

Guidance for CLAS units promoting programs, events, or services

As a result of a [new mass email policy](#) effective January 2025, the use of the UI [mass email tool](#) by units to reach university-wide audiences, (all undergraduate students, all faculty, all staff, etc.) is now reserved primarily for use by central administrative units. The goal is to reduce the volume of university-based emails they receive and increase the likelihood that the most important and urgent messages reach their intended audiences.

If you have relied on the Mass Email tool in the past, here are additional ways you can promote your program, event, or service:

- Define your primary target audience. This will help you ensure that your messages are aimed specifically at them via relevant channels and increase their chance of effectiveness. E.g.
 - Members of the public interested in astronomy
 - Graduate students seeking career advice
 - Staff interested in practicing their foreign language
- If you have email addresses for past participants of your program, you can use the [Dispatch email tool](#) to create a [subscription list](#), which can serve as your base list for promotional emails about your program.
 - A subscription list can be linked on your website to allow visitors to sign up for further communications, events, or opportunities. It can also allow recipients to unsubscribe if they so choose, which is considered a marketing best practice (and is a legal requirement for external audiences).
- If you are promoting an event, see these tips on event promotion and be sure to post it on the [UI Events calendar](#). Find more event promotion tips on the [CLAS Resource Site](#).
- Use the campus [Digital Signage](#) system to place promotional messages about your program or service in locations where your target audience will be likely to see them. You can find professionally designed signage templates on the [Resource Site](#) and [contact information for campus signage owners](#) on the ITS website.
- If the opportunity or program is available to community members, consider placing a notice on community event calendars like the [Press-Citizen](#), [Gazette](#), [Little Village](#), [Iowa City Senior Center](#), [Downtown District](#), [PeachJar](#), public library calendars and bulletin boards for flyers and notices.
- If you believe your program or event has broad relevance, you can submit it to the [CLAS Business Updates](#), or for possible inclusion in the [CLAS Faculty and Staff](#), [Undergraduate Student](#), or [Research Resource](#) newsletters, or in the university's [IowaNow](#) emails based on [these criteria from the Office of Strategic Communication](#).