

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	goshen.edu	Continuous
MyGC	Information source for on-campus users	Pulled from website	my.goshen.edu	Continuous
Campus Communicator	Covers news, events, reminders of deadlines, opportunities, classifieds and lost and found	Pushed to email inbox of all campus community and can be pulled from Communicator webpage	communicator.goshen.edu (goshen.edu/communicator)	Daily
Faculty-Staff Bulletin	Covers news, events, reminders of deadlines, opportunities, awards, and classifieds	Pushed to email inbox of employees (incl. retired) and can be pulled from GC Online	gconline.goshen.edu	Every Friday, early a.m.
Attend faculty and staff meetings	Includes all-employee, faculty, Academic Affairs and division meetings	Pushed to 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
Emails sent directly to all employees, students, or to groups of faculty and staff	Can be related to benefits, major news, including new initiatives and major personnel changes. Only some accounts have access/permission to send	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
Omnilert Mobile App	Informs students, faculty, and staff about important events and safety-related issues on campus, as well as being able to report crimes or suspicious behavior, register vehicles or call Campus Safety.	Push notifications on mobile devices that have downloaded the app	goshen.edu/safety/omnilert-mobile-notifications	Varies

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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	goshen.edu/chapel	Once 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 (or goshen.edu/merrylea) ; goleafs.net ; gcmusiccenter.org	Continuously
News releases	The Com-Mar Office reports and distributes news releases on a wide range of topics, including events and new initiatives.	Pulled from GC website	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 Globe (91.1 FM, WGCS)	While the Globe does inform and entertain internal audiences, it mostly is focused on external audiences	Listen live online 24/7	globeradio.org	Continuously
The Bulletin (the Goshen College magazine)	Alumni, parents and friends of the college are the target audience, but employees and students also read the magazine	Pushed to you by campus/local mail and can be pulled from the Goshen College website	goshen.edu/bulletin/	2 times per year
Goshen College institutional social media channels	Communication channel for external audiences and supplemental for internal audiences	Facebook, Twitter, Instagram, Youtube, LinkedIn	www.facebook.com/goshencollege www.twitter.com/goshencollege www.instagram.com/goshencollege www.youtube.com/goshencollege	Varies
Academic Department and Office social media accounts	Individual departments and offices have established social media accounts	Most pages are "liked" and can be found via the Goshen College FB page	goshen.edu/com-mar/social-media-directory/	Varies
Bulletin Points E-newsletter for alumni, donors and employees	Bulletin Points seeks to inform and engage constituents by providing news & alumni updates and advancement calls to action	Pushed by email to alumni, friends, parents, employees, retired	goshen.edu/com-mar/bulletin-points	End of every month
Blogs	These include the SST blogs, primarily to inform parents, the Choir Tour blog and other specialty blogs	Pulled from website	goshen.edu/sst ; goshen.edu/blogs	Varies
Bulletin boards across campus	Mostly used for postings of events/posters	Various places on campus		Varies
GC financial information	Reports from auditors and financial budgets		goshen.edu/financevp/financials/	Annual

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Monthly events email	Monthly event email to regional alumni/friends	Pushed by email		Monthly
Monthly events poster	Monthly events poster distributed locally to community and campus bulletin boards	Print		Monthly
Bi-annual events mailing	Events for upcoming semester	Mailed to regional alumni/friends		Twice a year
Livestream	Livestream for events on campus	GC website, reminders on Facebook	goshen.edu/livestream	Ongoing

Prepared by Goshen College Communications & Marketing Office, updated 8/25/20