

Teaching & Learning Innovation Communication Policies

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Teaching & Learning Innovation: Communications Policies

Employee Communications

Templates

- a. PowerPoint: Standard and widescreen PowerPoint templates have been created for TLI staff use. These templates are to be used for any presentation with university and external constituents (i.e. whenever a TLI employee is representing Teaching & Learning Innovation). These templates are accessible, and feature the TLI logo.
- b. Letterhead templates: Portrait and landscape letterhead templates have been created for TLI staff use. These letterhead templates are to be used whenever a TLI staff member requires a document that represents TLI to university and external constituents (i.e. meeting agendas, workshop handouts, etc.). These templates are accessible and feature the TLI logo. **Please keep in mind that these handouts are not to be used for robust online resources.** More information on creating online resources can be found under the “Website” heading on page four.

Email Signatures

In order to best represent our unit, please make sure your email signature includes “Teaching & Learning Innovation,” instead of a previous office associated with our unit in the past. As a policy from the Office of Communications & Marketing, UT email signatures should follow the branded email signature.

Please visit <https://brand.utk.edu/email/signatures/> and follow the following steps:

1. Visit the website above and fill out the email signature form. You will be required to use your Net ID and password to access this email signature generator.
2. Please list “Teaching & Learning Innovation” as the unit. Do not list “Teaching & Learning Innovation Unit” as the title.
3. When you press “submit,” you will see two versions of your signature – one with the university logo and one without.
4. Choose your preferred version, select it all, and copy it using Ctrl-C (PC) or Cmd-C (Mac).
5. Open your email client, and locate your signature editor.
6. Paste your new signature into the signature editor using Ctrl – V (PC) or Cmd – V (Mac).

Keep in mind that if you email from your mobile phone or tablet, you will need to insert your email signature on each individual device. You can do this on the Outlook app by:

1. Access the menu in the top left corner (tap the three horizontal bars)
2. Once in the menu, locate the settings by tapping on the gear icon in the lower left hand corner.
3. Under Settings, scroll to the “Mail” heading, and tap on the “Signature” field.
4. Paste your email signature in the field. Please note that font and color variations will not be displayed in Outlook, and the UT logo will also not appear in Outlook.

Here is what the final version of the email signature should resemble:

Office 365 version:



Jane Doe

Faculty Consultant
The University of Tennessee, Knoxville
Teaching & Learning Innovation
645 Greve Hall
jdoe121@utk.edu
(865) 974 - 4888
Big Orange. Big Ideas.

Outlook version:

Jane Doe
Faculty Consultant
The University of Tennessee, Knoxville
Teaching & Learning Innovation
645 Greve Hall
jdoe121@utk.edu
(865) 974 – 4888

Website

Online Resources

In order to create a consistent look for TLI online resources, staff members should collaborate with the TLI communications coordinator during the resource creation. When creating online resources for UT instructors, please follow this process:

1. Write the content for the online resource, and have it approved by your supervising assistant provost.
2. Once the content is approved, send the content to the communications coordinator for graphic design and accessibility purposes:
 - a. When sending the content to the communications coordinator:
 - i. Provide a brief 1 -2 sentence description of the resource and why it will benefit UT instructors. Short descriptions of the resource dramatically affect the open-rate of these resources in a positive way.
 - ii. Please give the communications coordinator **5 days-notice** before you would like to see the resource online.

Web page additions

If a TLI staff member is wanting to add more content to a TLI-associated website, please follow this process:

1. Write the content for the online resource, and have it approved by your supervising assistant provost.
2. Once the content is approved, send the content to the communications coordinator. When sending the content to the communications coordinator, please keep in mind:
 - a. The communications coordinator may need to change the structure of the content to make it easier to read on the web. However, the overall nature and purpose of the content will not be changed once it's approved by the supervising assistant provost.
 - b. The communications coordinator and the content provider will collaborate on the best location for the new content, based on Google Analytics and the content provider's faculty development expertise.

Event Promotion

Within TLI, an “event” is defined as a workshop, institute, group discussion, or similar public experience coordinated with the primary purpose of sharing or disseminating information to others (more than one person, a small group, or large group) where food may or may not be served.

After an event has been approved by the supervising assistant provost, please provide the following information to the communications coordinator for promotional purposes via email:

1. Name of the event
2. Name and title of the speaker(s), facilitator(s), etc.
3. The purpose of the event (i.e. learning outcomes)
4. Date, time and location of the event
5. The intended audience for the event (i.e. who would benefit from attending? Tenured faculty, graduate students, new instructors, anyone?)

Please send the information listed above to the communications coordinator at least **one month** before the event is to take place. Preferably, as soon as possible once you have the above information.

Logo Use

The TLI communications coordinator is TLI’s logo liaison, which means that person has gone through the necessary Office of Communications and Marketing training to be responsible for the unit’s logo usage. **Please note that any printed or digital document with the TLI logo must first be approved by the unit’s communication coordinator before release.** If a TLI staff member requires the unit’s logo, please email the communications coordinator with the attached file and the communications coordinator will place the logo on that file.