



## **“What’s On” Explainer**

### **INTRODUCTION**

What’s On is a new weekly newsletter produced by the Somerville comms team on a trial basis for Michaelmas 2022. The objective of What’s On is to provide a single reference point for members of the Somerville community to discover quickly and easily what’s happening in College each week. In providing a single point of access for all social, academic enrichment and wellbeing events and activities across College, we hope to increase engagement, reduce opt-out, raise attendance and strengthen the collective sense of community within Somerville.

This document contains the following information:

- Rationale (why, how)
- An Introduction to What’s On
- The Format of What’s On
- How to submit guide

### **RATIONALE**

- There’s a huge variety of events on offer at Somerville – so many at times that it’s hard to keep track of them all. We heard this feedback from several members of the Somerville community; given the sheer volume of events and emails being sent to promote them, people were missing stuff and would welcome a solution.
- The communications survey confirmed this view was not isolated. A third of respondents currently feel they receive ‘a bit too many’ or ‘far too many’ emails, with over 50% of the JCR feeling this way. Several respondents also identified a lack of cohesion in event notifications and requested the option to unsubscribe from emails – precisely the outcome we hope to avoid!
- Guided by this feedback, we want to create a new comms vehicle that will make it easier to tune in and less appealing to tune out. The What’s On newsletter will achieve this objective by providing a weekly round-up of everything happening in College over the next seven days ahead, landing fresh in your inbox every Monday morning.

### **INTRODUCING WHAT’S ON**

The What’s On newsletter will bring together all College events in a weekly MailChimp newsletter, sent on Monday morning. It will reflect the full breadth of what’s happening in College by combining a data-led ‘weekly planner’ section with longer event listings.

## Advantages

- The weekly planner will offer a clear, fast, accessible way to view all events happening in College.
- Reduced volume of emails will make it easier for everyone in College to stay engaged.
- Detailed listings means we can present enough information to promote events in full.
- A coordinated approach means we'll all be working together and bringing all constituencies in College together.

## Measuring Success

1. MailChimp enables us to monitor user engagement with more accuracy, i.e. not just open rate but also click-throughs for specific content, so we can calibrate the newsletter according to what works best.
2. We will also schedule a second Comms survey for next term to evaluate both user and contributor feedback.
3. The ultimate goal of What's On is to reduce email volume and increase event attendance. If you are an event organiser, it would help if you could please contact us to give an average attendance figure at one of a typical event.

## Types of Content for What's On

Here's a rough guide to the types of content we do and don't want for What's On:

<b>We DO want:</b>	<b>We DON'T want:</b>
<ul style="list-style-type: none"><li>- All events occurring inside College during term-time, e.g. Choral Contemplations, SMS performances, JCR, MCR and SCR events</li><li>- All wellbeing/career events occurring in College, i.e. the Development Programme, seminars, etc.</li><li>- Off-site events being run by a College club, society or organisation that members of the Somerville can attend</li></ul>	<ul style="list-style-type: none"><li>- Events occurring outside College organised by non-Somervillians</li><li>- Events not designed for members of our community (i.e. outbound Access visits)</li><li>- Information about financial opportunities such as internships and scholarship opportunities</li><li>- Essential information for students about academic life (this must come from Academic Office)</li></ul>

## WHAT'S ON: FORMAT

### 1. Introduction

We'll keep things colourful, bright and clear at the start with a nice header and a short welcome message.

# WHAT'S ON

## Trinity 1st Week

This term we're trying out a brand new way to let you know about everything going in Somerville all in one place. We'll be picking out a highlight event each week to explore the wide range of happenings in the college, and there will be a weekly planner to help you find something fun to make it down to, as well as the full information on everything listed below.

## 2. Event of the Week

After our intro blurb, we move to our featured **Event of the Week**. Each week, we'll select an event to feature. This isn't at all based on a value judgement about what the best event every week is – we'll rotate between different areas of College and stakeholders to give everyone equal coverage.

### Event of the Week



#### Somerville Baking Society

Wednesday 8PM, Park Kitchen

*Societies, JCR*

The students of the Somerville College Baking society meet once a week to whip up delicious treats. All students are welcome to join them at [DATE TIME LOCATION]. If you've ever fancied achieving bakeoff glory, this one is for you.

## 3. Weekly Planner

Next up is a weekly planner that will allow readers to find out really quickly what's coming up on each day and – via tags – who can attend prior to getting into the full event listings.

you've ever fancied achieving bakeoff glory, this one is for you.

### Weekly Planner

<b>Monday</b>	Yoga class, 5:30 PM, Chapel. <b>Wellbeing</b>
<b>Tuesday</b>	TaiChi QiGong, 5 PM, Chapel. <b>Wellbeing</b>
<b>Wednesday</b>	Mindfulness Meditation, 5:30 PM, Chapel. <b>Wellbeing</b>
<b>Thursday</b>	Somerville-Corpus cricket cuppers match vs St Catz, 2 PM, St Catz sports ground. <b>Sports</b>
<b>Friday</b>	Music Society Freshers' Recitals, 6:30 PM, Chapel. <b>Music</b>
<b>Saturday</b>	MCR Symposium, 6 PM, Private Dining Room. <b>Talks, Research</b>

## 4. Event Listings

After the planner, events will be listed in full with a picture, description and sign-up link. We have chosen to organise events listings into the following four categories:

- i. **Talks**
- ii. **Skills and Careers**
- iii. **Wellbeing**
- iv. **Music, Sport and Societies**

Listings should give a brief, clear description of your event, inc. key speaker and/or theme, subject matter and any other important info. Do include venue, date and time, but remember this will appear as part of the listing info, not the description.

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### Lectures, Talks and Panel Events



### No More Living with Fear: A Conversation for National Stalking Awareness Week

Wednesday 27th April,  
Online, 5 PM

Jan Royall and Zoe Dronfield

[Sign up for link \(free\)](#)

## 5. Last Word

We end What's On with an invitation and link to submit content for next week's What's On and a final light-hearted joke or titbit of info as a small thank you to everyone who makes it all the way to the end!

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[LINK TO SUBMIT EVENTS FOR NEXT WEEK HERE]

...did you know?

[SMALL SILLY CONTENT AT END]

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**SOMERVILLE**  
COLLEGE

## 6. Unsubscribe Button

The last and final element of What's On is the all-important Unsubscribe button. Including this feature is best practice for ALL non-essential emails that are sent out to internal mailing lists, and should be included by all members of College who send group emails.

## HOW TO SUBMIT

In order to make it in to 'What's On', we need you to send the following information by lunchtime on Thursday (the cut off has to be strict so I have enough time to stitch it together on Thursday afternoon and get the weekly planner ready to go up on the college TV screens):

- Name, date and time
- A brief description (the fewest words you can possibly use – space is quite tight)
- A photo
- An indication of which sections of college are allowed to attend
- Suggested tags, which you can select from the categories below

It's important to stick to the format, as it will really help us put it together.

Please note, *What's On* will only cover events in the next week, so **please do not send a term card or similar**.

### Event Tags

When you submit an event to What's On, you'll need to include one or more tags identifying they type of event and target audience\*. As you'll see there are audience-specific tags and category-specific tags; if you use one or two tags, you should be able to identify what it is and whom it's for...

JCR	MCR	SCR	All Welcome	All Students	All Staff & Academics
Support Staff	Music	Sports	Societies	Talks	Careers
Skills	Seminars	Wellbeing	Social		

*\*Please note, the newsletter is not sent to alumni.*

## QUESTIONS

If you have any questions at all, please email Jack and Matt! Thank you for helping us with this project – we're really excited about its potential for all involved.