

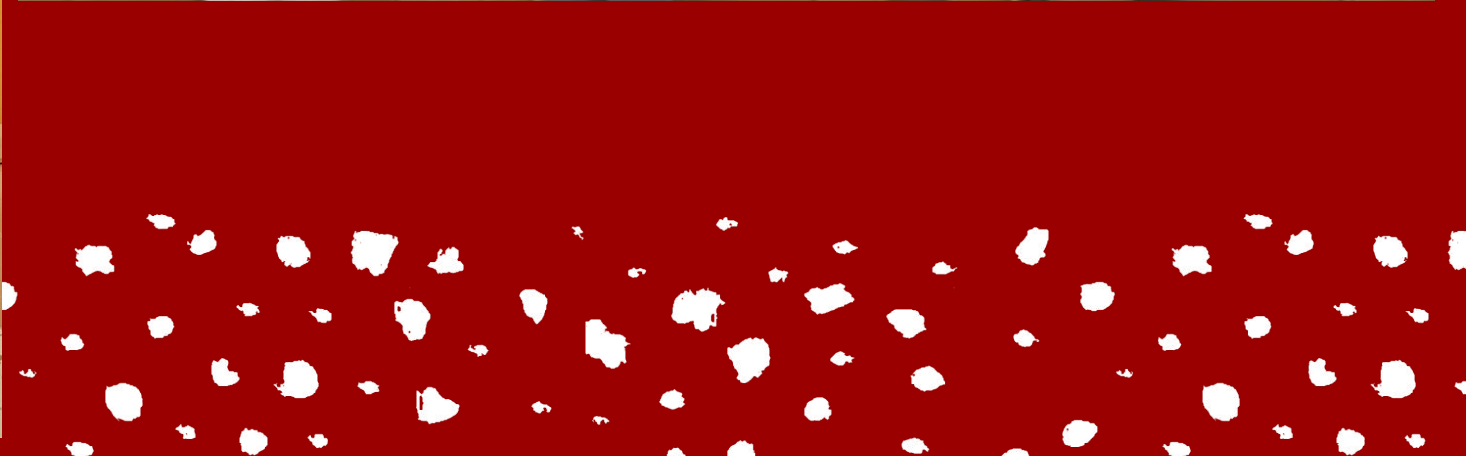
Communication Tips & Tricks:

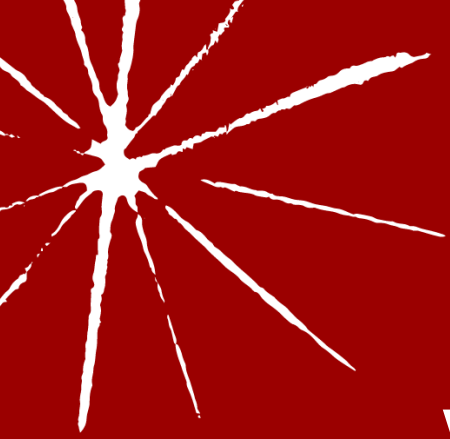
Becoming more effective and inclusive

Marissa DeGroot (she/her)
Asst. Director of Campus-Wide Communications

& Gayle Viney-Goers (she/her)
CCAS Communications Director





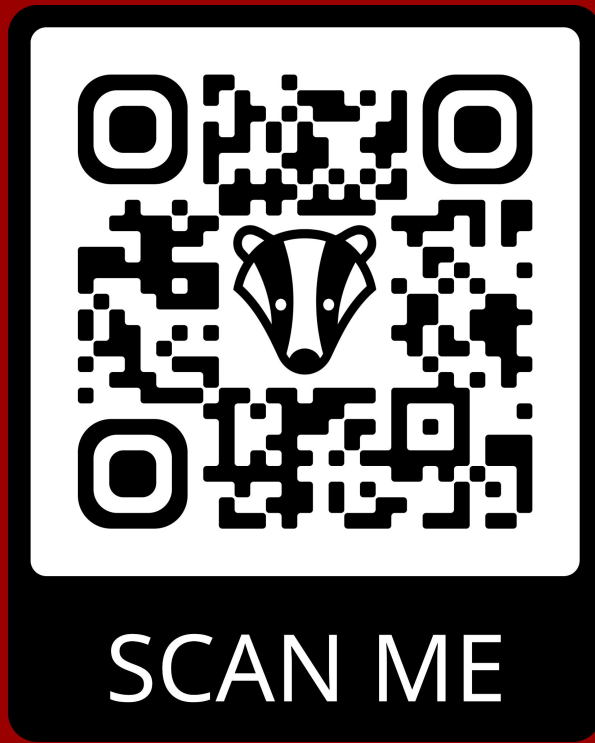


...ways to become *more effective* and *inclusive*, while being *efficient*.

Roadmap for Today

1. Who is here?
2. Why does communication matter?
3. Tips and Resources
 - a. Email, Social Media, Graphic Design, Presentations & Websites
4. UW Tools & Resources
5. Accessible & Inclusive Communication
6. Q&A





for session slides & resources

<https://qrco.de/bdj6TU>

1) Who is here today?

- Academic Advising
- Career Services
- Academic Advising & Career Services
- Other UW Department
- Communication



2) Why does effective & inclusive communication matter?

A close-up photograph of a computer keyboard. The central focus is a large, rectangular blue key with the word "Access" written in white, sans-serif font. Surrounding this key are several white keys, including one labeled "cmd" to the left and one labeled "alt" below it. The lighting is soft, highlighting the texture of the keys and the vibrant blue of the "Access" key.

Access

Everyone
deserves
equitable
access to
information.

Inclusive communication:
sharing information in a way that
everyone can understand.

(sensory, cognitive, literacy, or language challenges)



1.3 billion people live with a disability.

*World Health Organization, 2022



2) What do we hope for?

Identify/choose *1 tip or resource* you will commit to implementing in your work *this spring semester*.



3) Tips & Resources

1. Email
2. Social Media
3. Graphic Design
4. Presentations
5. Websites



Email



Email

58% of students ages 18-24 check their email *multiple* times a day.



Email

- 2-4 times a day
- Twice a day
- 10 or more times
- Multiple times a day
- 10+ times a day
- Estimate 5-10
- 3-4 times a day, 1-2 times on weekends
- I check my wisc email obsessively
- 5 times on weekdays, 1-2 times on wknds
- Very frequently, it's always open!
- 4-5 times a day

** Responses from current UW-Madison students, March 2023*



Email

Tip: Write your emails so they are
actionable & skimmable.

Email

1. Have something valuable to say
2. Shorten your message!







Email

1. Have something valuable to say
2. Shorten your message!
3. Action subject line

Subject:
CCAS Follow Up Regarding Mandatory Major Declaration Hold



Dear Student,

The College of Letters and Science recently emailed you about the Mandatory Major Declaration (MMD) hold. This is an enrollment hold for any **Letters and Science student** who has earned **86 credits (including this current semester's enrollment)** and has **not yet declared a major**.

Below are steps you can take to get the **hold removed** to enroll in spring classes.

- To remove the hold, you must either **declare a major OR meet with an advisor** to discuss why you are unable to declare (e.g. you're exploring options, or you do not meet the declaration requirements for your intended major at this time).
- If you **know the major** you wish to declare and **are able to** do so, please declare your major. You will need to follow the steps outlined by the department for declaration; these instructions can be found on **The Guide** or the department's website.
- If you **won't be declaring a major this semester**, please send an email to or make an appointment with your assigned CCAS advisor **ASAP** to discuss next steps. You can schedule with your advisor via Starfish or by clicking on the red **"Make an Appointment"** button at the bottom of this email.

Feel free to contact CCAS if you have any other questions about this. We're here to help!

- Your CCAS Advising Team

Cross-College Advising Service
University of Wisconsin-Madison
www.ccas.wisc.edu | 608-265-5460

MAKE AN APPOINTMENT

50 characters

36 characters

Action
subject line

Bulleted lists

Bolded text

Links to
additional
info & ccas
contact

Subject: Thinking about classes for next semester?



Hi students!

In addition to regular 30-minute advising appointments, **CCAS also offers drop-in advising where no appointment is needed!** Drop-ins are a great resource for your questions, and an easy way to access advising during a time when regular appointment availability books up.

CCAS Drop-in Advising – No Appointment Needed!

DAYTIME Drop-ins

- Monday, Tuesday, Wednesday, Thursday
- 12:30pm – 4:30pm
- 124 Witte Hall
- 1130 DeJong Hall
- 1116 Ogg Hall
- 101 Chadbourne Hall
- All locations are open to all students (regardless of where you live)

EVENING Drop-ins (starting next week!)

- Monday, Tuesday, Wednesday (Nov 7 through Nov 30)
- 5:00pm – 7:00pm
- College Library (1st Floor) Helen C. White Hall, 600 North Park Street
- (Corner of Observatory Drive and North Park Street)

Have questions? Stop by and see us!

-The CCAS Team

ccas.wisc.edu

Email



Create And
Send Amazing
Colorful Emails
OUTLOOK




GUIDES & TUTORIALS

HOW TO CREATE
**VISUALLY
APPEALING EMAILS**



Email



CCAS
Cross College Advising Service

CCAS Evening Advising Hours

Month of November in College Library!

Evening Drop-In Advising starts TONIGHT in College Library!

Mondays, Tuesdays, and Wednesdays
(through November 30)

5:00 pm – 7:00 pm

College Library – 1st Floor
Helen C. White Hall, 600 North Park Street
(Corner of Observatory Drive and North Park Street)

No appointment needed!

Do you have questions about enrollment? Selecting classes?
Majors and/or Certificates? Getting involved?

Professional academic advisors are ready to help! Let's work through things together!

-Your CCAS Team

IMPORTANT REMINDER!

The DROP DEADLINE is Friday, November 25 (the day after Thanksgiving). If you are considering dropping a course or withdrawing, we strongly encourage you have conversations with your advisors **BEFORE** the holiday break.

CLICK HERE for advising options!



CCAS

Cross College Advising Service

Help new students explore different classes, majors, and interests!

Cross-College Advising Service (CCAS) is currently hiring **SOAR Peer Advisors** for Summer 2022. CCAS SOAR peer advisors work between 24-30 hours per week, Monday through Friday. The hourly pay is \$12.00 and the application deadline is **THIS FRIDAY, April 29**.


CLICK HERE for position information, including application instructions. We are committed to diversity, equity, and inclusion. We strongly encourage applications from individuals who possess and promote these values.

The application deadline is **THIS FRIDAY, February 24, at 11pm.**

Don't miss out!
We'd love for you to join our team.

Questions?
Email peerapps@ccas.wisc.edu

Click here to learn more & apply!



CCAS HOURS

THIS WEEK'S ADVISING SCHEDULE

Hi CCAS Students!

If you need help or have questions **THIS WEEK**, please see our limited advising availability listed below. If you need **immediate assistance**, we strongly suggest you call our main office number (608-265-5460).

MONDAY, NOV 21

- Residence Hall Drop-in Advising (no appt needed, all students welcome!)
 - 12:30 pm – 4:30 pm @ Witte, DeJong, Ogg, Chadbourne
- Evening Drop-in Advising (no appt needed, all students welcome!)
 - 5:00 pm – 7:00 pm @ College Library

TUESDAY, NOV 22

- Residence Hall Drop-in Advising (no appt needed, all students welcome!)
 - 12:30 pm – 4:30 pm @ Witte, DeJong, Ogg, Chadbourne
- Evening Drop-in Advising (no appt needed, all students welcome!)
 - 5:00 pm – 7:00 pm @ College Library

WEDNESDAY, NOV 23 – ONLY Ingraham Main Office open for scheduled appointments

THURSDAY, NOV 24 – Thanksgiving and CCAS CLOSED

FRIDAY, NOV 25 – Last day to drop a class or withdraw from the fall 2022 semester


- VIRTUAL Drop-in Advising
 - 10:00 am – 12:00 pm (CST)
 - Join via this zoom link: <https://uwmadison.zoom.us/my/ccas1234>
- Email our main office account (ccas@ccas.wisc.edu). The account will be monitored 9am-3pm.

REMINDERS:
Thursday, November 24
Thanksgiving Holiday and CCAS will be **closed**.


Eloqua branded emails

Email

Resource: Many email marketing tools available, including 1 supported by UW (Eloqua).



OCTOBER
IS ADVISING MONTH!

 Cross-College Advising Service
UNIVERSITY OF WISCONSIN-MADISON

Spring Enrollment is Approaching - Check for Holds!

You can check for enrollment holds in your **MyUW/Student Center** and complete any necessary steps to remove your holds. **Holds will prevent you from enrolling** on your designated date. Reach out to your advisor if you have questions about specific holds.

Possible holds:

- AlcoholEdu
- Our Wisconsin
- U Got This!
- Mandatory Major Declaration Hold
- Tuition Hold
- Residence Hall Fee Hold

Thinking about classes? Need enrollment advice?
CCAS Advisors are here to help!

Schedule a 30 minute in-person appointment: <https://ccas.wisc.edu/get-advising/>

Drop-in hours and locations (*no appt needed!*): <https://ccas.wisc.edu/hours-and-location>

We look forward to checking in with you soon!
-The CCAS Team

ccas.wisc.edu

Gayle Viney-Goers ([she/her](#))
Communications Director
Cross-College Advising Service
Room 10 Ingraham Hall
University of Wisconsin-Madison
www.ccas.wisc.edu | 608-265-5460

Email

1. Valuable information
2. Short message
3. Action subject line



Email

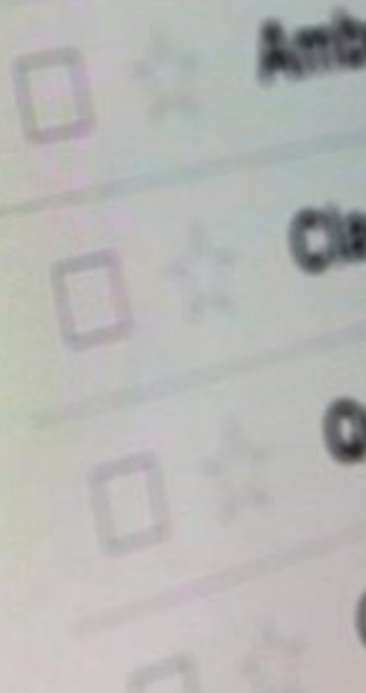
COMPOSE

Inbox (6,763)

Important

Sent Mail

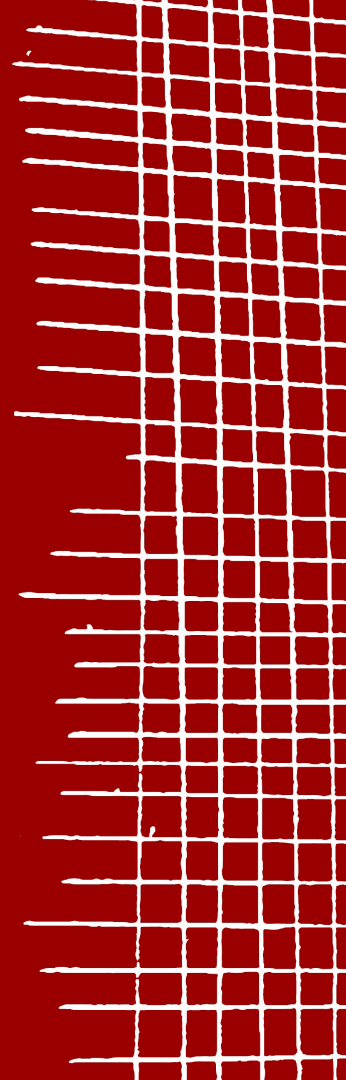
Inbox (6,763)



Social Media

Tip: It's *OKAY* to not open a new social media account!

First, consider if this will be worth your *time* and *effort*.



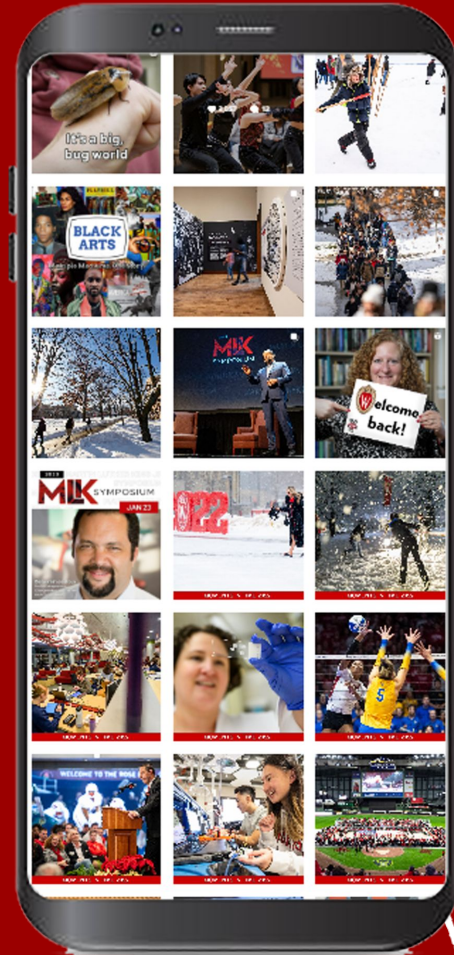


Ideal Number of Times to Post

- **Instagram:** 3-7 times per week
- **Facebook:** 1-2 times a day
- **Twitter:** 1-5 Tweets a day
- **LinkedIn:** 1-5 times a day

Social Media

Consistency is key.



Social Media



Consistently posting helps build
your online following.

Social Media

Tip: Keep your content *simple*...

...so you can *consistently* post!



Vitruvian Farms

March 16, 2022 · 🌐



One month left to sign up for a full or half CSA share with us!

We're making it easy to commit to a season of healthy, local eating with home delivery and the option to add pasture-raised eggs.

Learn more and sign up before it's too late: <https://www.vitruvianfarms.com/join-our-csa...> See more



📣 Boost this post to reach up to 777 more people if you spend \$14.

Boost post

You, Jeanne Schultz, Kim McLeod and 6 others



Vitruvian Farms

January 18 · 🌐



At Vitruvian Farms, we love making it easy for our community to access delicious, local food. We grow Certified Organic vegetables and mushrooms at our McFarland farm, available through:

- our online farm store with farm pickup and home delivery options (we also offer local eggs, bakery goods, meat, dairy, and prepared foods!)
- our CSA program
- at all 3 Willy Street Co-op locations... See more



+6

See insights

Boost again

👍 You, Susie Stauffer, Kim McLeod and 361 others

15 comments 20 shares

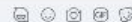
👍 Like

💬 Comment

🔗 Share



Write a comment...



👉 You're commenting as Marissa DeGroot.



Rits Allen
Omg you guys rock

👍 Like Reply 3w 🌐

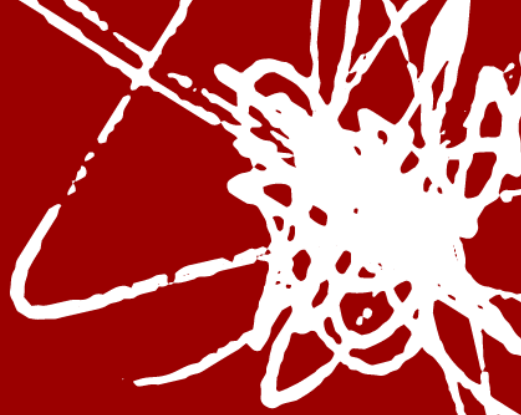
View more comments

Tip: For Facebook & Instagram, post **2, 3 or 10 images** in an album



Graphic Design

Resource: Free or low cost and user-friendly design tools



BACK TO SCHOOL EVENTS
 HOSTED BY
THE BORCELLE SPACE

SATURDAY, SEPTEMBER 10 AT BORCELLE BACKYARD!

Events include:
LIVE MUSIC - BACKPACK GIVEAWAYS - SCHOOL SUPPLIES - FOOD & DRINKS - FUN GAMES

TIME: 02:00PM - 05:00PM - TICKET: \$9.95
 TICKETS ARE AVAILABLE ONLINE:
WWW.REALLYGREATSITE.COM

WHICH DONUT WILL YOU CHOOSE?



Strawberry



Chocolate

@reallygreatsite

WE HAVE BIG NEWS TO SHARE!!!



2023 BUSINESS CONFERENCE

Registrat
 123-456-7





CHIDI EZE
 Entrepreneur, Lecturer, & Business Coach



DREW FEIG
 Creative Director & Co-Founder

123 Anywhere St., Any City, ST 12345

NOV | 18th | 2023

Design

🔍 Search Instagram Post templates

Elements

Templates

Styles

Quote March Spring Holi Event >

Uploads

Recently used

See all



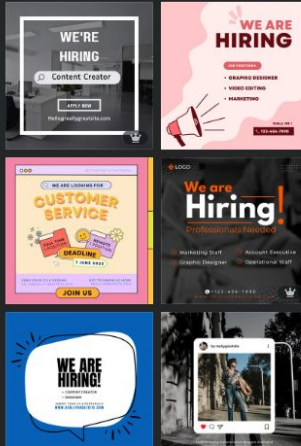
Text

Projects

Background

All results

Apps



Animate

🔒 📄 📄



+ Add page

OUA Team Teams • 8.5

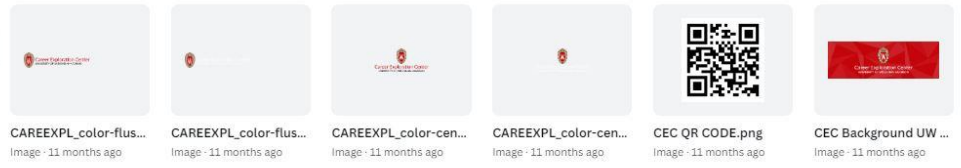
Brand Kits > Career Exploration Center

Career Exploration Center

Brand Kit shared with: OUA Team + Add to a folder

- Home
- Templates
- Projects
- Tools
 - Brand
 - Content Planner
 - Discover apps
 - Smartmockups

Logos (6)



+ Add new

Colors (12)

+ Add new

For Print ...

A color palette for print featuring eight color swatches: magenta, white, black, light gray, medium gray, dark gray, orange, and teal. A plus sign is located to the right of the teal swatch.

For Digital ...

A color palette for digital featuring four color swatches: red, white, dark gray, and dark red. A plus sign is located to the right of the dark red swatch.

Fonts

+ Add new

Text styles Uploaded fonts

Headings, Now Bold, 31.5

Subheadings, Now, 18

Body, Merriweather, 12

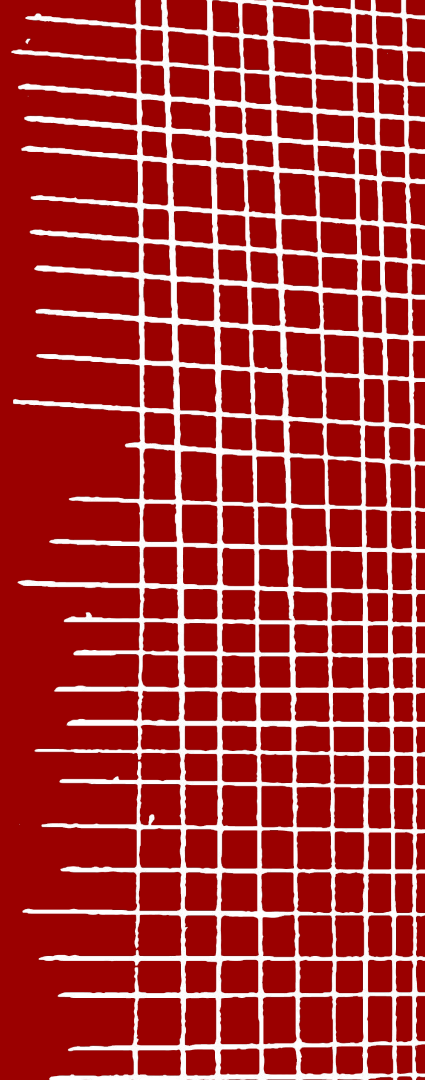
+ Invite members

Trash



Graphic Design

Tip: QR codes are back!



Career Exploration Center (CEC)

Department of Career and Technical Education

Home | About Us | Our Programs | For Schools & Communities | For Teachers | Impact Career Tech | Contact Us



EXPLORE

A 100+ careers, from agriculture to STEM



EXPLORE CAREERS

Clear your doubts by exploring careers



SCHEDULE AN APPOINTMENT

CEC advisors are here to help

QR Code Best Practices

1. Include a QR code anywhere you share a website URL
2. Say where the code will take you
3. Include the code's URL written out
4. Test your QR code with a smartphone



SCAN ME

for session slides & resources

<https://qrco.de/bdj6TU>

Presentations

Tip: The presentation and slides are
for your audience,
not a script to read.

Presentations



5 ways to strengthen your presentation and keep your audience's attention

mic drop



Presentations

1. Focus on the key points

CCAS
Cross-College Advising Service

#GOALS

- 1** **WHAT IS CCAS?**
WHY MEET WITH US?
- 2** **HOW TO MEET WITH CCAS?**
WHERE TO MEET WITH CCAS?
- 3** **WHEN TO MEET WITH US?**
IMPORTANT DEADLINES & EVENTS



Next 20 minutes:



1. What is CCAS?
2. Who are the students we work with?
3. Where and how students meet with us?
4. How do we help students stay on track for a timely graduation?
5. Q&A Opportunity



Cross-College Advising Service
UNIVERSITY OF WISCONSIN-MADISON

Presentations

2. Less is more



- Our office is one of the largest advising offices on campus and our professional CCAS academic advisors are knowledgeable about all the majors and programs offered on campus.
- We have strong and intentional relationships with ALL 8 of the undergraduate schools and colleges to make sure we're prepared to advise on their programs and connect you to their resources.



Our CCAS Advisors are knowledgeable about **ALL** of the

UW MAJORS & PROGRAMS!





Presentations

Lato font, 40

3. Simple Design

Roboto, 34

- Contrasting colors
- Clean & consistent fonts
(size 20-30+)

Red/White

Roboto, 28

Large photo



Presentations

4. Audience Participation

Resource: Free presentation programs that allow you to interact with your audience using real-time voting (quizzes, polls, word clouds, ask questions, etc)



Presentations

5. Always Use a
Microphone



Websites

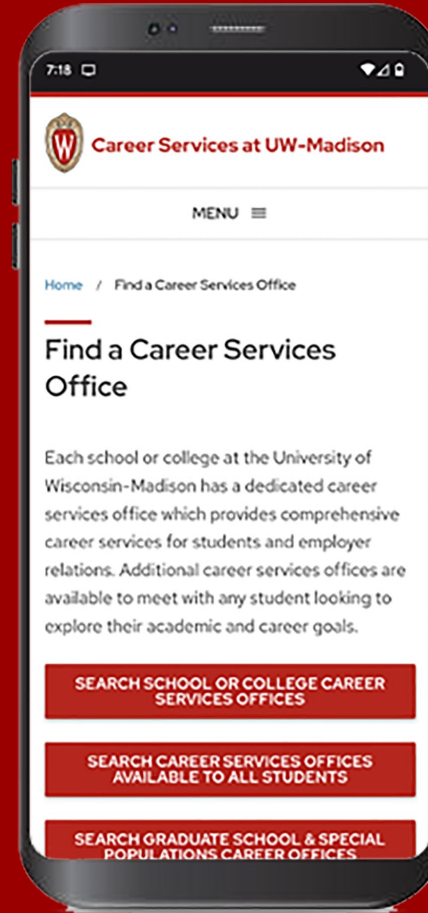
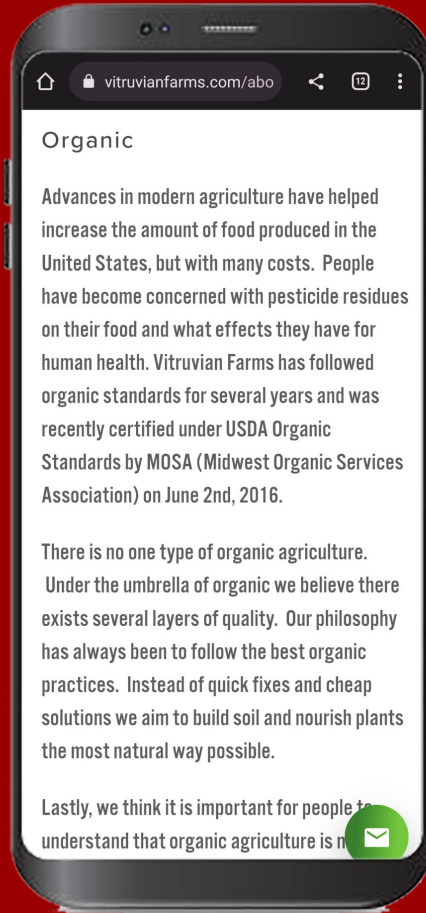
Tip: Write or edit content for your website so it can easily be *skimmed*



Skimmable Web Content

1. Chunk content into section & bulleted lists
2. Use meaningful subheadings
3. Edit down your content!

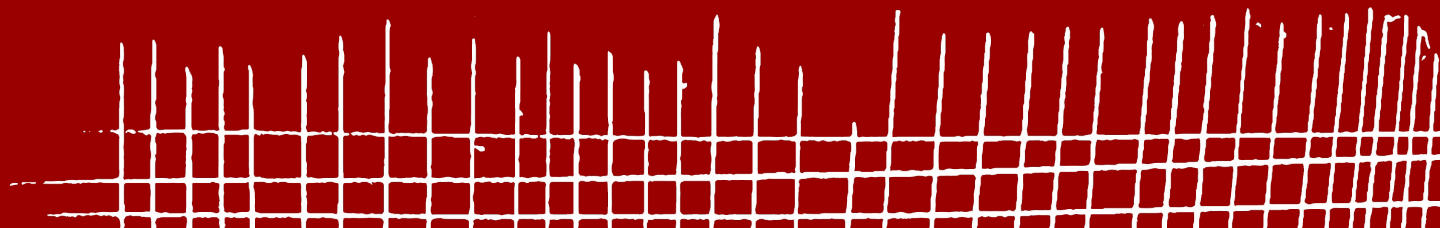
- Too much text
- Not enough sections or bulleted lists



- Right amount of text
- Meaningful subheading

Websites

Resource: Do a quick evaluation of the accessibility of your website with the Web Accessibility Evaluation Tool (WAVE)





4. UW Tools & Resources

UNIVERSITY of WISCONSIN-MADISON



Brand and Visual Identity

Tools, resources, and best practices

[Home](#)

[Brand](#) ▾

[Typography](#) ▾

[Gallery](#)

[Print](#) ▾

[Web](#) ▾

[Multimedia](#) ▾

[Campus Resources](#)



The University of Wisconsin–Madison is a place where people come together to do incredible things. From artistic breakthroughs to launching [Badgers into space](#), we’ve been at the forefront of major events since 1848.

We are a unique place. Where students work with the same zeal

Announcement: Red Hat official brand fonts are now available

Red Hat Text and Red Hat Display are replacing Verlag and Vitesse as UW’s official brand fonts. Visit

5. Accessible & Inclusive Communication



Welcome! 欢迎!

Txais tos! स्वागतम्!

¡Bienvenidos! चण्ण'क्षिण'चन्दे'लेणसा



Facilities Planning
& Management
UNIVERSITY OF WASHINGTON





UW-Madison Digital Accessibility Program

Last updated December 14, 2022

In support of accessibility at UW-Madison, The Digital Accessibility Program in the [Center for User Experience](#) supports University of Wisconsin-Madison in creating an accessible, usable and inclusive learning and working environment for all students, faculty, staff, alumni and partners of the university. The Digital Accessibility Program provides several services to the University community, including learning and training resources, accessibility evaluation and procurement support, as well as digital accessibility consulting. For more information on physical and digital accessibility at UW-Madison go to the [Accessibility@UW-Madison website](#).

In this guide

- [Why is accessibility important?](#)
- [Services for digital accessibility](#)
- [Get help with accessibility](#)
- [Policies & guidelines](#)



GUIDES



[Home](#) / [Learn](#) / [Make it accessible](#)

Make it accessible

Last updated January 19, 2022

UW-Madison is committed to ensuring our digital campus is accessible and free from barriers for all members of the university community. In this guide learn about digital accessibility or go to the [UW-Madison digital accessibility program](#) in the [Center for User Experience](#), for more support and resources.

In this guide

[Why is accessibility important](#)»

[Introduction to accessibility](#)»

Get help

[Get help with accessibility](#)»

[Learn about user experience design](#)»



Did you know that the flight experience is North America's only one-stop?

Can you believe that a single connection cost, on average, 3,000 more in change costs?

Many airports are the most exciting connected to our nation's top flight and international destinations, as a great first time flight support training course about the new business system.

Address: [Redacted]
 Company Name: [Redacted]
 Phone: [Redacted]
 Email: [Redacted]

Accessory

Accessory settings

Event

- Display notification area
- Volume

Bluetooth

- Use the same Bluetooth
- Bluetooth sharing
- Bluetooth sharing
- Bluetooth sharing

Display

- Use the same display
- Use the same display
- Use the same display
- Use the same display

Mouse

- Use the same mouse
- Use the same mouse
- Use the same mouse
- Use the same mouse

Keyboard

- Use the same keyboard
- Use the same keyboard
- Use the same keyboard
- Use the same keyboard

Descriptive Link Text

**Non-accessible
linked text**

[Learn More](#)

[Click Here](#)

**Accessible
linked text**

[Conference Registration](#)

[Request an Appointment](#)

Inclusive Communications Guide

Cultivating a campus that is equitable, diverse, and inclusive is not only essential to the strength of the University of Wisconsin–Madison, but also just. Practicing inclusive communications and marketing reinforces this commitment and helps to create a more welcoming, safe, and productive campus for all students, staff, faculty, and visitors.

An important role of campus communicators is to ensure that people of different identities and from different backgrounds feel represented, affirmed, and supported while they're at UW–Madison. Communications that don't consider the impact they might have on underrepresented or marginalized communities may unintentionally cause harm. Meanwhile, authentic, respectful, and purposeful communications can contribute to an inclusive and equitable environment and reinforce a sense of belonging.

The resources provided in this guide aim to assist campus communicators achieve this goal across media, including written materials, photography, videography, social media, the web, and more.

This guide represents a culmination of efforts, including more than two years of listening sessions with campus stakeholders and underrepresented members of the UW–Madison community, a close partnership with the multicultural marketing agency Creative Marketing Resources, and deliberate capacity-building and reflection by the staffs of University Marketing and University Communications. It will also, always, remain a work in progress.

[Using the guide](#) >
[Terminology](#) >
[Principles](#) >
[Best practices \(accessibility, visuals, social media, written content\)](#) >
[Making mistakes](#) >
[Campus resources](#) >
[Inclusive Language Guide \(editorial style\)](#) >
[Land Acknowledgment Guide](#) >

Using the guide

When to use it

- This guide is most effective when consulted regularly and often.
- This guide is most effective when used to prevent harm in communications.
- This guide can be used if you learn you've made a mistake or may have caused harm.

How to use it

- Refer to it for specific-use cases; follow links to additional resources.
- Share it with colleagues.
- Make suggestions for how to improve or expand it.
- Use it as the basis for your department's own guide.
- Pursue professional and personal development on these topics.

Terminology

Below are definitions of foundational diversity, equity, and inclusion (DEI) concepts. See the [Inclusive Language Guide](#) — now part of UW–Madison's [Editorial Style Guide](#) — for recommended and consistent usage of terminology related to race, ethnicity, and national origin; gender and sexuality; disability; and more.

Inclusive Language Guide

To help campus communicators cover people and topics with sensitivity and respect, we've compiled guidance for the following list of inclusive terms. Many of these recommendations are adapted (and edited for length or relevance to campus) from the AP Stylebook and other media guides. For general guidance, visit the UW's [Inclusive Communications Guide](#). If you'd like to see a term added to this style guide, you can provide us feedback.

addiction

A treatable disease that affects a person's brain and behavior. Drug and alcohol use can cause changes in the brain that lead to compulsive use, despite damage incurred to a person's health and relationships. Genetics, mental illness, and other factors make certain people susceptible to addiction. *Addiction* is the preferred term. The term *substance use disorder* is preferred by some health professionals and is acceptable in some uses, such as in quotations or scientific contexts. *Alcoholism* is acceptable for addiction to alcohol. Avoid words like *abuse* or *problem* in favor of the word use with an appropriate modifier such as *risky*, *unhealthy*, *excessive*, or *heavy*. *Misuse* is also acceptable. Avoid *alcoholic*, *addict*, *user*, and *abuser* unless individuals prefer those terms for themselves or if they occur in quotations or names of organizations, such as Alcoholics Anonymous. Avoid derogatory terminology such as *junkie*, *drunk*, or *crackhead* unless in quotations. Avoid describing sobriety as *clean* unless in quotations, since it implies a previous state of dirtiness instead of disease. Not all compulsive behaviors, including shopping, eating, and sex, are considered addictions. Gambling is the only one classified as an addiction in the American Psychiatric Association's diagnostic manual. The World Health Organization says excessive video gaming can be an addiction. (Source: AP Stylebook)

afflicted with/stricken with/suffers from/victim of

These terms carry the assumption that a person with a disability is suffering or has a reduced quality of life. Not every person with a disability suffers, is a victim, or is stricken. It is preferable to use neutral language when describing a person who has a disability, simply stating the facts about the nature of the disability. For example: *He has muscular dystrophy.* (Source: *Disability Language Style Guide*, *National Center on Disability and Journalism*)

African American

No hyphen (noun or adjective). Acceptable for an American Black person of African descent. Not necessarily interchangeable with *Black*. Americans of Caribbean heritage, for example, generally refer to themselves as *Caribbean American*. Follow a person's preference. (Source: AP Stylebook)



Inclusive & Diverse Photography

- Be authentic. Use photos that are...
 - From our campus
 - Not too old or overly staged
 - Don't overuse any one photo or individual in a photo





Inclusive & Diverse Photography

- Be authentic. Use photos that are...
 - From our campus
 - Not too old or overly staged
 - Don't overuse any one photo or individual in a photo
- Use images from events, services, spaces that demonstrate efforts towards inclusion



How to Prioritize

1. Pick 1 area of communications **you utilize often**
2. **Identify 1 tip or resource** for that area
3. Set a goal of **implementing that 1 tip or resource *this spring semester***

slido



What communication tip, resource, or goal would you like to implement this spring semester?

① Start presenting to display the poll results on this slide.



SCAN ME

Thank
you!

for session slides & resources

<https://qrco.de/bdj6TU>