

Goshen College Communication Channels

Channel	Notes	Notification/Access	Website	Frequency
Goshen College website	The GC website is our primary information and communication outlet for internal audiences and for people throughout the world.	Pulled from website	www.goshen.edu my.goshen.edu/ics/	Continuous
Campus Communicator	Covers news, events, reminders of deadlines, opportunities, classifieds and lost and found	Pushed to email inbox and can be pulled from GC Online	www.goshen.edu/communicator	Daily
Faculty/Staff Bulletin	Covers news, events, reminders of deadlines, opportunities, awards, and classifieds	Pushed to email inbox and can be pulled from GC Online	gconline.goshen.edu/its/prod/display_application/bin/index.php	Every Friday
Attend faculty and staff meetings	Includes all-employee, Academic Affairs and division meetings	Pushed to your email inbox		Varies
Other employee gatherings, including the All-Employee Retreat and campus-wide meetings	Convened to discuss special issues or to provide orientation and special information	Pushed to your email inbox		Varies
Department and office meetings and breaks	Convened to discuss special issues or to provide information and fellowship	Varies		Usually weekly
Minutes of President's Council meetings	Helps you know strategic and operational issues being addressed by the PC	Pushed through FSB and pulled from Offices Drive	Offices/President's Council/President's Council Minutes	When minutes are officially approved
Emails sent directly to all employees or to groups of faculty and staff	Can be related to benefits, major news, including new initiatives and major personnel changes.	Pushed to your email inbox		Varies
Printed memos and letters	Sent to inform employees of benefit changes and other important matters	Pushed to your campus mailbox		Varies

e2campus emergency notification system	A multi-tiered emergency notification system that includes a siren, email, text-messaging and computer notification	Pushed to computer screen, pushed to campus by siren, pushed text to cell phones, and pushed email to your inbox		Varies depending on the emergency
Convocations and chapels	Convocations are focused on education and chapels are for worship, but both can be used to convey information and updates	Check with your supervisor on attending these events; audio recordings are available online	www.goshen.edu/virtualgc/podcasts/	Twice per week
Additional Goshen College websites, including GoLeafs.net, the Music Center and Merry Lea	These GC-related websites are important sources of information for internal and external audiences	Pulled from various websites	merrylea.goshen.edu goleafs.net gcmusiccenter.org/	Continuously
News releases	The PR Office reports and distributes news releases on a wide range of topics, including events and new initiatives.	Pulled from GC website	www.goshen.edu/news/	Varies, but can be several times a week during the academic year
The Goshen College Record (student newspaper)	News and information gathered and reported by students	Pushed to various locations on campus and can be pulled from the website	record.goshen.edu	Weekly during the fall and spring semesters
The Correspondent (formerly the GC Journal)	The campus TV "news magazine" program	Pushed to GCTV cable system and can be watched online	www.goshen.edu/correspondent/	Several times per semester
The Globe (91.1 FM)	While the Globe does inform and entertain internal audiences, it mostly is focused on external audiences	Listen live online 24/7	www.globeradio.org	Continuously
The Bulletin (the Goshen College magazine)	Alumni are the target audience, but faculty, staff and students also read the magazine	Pushed to you by campus/local mail and can be pulled from the Goshen College website	blog.goshen.edu/bulletin/	2-3 times per year
Goshen College Facebook	Communication channel for external audiences and supplemental for internal audiences	Pulled from Facebook	www.facebook.com/goshencollege	Daily
Academic Department and Office social media	Individual departments and offices have established social media accounts	Most pages are "liked" and can be found via the Goshen College FB page	www.goshen.edu/com-mar/social-media-directory/	Varies

E-newsletter for alumni, donors and employees	The GC e-newsletter seeks to inform and engage constituents by providing brief updates and web links to recent news	Pushed by email to alumni		Every other month
Parent e-newsletter	The parent e-newsletter seeks to inform and engage parents by providing brief updates and web links	Pushed by email to parents of current students		Four times per year
Blogs	These include the SST blogs, primarily to inform parents, the Choir Tour blog and other specialty blogs	Pulled from website	www.goshen.edu/sst/	Varies
Bulletin boards across campus	Mostly used for postings of events/posters	Various places on campus		Varies
RedPost digital signage	Goshen College designs and places digital signage advertisements to promote events.	Various places on campus		Varies, but can be weekly during the academic year
GC financial information	Reports from auditors and financial budgets		www.goshen.edu/financevp/financials	Annual