



VILLANOVA UNIVERSITY

Faculty/Staff Campus Currents User's Guide

Purpose:

Campus Currents is a daily digest email that's intended for Villanova faculty and staff and designed to reduce email clutter by compiling campus news and events in a clear, organized way.

Usage Guidelines:

Campus Currents is intended to share Villanova-sponsored, on-campus news and events. Campus Currents is not to be used for personal promotion or solicitation purposes.

Audience:

Submissions should be written with the audience of faculty and staff in mind. For student-focused messages, please submit to Wildcat Newswire to reach your intended audience.

How to Submit Your Information to Campus Currents:

The deadline for submissions is 7 a.m. for that day's Campus Currents. To submit an on-campus event or news item, go to the Campus Currents submission form, located in the MyNova portal links channel. The form can be accessed by faculty and staff.

Once you sign into the Composition Form, you must enter the following:

- Distribution
As a default, your submission will go to faculty and staff audiences. However, if you want your submission to go to just faculty or just staff, remove a check from the appropriate box.
- Announcement Type
Campus Currents welcomes submissions in the following categories, subject to editorial approval. Campus Currents reserves the right to adjust categories as per the guidelines below:
 - **Campus News**
 - **Campus Updates**
 - **Human Resources Hot Topics**
 - **Academic Notes**
 - **Events**
 - **Mission & Ministry**
 - **Training & Professional Development**
 - **Other Information**
 - **Villanova Athletics**
 - **In Memoriam** (obituaries)
- Headline/Topic
 - The length limit for headlines is 10 words or fewer.
 - Headlines for Events must include a date in this format—(Event): (month and date as numerals separated by a forward slash). For example, Lecture: 9/21.
 - Do not include any other information (i.e. time, location, speaker names—unless widely recognizable) in the headline.
 - Do not use CAPS or exclamation points in the headline.

Tip: Titles are most effective when they are short, concise and informational to catch a reader's attention.

- Message Content
 - Submissions must be 100 words or fewer. To provide additional information, direct readers to an appropriate Villanova web page using the designated More Info URL field.
 - Event listings must include the event name, date, time and location.
 - The most important information should be placed first—date, hours, location, topic. Example: "Join us on Wednesday, Nov. 6, from 4–6 p.m. in the Arthur M. Goldberg '66 Commons in the Law School for a discussion on..."
 - Use the More Info URL field to direct readers to a relevant page on Villanova's website, if applicable. Do not include URLs in the Message Content.
 - Ensure your content follows Villanova University Editorial Style Guidelines: <https://www1.villanova.edu/villanova/unicommunication/styleguide.html>
 - Refrain from using hyperlinks, images, CAPS and more than one exclamation point in the Message Content.
 - It is the submitter's responsibility to provide complete and accurate information and to verify event details.
- Villanova Contact Email
 - Please include the most appropriate email contact for users to reach for more information about your submission. If this field is left blank, be aware that by default the submitter's email address will be used.
- Submission Run Date(s)
 - Choose whether the announcement is to run for one or two days. Our policy allows for a submission to run three times over a two-week period and it can't run more than twice consecutively. So it might be once on Week 1, then twice the following week; or twice the first week, and then a final reminder the second week.

Approvals/Edits:

University Communication will handle approvals as well as any necessary edits for clarity and consistency. Submissions will be rejected if they contain content deemed to be inappropriate or if they have already run in Campus Currents for more than two consecutive days. If a submission is not approved or needs changes, its author will be alerted.

Delivery:

Campus Currents will be emailed daily, Monday through Friday, except when the University is closed.

Questions and Help:

Wondering whether your submission is right for Campus Currents? Have a question about how to best time your Campus Currents submissions? Contact Megan Walsh-Boyle, staff writer, University Communication, at megan.walsh-boyle@villanova.edu or (610) 519-5153 (ext. 5153.)