



Quick Guide to Constant Contact

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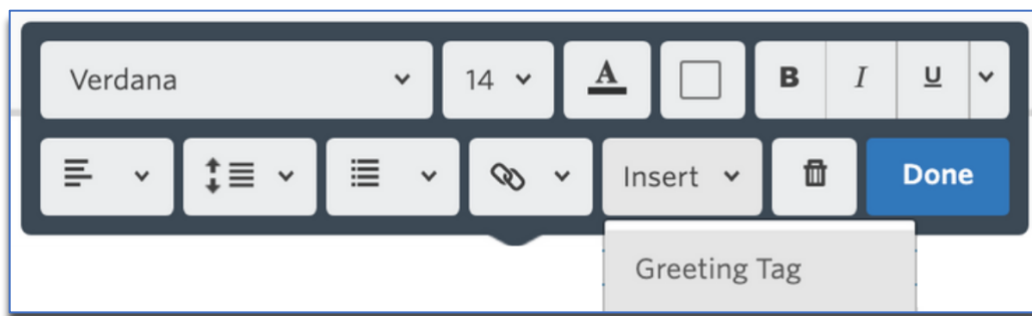
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General Tips

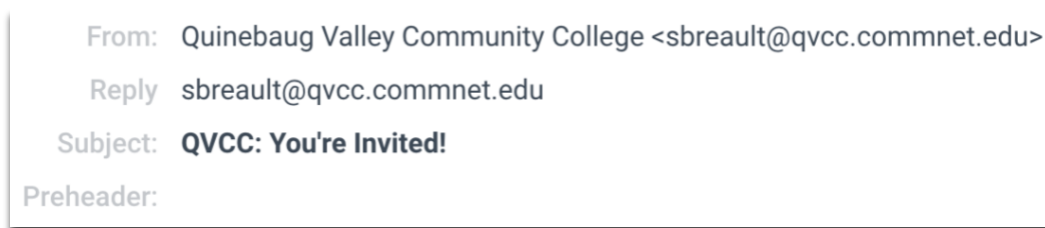
If you need assistance with an email campaign (list development, strategy and design that meets brand standards), please contact Paige Carito pcarito@qvcc.edu.

These general tips help to maintain QVCC's brand awareness and create consistency amongst our email campaigns so that we can keep our current and prospective students engaged and informed.

- **Personalization:** Adding someone's name to the beginning of an email helps with the open rate. To do this, click Insert > Greeting Tag and follow the prompts.



- **Subject line:** Adding “ QVCC: ” to the beginning of the subject header lets users know where it is coming from (ex. QVCC: Important monthly update)



- **Coordination and frequency:** Coordinating your email with the Marketing Office is necessary to avoid communicating the same thing and over-sending. Marketing sends a monthly newsletter to students, which may often include something you were planning to send an email about.

If emails are sent too frequently to the same groups, students will unsubscribe (think about when you're inundated with too many emails from a specific sender). An example of sending emails too frequently would be more than two times per week (to the same groups).

- **Best day to send:** According to our current Constant Contact statistics (October 2020), the best day to send an email, in terms of open rates, is Thursday. The other days with the most open rates are Monday, Tuesday, and Wednesday. Typically, we do not experience high open rates with our audience on weekends. Sending emails in the morning or later in the evening when people are getting home from work or school is best practice.
- **No sending to personal emails:** Official college communications *must* be sent to official college-issued email addresses. This includes email communications to current, registered students. Per page 3 of the [CSCU Electronic Communication Policy](#), "Employees are not allowed to conduct official ConnSCU business via private (unofficial) email accounts unless specifically authorized." This does *not* include communicating to prospective/accepted students or our business community via their personal email addresses. QVCC needs to be in compliance of this BOR policy as there are ramifications if we are not.
- **Creation and deletion of lists:** Going forward, if you are uploading a list, please use the following naming convention: **26oct2020_description of list**. This naming convention will help with maintaining current lists and eliminating outdated lists. Cleanup of old lists will take place after each semester.

If there are lists that are *not* as time sensitive, please add the following to the list name: **26oct2020_description of list_SAVE**.

- **Constant Contact should not be your main list development tool:** You should always maintain your detailed lists on your own in separate Excel files and upload them to Constant Contact when you make changes to your lists.

Formatting

Logos

In the media library, search the keyword "logo" and you will see a variety of QVCC logos that can and should be used in your email campaigns.

Colors (Hex Numbers)

- **Blue:** #27568A
- **Orange:** FF8A14
- **Medium blue:** 428BCA
- **Light blue:** #64B9CC
- **Grey:** DBDBDB (used for inner background)
- **Light grey:** F5F5F5 (used for outer background)

Fonts

Verdana

- **Heading size:** 16-20 (depending on space)
- **Body text size:** 14 or 16 (depending on space)


Graphics & Photos

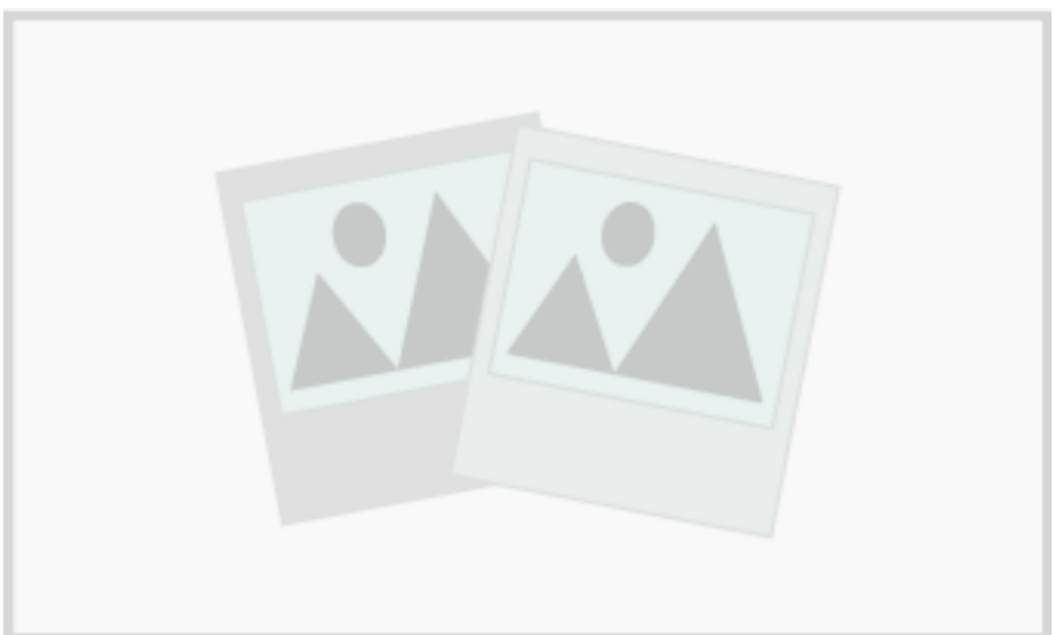
There is a large number of photos and graphics already in the Media Library, however the Marketing Office can provide graphics and photos (iStock or QVCC photos) per request.

Templates in Constant Contact

To find each template, go to the Campaigns tab and search “Template:” to see what’s available. Custom templates/campaigns can be created per request. In the dropdown menu to the right, click “Copy” and it will open a new copy for you. Be sure to update the subject line and change the “from” and “reply-to” addresses.

Template: Survey

 **QUINEBAUG VALLEY**
COMMUNITY COLLEGE








Survey Title

Briefly explain the survey, give background and context.

Contact Information:
email (hyperlink it) | 860-932-4089

[Take Survey](#)

Template: Event Announcement/Invite



Event Title

Briefly explain the event. Be sure to include date, time, location, and include a registration or RSVP link.

Contact Information:

email (hyperlink it) | 860-932-4089

RSVP



Template: Newsletter (1)

 **QUINEBAUG VALLEY**
COMMUNITY COLLEGE



CALL TO ACTION (if applicable)

Heading
[body text]

**Heading**
[body text]

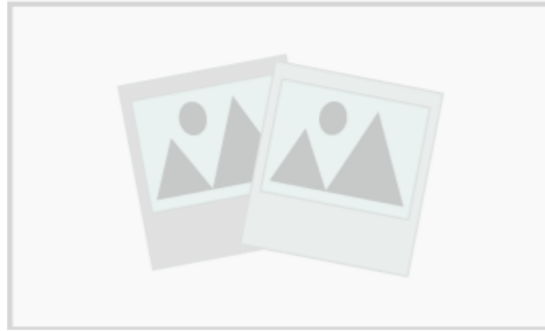
Heading

Heading
[body text]**Heading**
[body text]

Heading
[body text]



Template: Newsletter (2)



We're Social!

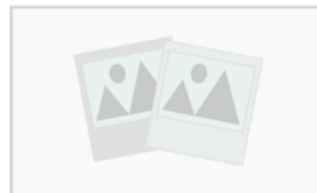
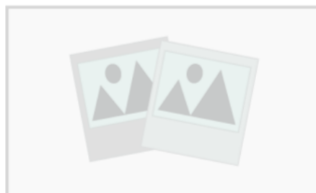
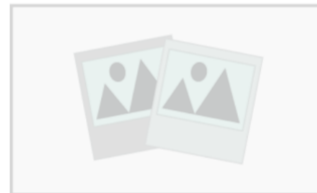
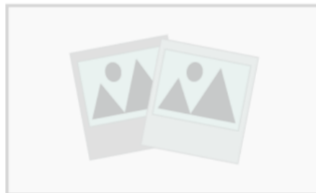


Hey {First Name}!

[body text, updates, etc.]

Quick Links

[Academic Advising](#)
[Academic Calendar](#)
[Career Services](#)
[Events Calendar](#)
[Library](#)
[MyCommNet](#)
[Veterans Services](#)




Heading

[body text]

Heading

[body text]

 **Main Campus:**
742 Upper Maple Street
Danielson, CT 06239

 **Satellite Location:**
729 Main Street
Willimantic, CT 06226

Template: LiR



Quick Links

[LiR @ QVCC](#)

[Executive Council](#)

Contact Us

Krissy Larrow

klarrow@qvcc.edu

(860) 932-4112

Dear LiR Members:

[message body]



****including a photo is always helpful
in making emails look more interesting***

Event Title

*Briefly describe the event or presentation, announcement, or invitation.
Provide contact information or links where applicable.*

Examples of Successful Campaigns

GET READY TO REGISTER



Hey Susan!

Fall semester begins on **Wednesday, August 26**. That means NOW is the perfect time to register and set your schedule. Take classes the way YOU want to with our [new course types](#).

If you have questions or would like help registering for your fall classes, [Virtual Advising](#) is available.

Financial Aid

If you haven't applied for Financial Aid, now is the time to do so! Go to [FAFSA.ed.gov](https://fafsa.ed.gov) to apply for the 2020-2021 academic year. Need help completing FAFSA? Contact Philhemina Boone at (860) 576-8336 or pboone@conntacinc.org for a virtual appointment.

If you are selected for verification, QVCC has partnered with Inceptia, a non-profit organization to help you with completing federal financial aid verification.

QVCC is committed to providing a NO federal loan policy for all of our students. Learn more at [QVCC.edu/Debtfree](https://qvcc.edu/Debtfree). If you have any financial aid questions, contact QVFinAid@QVCC.edu for help.



Inceptia

QVCC has partnered with Inceptia, a non-profit organization to help you with your federal financial aid verification. If selected for verification, you will receive an email. Please respond in a timely manner. Financial Aid packaging is done after completing your verification steps.

Questions?

If you have questions about Inceptia, contact qv-finaid@qvcc.edu.





Roxy Huckaby
Class of 2019

Dear Susan,

You made a great choice applying to QVCC!

After moving across the country, QVCC became my home away from home. I was involved in student government, campus activities and had an internship in marketing. QVCC is a small and welcoming college. It is a community that enabled me to form deep new friendships with students and relationships with faculty and staff that will last a lifetime.

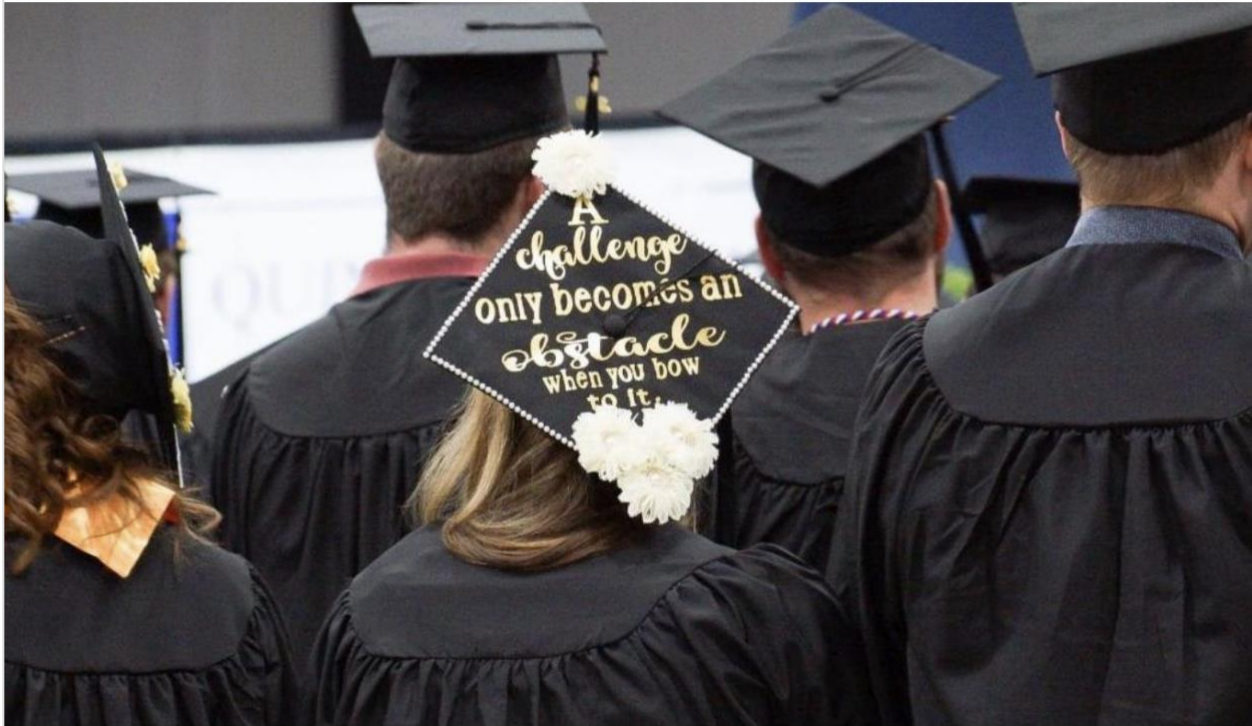
I thought college was something I wouldn't be able to afford. Thanks to QVCC, I was able to graduate [DEBT-FREE](#). I can't thank QVCC enough for all they have done for me. You too can have the same experience!

Best Regards,
Roxy Huckaby '19

P.S. Don't wait!

Complete your [accepted student checklist](#) and get ready to register for classes.





Commencement Cancelled

QVCC understands the importance of this major milestone in your life. However, due to the closure of the College this spring, it is with great sadness that the commencement ceremony, scheduled for May 28, 2020 has been cancelled. We are proud of your many accomplishments and are diligently working towards finding a way to celebrate you and the class of 2020.

Your degree and/or certificate will be awarded on your transcript in mid-June, and your diploma will be mailed to you in mid-July.

If your mailing address changes or has changed, we kindly ask that you update it in your [MyCommNet](#) account.

QVCC provides students and alumni free access to College Central Network (CCN), a job and resume database. You can use CCN to search for local jobs, build a resume, or upload your resume (searchable by employers). Visit [College Central](#) to login or for QVCC Career Service's contact information.

[Graduation Info](#)

YOU'RE READY TO REGISTER!



SIGN UP FOR A VIRTUAL ADVISING SESSION

Hello Susan,

We've worked with your Guidance Counselor to obtain information to assist with your QVCC enrollment. The fall semester will be here before you know it and we are here to help get you ready!

You're ready to [schedule your virtual academic advising session](#) and register for fall classes. If you haven't applied for financial aid yet, visit [FAFSA.ed.gov](https://fafsa.ed.gov) and complete your FAFSA for the 2020-2021 year. If you need help completing the FAFSA, please contact Philhemina Boone at pboone@conntacinc.org for a virtual appointment.

Remember, to qualify for PACT, you must complete your financial aid *and* be registered for fall classes (full time – 12 or more credits) by July 15. Learn more about [Debt-Free College](#) and [PACT \(Pledge to Advance Connecticut\)](#).

Remember, you can start, save and transfer by beginning at QVCC!

Admissions Questions?

Admissions Department
admissions@qvcc.edu

Financial Aid Questions?

Gloria Rivera
grivera@qvcc.edu

Register for Winter & Spring!

End of Semester is Coming!

Fall semester is drawing to a close. When are your final exams? Double check the [final exam schedule](#) to be sure.

December 2: [FIDM Campus Visit](#)
December 5: [University of Hartford Campus Visit](#)
December 5: [Naloxone Training](#)
December 7: [Saturday Registration Day](#)
December 7: Last Day of Classes
December 9: Finals Week 12/9 - 12/15
December 25: QVCC Closed

Quick Links

[MyCommNet](#)
[Academic Calendar](#)
[Events Calendar](#)
[Student Activities](#)
[Goal. Plan. Action.](#)

Register for Winter & Spring!

Winter session will run from Thursday, January 2 - Wednesday, January 15. All courses are offered online. Learn more on the [QVCC website](#).

Spring semester will begin on Wednesday, January 22, 2020. Find the classes you need via our [online course search](#).

Need assistance?

Visit the [Student Success Center](#) to meet with one of our academic advisors.

Head into winter break with your schedule finalized - register now!



"Can the CEO" Food Drive

Now through December 6, canned food donations can be left in the "Rose Receptacles" (named after Dr. Rose Ellis, QVCC's Campus CEO) around the college.

All food items will be stocked and shelved in her office and then added to the QVCC Food Pantry to help our students through the holiday season. *Brought to you by the Campus Life Committee.*

Tour Tuesdays

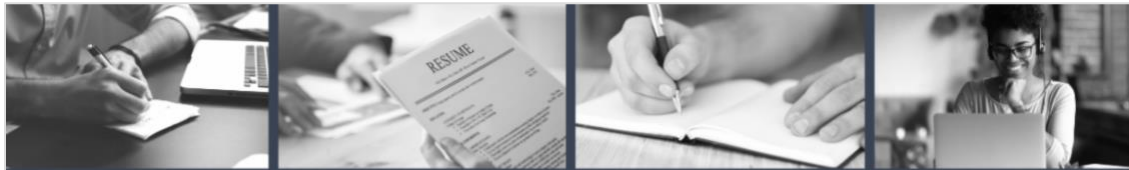
Do you know someone interested in coming to QVCC? Tell them about our Tour Tuesdays in December!

We will be giving tours of our Danielson Campus on December 3 and December 10 at 5:30pm. Spread the word!



Connect With Us!





CAREER SERVICES

Virtual Career Workshops: Get Career Ready During COVID-19

While this is an uncertain time with many obstacles to overcome, Career Services is here to help you! Attend one or all of the upcoming virtual workshops to help you get career ready during COVID-19.

Job Search During COVID-19

Wednesday, April 22 | 12:00pm - 12:40pm

Updating Your Resume During COVID-19

Wednesday, April 29 | 12:00pm - 12:40pm

Interviews & Networking During COVID-19

Wednesday, May 6 | 12:00pm - 12:40pm

[Register](#)

Mentoring & Career Needs Survey

The QVCC Alumni Association and Career Services department have partnered to provide QVCC students with mentors and career preparation assistance. Do you need a mentor?

Please complete the brief survey as soon as possible, as there are a limited number of mentors who will be matched on a first come, first serve basis. Our staff will contact you after you complete the survey regarding next steps.

Please contact Career Services with any questions:

careerservices@qvcc.edu | 860-932-4089

[Take Survey](#)

FALL 2020 COURSE TYPES



These are fully on ground classes. You will need to come to a specific classroom on campus at a specific time each day the class is held.



These classes are held both on campus and online. Some classes will meet on campus once per week, some will meet once every two or three weeks.



These are fully online asynchronous classes. This means that you can log into the class and do your work at any time.



These are fully online synchronous classes. This means that you are required to be online at the same time as your instructor.



These are online classes BUT they do require you to come to campus at least once to complete an activity that can't be offered online (ex. take a final exam, demonstrate a lab skill, etc.)

Hello Susan,

We'd love for you to reconsider attending QVCC next semester. If you'd like to start with us during the fall semester, simply complete the [Change of Semester](#) form and we'd be happy to re-activate your application.

- Access the [Accepted Student Checklist](#) to help you through the enrollment steps
- If you attended another college and would like your credits evaluated, please submit your official transcript and complete the [Transfer Credit Evaluation Request Form](#)
- Learn more about [Debt-free](#) college
 - QVCC graduates incur NO Federal student loan debt
 - QVCC Foundation awards \$140K annually in scholarships
 - 70% of student receive some form of financial assistance
 - Learn more about [PACT – Pledge to Advance Connecticut](#)
- Learn more about our [Programs & Certificates](#)
- Learn more about our virtual [tours and information sessions](#)
- Register for classes or [schedule a virtual advising appointment](#)

Questions?

Sarah Hendrick, Associate Director of Admissions
shendrick@qvcc.edu | admissions@qvcc.edu





Spring Open House

Wednesday, March 11 @ 6pm

Open House is the best way to discover why QVCC should be your choice for starting, finishing, or continuing your college education!

One student who applies on or before March 11 and attends Open House will win a **\$1,000 scholarship** towards a degree or credit certificate program! You can attend part-time or full-time, but must enroll in the fall 2020 semester.

[LEARN MORE](#)

Agenda

6pm: Welcome

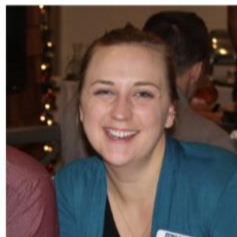
6:15pm: Student panel discussion, audience Q&A

7pm - 8:30pm: Meet faculty, staff, students, alumni, and Foundation representatives about programs, services, and scholarships in the cafeteria

7pm - 8:30pm: Apply to the college and sign up for the Basic Skills Assessment in the Student Success Center

7pm - 8:30pm: Refreshments will be served in the cafeteria

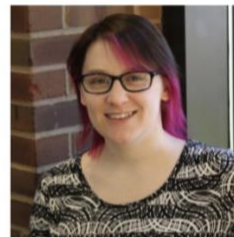
Meet the Panelists



Celicia Boyden
QVCC '12
UCONN '14
Johns Hopkins '19



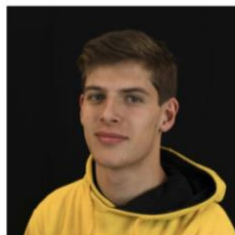
Kate Crescenzo
QVCC '20
Attending ECSU in Fall 2020



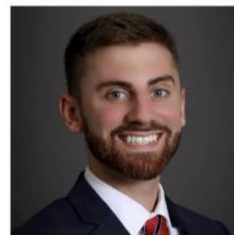
Kristina Davenport
QVCC '17 & '19



Michaela Grimaldi
QVCC '18
Currently attends ECSU



Will Hamill
QVCC '20
Attending UCONN in Fall 2020



Devon Harris
QVCC '17
Nichols '19