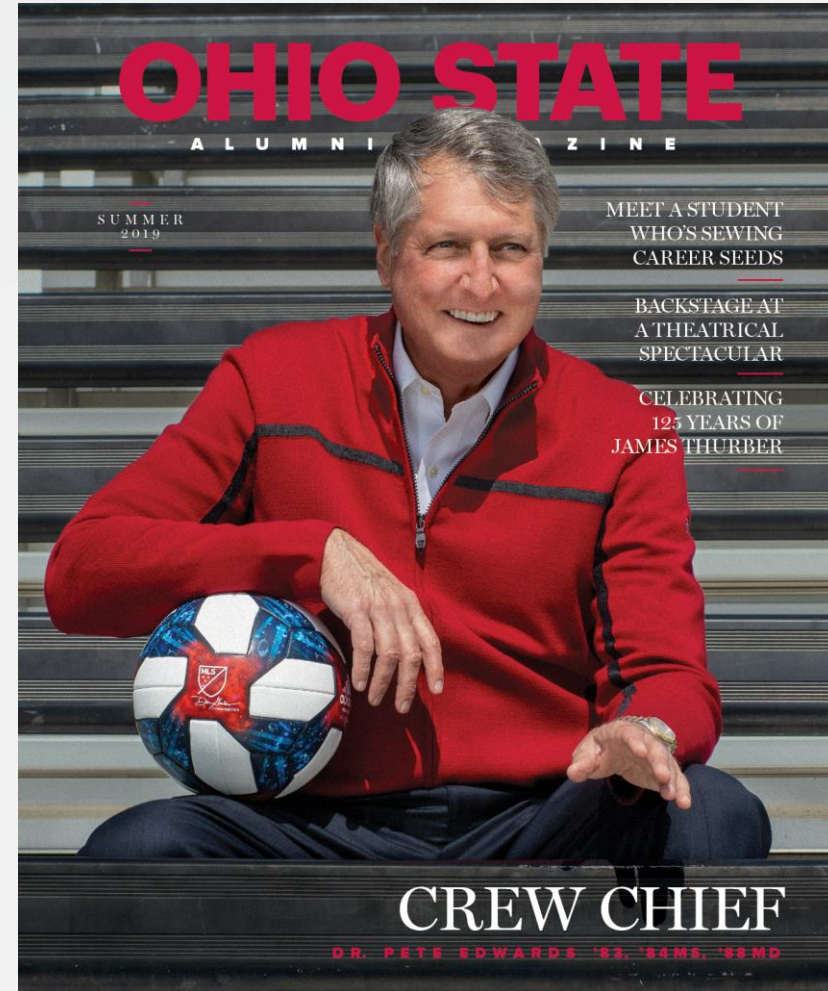
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USING THE ALUMNI MAGAZINE AS A RESOURCE

## **Story ideas**

Not sure where your idea fits? Send us an email.

[alumnimag@osu.edu](mailto:alumnimag@osu.edu)





USING THE ALUMNI MAGAZINE AS A RESOURCE

# Share our content

- Digital magazine content can enrich your emails and social channels.
- Share it through links on your websites.

[go.osu.edu/alumnimag](https://go.osu.edu/alumnimag)

**OHIO STATE**  
ALUMNI MAGAZINE

SUMMER 2019



## Crew chief

DR. PETE EDWARDS '83, '84 MS, '88 MD



**Fashion and planet forward**

Follow Ohio State sophomore Sarah Parker as she pursues her mission to pair fashion and sustainability without sacrificing an ounce of style.



**Strength in numbers**

Discover the difference you could make by joining the giving circle of women granting scholarships to students and funding research at Ohio State.



**Fantastic voyage: A theatre production in the making**

See how actors, designers and directors at Ohio State put on "The Curious Incident of the Dog in the Night-Time," a play loaded



**Start me up**

Explore seven Ohio startups fueled by innovation, leadership and partnerships at Ohio State, and meet the entrepreneurs making their ideas into reality.



# **STANDING OUT IN THE INBOX**

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STANDING OUT IN THE INBOX

# **EMAIL MARKETING DEFINITIONS**

**Email engagement** – interaction with your email; opens, clicks, time spent reading

**Deliverability** – your ability to get your emails delivered to the inbox

**Open rate** – number of opens divided by number of emails delivered

**From name** – who the email is from, also known as the “friendly from”

**Subject line** – a place to share what the email is about / why it should be opened

**Preheader text** – an extension of the subject line that shows in most email clients

**Click-to-open rate** – number of clicks divided by number of opens

**Email body** – what recipients see when they open an email

**Call-to-action (CTA)** – what you want your recipients to do; usually in the form of buttons or text links





STANDING OUT IN THE INBOX

# **OUR ALUMNI GET A LOT OF EMAILS!**

Our alumni get an average of **7**  
emails per month from Ohio State



STANDING OUT IN THE INBOX

# **MAKE SURE YOUR EMAIL HAS A PURPOSE**

- Who is it for?
- Why should your audience read it?
- What do you want them to do?



STANDING OUT IN THE INBOX

# **THE GOAL OF EMAIL MARKETING**

## Strengthen relationships

Inform

announcements

Engage

newsletters

Read more

Invite

event invitations

Register now

Solicit

donation requests

Give now

**Ultimately**

**The goal of email marketing is to get the recipient to click a link and continue to your site to take the next action.**





STANDING OUT IN THE INBOX

# **AVERAGE ENGAGEMENT RATES**

Open Rate: 30%

Click-to-Open Rate: 10%

General Correspondence	Newsletter	Event	Solicitation
Open rate: 17% Click-to-open rate: 18%	Open rate: 35% Click-to-open rate: 14%	Open rate: 27% Click-to-open rate: 6%	Open rate: 24% Click-to-open rate: 5%

**There are many factors that play into these rates, such as your list, frequency of email sends and audience expectations.**



STANDING OUT IN THE INBOX

## **SAYING “FREE” IN THE SUBJECT LINE**

Using trigger words such as free, congratulations and winner in the subject line will immediately get your emails sent to the spam folder.



# FALSE



STANDING OUT IN THE INBOX

# **STAYING OUT OF THE SPAM FOLDER**

More than ever, mailbox providers (i.e., Gmail, Yahoo) are looking at **recipient engagement** to determine inbox placement.

These types of engagement  
**positively** impact deliverability

- Opening emails (the more often and closer to the time they are received, the better!)
- Clicking links

These types of engagement  
**negatively** impact deliverability

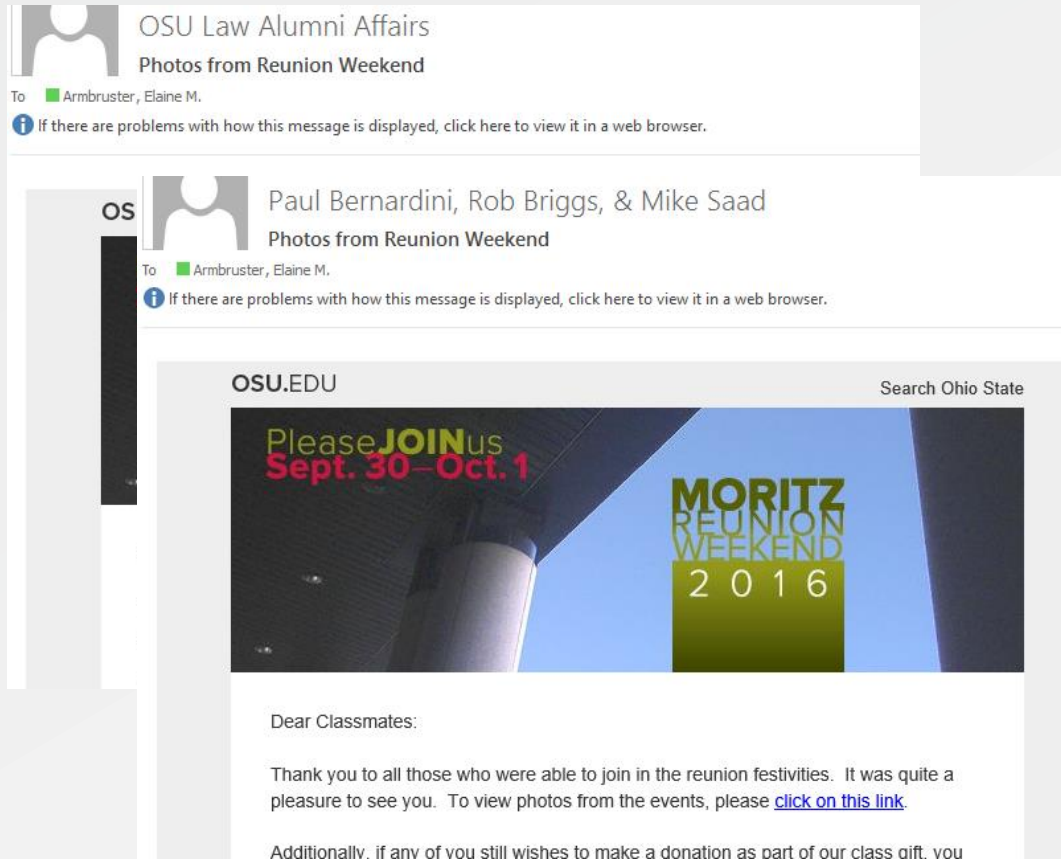
- Delete without reading
- Hit “this is spam” button
- Constantly not opening emails from a certain sender
- Not opening emails from anyone (inactive account)





STANDING OUT IN THE INBOX

# WHO IT'S FROM MATTERS



Your “friendly from” should be recognizable to the recipient

STANDING OUT IN THE INBOX

## **LENGTH OF A SUBJECT LINE**

We have found that providing a little more detail in your subject line could lead to a higher open rate.

Aim for 35-50 characters (including spaces and punctuation).

### **Examples:**

Ask a Buckeye –vs.– Looking for career connections? Ask a Buckeye!

Buckeyes After Work –vs.– Join Buckeyes After Work for a chance to win



STANDING OUT IN THE INBOX

## **PREHEADER TEXT HELPS**

The Ohio State University Alumni Asso...  
Attend the HireOhio Career Fair Yesterday  
Network with leading employers at the next alumni car...

Emails with preheader text have an **11%** higher open rate  
and an **81%** higher click-to-open rate than emails without.

**Tip:** Use your preheader text to build upon your subject line or to share something else to tease the open. It does not help to reiterate what was already stated in the subject line.



STANDING OUT IN THE INBOX

# TESTING: EVENT INVITATIONS

*Pregame Huddle event emails*

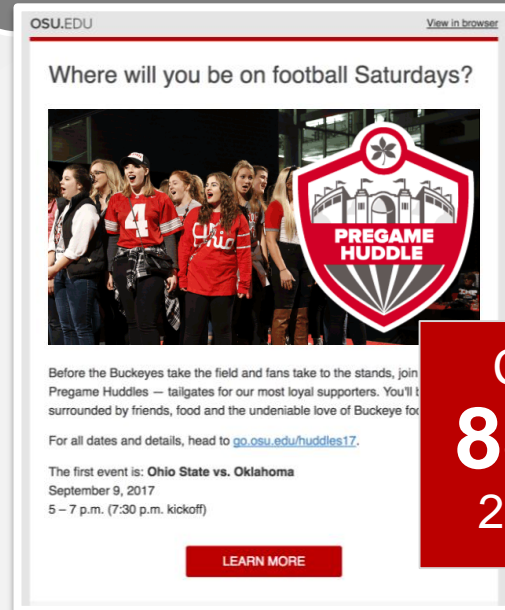
## 2016 Email 1

Long; present audience with every event detail



## 2017 Email 1

Clear & concise, with rotating images to show the experience without words



Click-to-open rate was  
**884% higher** in  
2017 compared to 2016



THE OHIO STATE UNIVERSITY

COMPELLING COMMUNICATIONS | University Marketing

**HOW TO TRUST IN THE ALL  
KNOWING AND UNENDING  
LIGHT OF SHORTER EMAIL  
BODY COPY, OR: *HOW TO NOT  
LOSE YOUR READER'S  
ATTENTION LIKE I LOST ALL OF  
YOUR ATTENTIONS WITH THE  
TITLE OF THIS SECTION!***





# OH MY GOSH SOMEONE OPENED MY EMAIL!



...now what do I do?



# AS LITTLE AS POSSIBLE



# Attention spans:

8 seconds

12 seconds



Join us for a pizza party! Come gather with alumni, students, faculty and more and enjoy free pizza, pop and snacks as we celebrate the Buckeye's recent win over whatevertteam. There will be guest appearances from Brutus, TBDBITL and more. It's on June 12, 2017 at 5:00 p.m. in the Pizza Room at the Ohio Union. Please RSVP by June 1 so we have an accurate headcount. Feel free to bring your own snacks and drinks to share with the group, and get ready to have some serious fun. And of course, dress in your best scarlet and grey. [Click here](#) to learn more about this great time.



[REDACTED] pizza party!

[REDACTED] enjoy free pizza, pop

and snacks [REDACTED]

[REDACTED] guest appearances

from Brutus, TBDBITL and more. [REDACTED] June 12, 2017  
at 5 p.m. in the Pizza Room at the Ohio Union. [REDACTED]

[Click here](#) to learn more about this great time.





# How to do **MORE** with less:

- Stick to only pivotal, most-important information
- Give them what they *actually* want
  - More benefits, less features
- Continue them on their journey
  - Use a prominent CTA
  - House minutiae on the landing page (when applicable)



Make the copy

**VISUALLY ENGAGING**

Use **HEADLINES**

*...and subheads*

- People
- Love
- Bulleted
- Lists!

**CLICK THIS COOL CTA!**



***Use the copy layout to...***

 Lead

 the

 reader

 through

 the



E M A I L



# Less **I**, More **U**

- Orient the copy toward the reader, not at yourself.
- Focusing on the “you” instead of the “I” makes you seem more value-oriented and the reader more important.





# Thank you for being a friend

- Adjust your tone to be somewhere between a marketer and a friend. Plan to take them down the marketing road and back again.
- Show them your heart is true; that you're a pal and a confidant (but also want to sell them on something).
- Don't just try to sell someone on an idea/thing/event, teach them why they WANT the idea/thing/event.

THE  
GOLDEN  
CIRCL



# REMEMBER:

Using email to stay in touch with people is better than your best dream.



**Ok!**  
**Questions?**



# THANK YOU!

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Elaine Armbruster, [armbruster.73@osu.edu](mailto:armbruster.73@osu.edu)

Mary Alice Casey, [casey.347@osu.edu](mailto:casey.347@osu.edu)

Chad Rutan, [rutan.22@osu.edu](mailto:rutan.22@osu.edu)

