NASPE Communication Awards Nomination

Submission Title: Around the Circle

Links: http://www.in.gov/spd/aroundthecircle/dec3.htm

http://www.in.gov/spd/aroundthecircle/mar4.htm

Submission Category: Online Newsletter

State: Indiana

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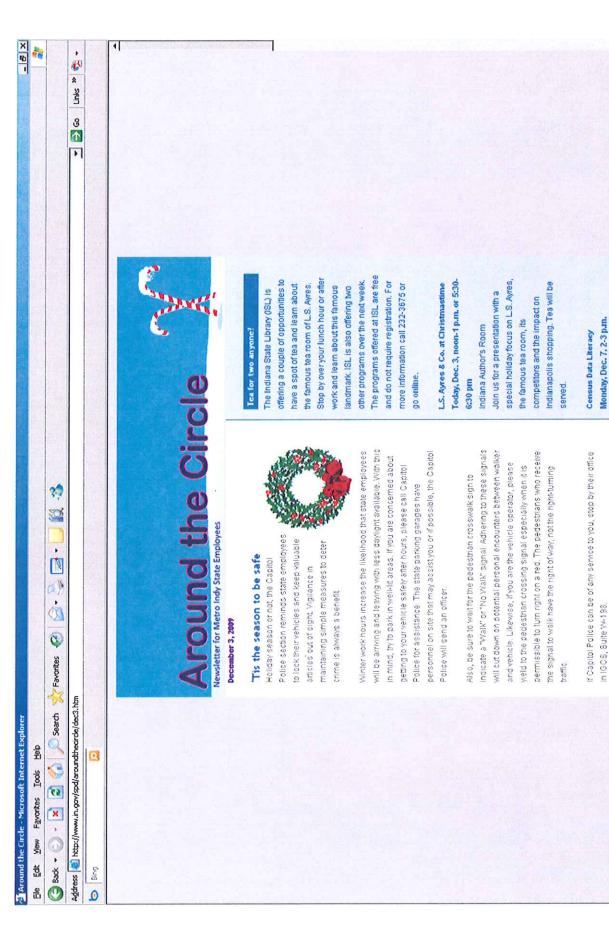


- 1. Please provide a brief description of the submission. Around the Circle is a weekly electronic newsletter sent to state employees that work in the metro area of Indianapolis. The content is broad, but normally consists of traffic alerts and publicizing events at the Indiana Government Center and surrounding locations. We also consider many other activities that are happening downtown that our employees might be interested or can receive a discount admission/ticket to. We also publicize training offerings for our employees and allow state agencies to promote their events and services.
- 2. How long has the submission been in existence? We sent our first newsletter on January 5, 2007.
- 3. Why was the submission created? A large number of employees work in the Indiana Government Center in Indianapolis and the surrounding metro area (approximately 8,000). We already send many communications out to all of our employees throughout the state. With Around the Circle, we can focus on employees within the Indianapolis area, meanwhile not

clogging the inboxes of employees miles away with offers or information that's not relevant to them.

- 4. How does this submission support the goals and objectives of your agenda/department? The

 Around the Circle newsletter helps us have a line of communication with our employees and
 helps them feel connected to the area in which they work and the government they work for.
- 5. Have you been able to measure the effectiveness of this submission? If so, how? We've added readership along the way, expanding from a handcrafted list of 5,000 to a list of more than 7,500 subscribers. Two key items to point out: initially, we selected the employees we thought were in the metro area and constructed our distribution list from that. Since then, we now have a subscriber-only list. While there is no cost to subscribe, employees must request a subscription. Also, not all of our subscribers are state employees. We have honored requests from employees who work in the downtown area for private businesses, to be added to the distribution list. They cite the information about traffic alerts and upcoming events as prime reasons for wanting to be a part of our vehicle.



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