

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.

Around the Circle

Newsletter for Metro Indy State Employees
 December 3, 2009



'Tis the season to be safe

Holiday season or not, the Capitol Police section reminds state employees to lock their vehicles and keep valuable articles out of sight. Vigilance in maintaining simple measures to deter crime is always a benefit.



Winter work hours increase the likelihood that state employees will be arriving and leaving with less daylight available. With this in mind, try to park in well-lit areas. If you are concerned about getting to your vehicle safely after hours, please call Capitol Police for assistance. The state parking garages have personnel on site that may assist you or, if possible, the Capitol Police will send an officer.

Also, be sure to wait for the pedestrian crosswalk sign to indicate a "Walk" or "No Walk" signal. Adhering to these signals will cut down on potential personal encounters between walker and vehicle. Likewise, if you are the vehicle operator, please yield to the pedestrian crossing signal especially when it is permissible to turn right on a red. The pedestrians who receive the signal to walk have the right of way, not the right-turning traffic.

If Capitol Police can be of any service to you, stop by their office in IGOS, Suite W-198.

Indiana celebrates 193 years

The Indiana Historical Society will celebrate the Hoosier state's 193rd birthday in a commemorative address.



Tea for two anyone?

The Indiana State Library (ISL) is offering a couple of opportunities to have a spot of tea and learn about the famous tea room of L.S. Ayres. Stop by over your lunch hour or after work and learn about this famous landmark. ISL is also offering two other programs over the next week. The programs offered at ISL are free and do not require registration. For more information call 232-3675 or go online.

L.S. Ayres & Co. at Christmastime
Today, Dec. 3, noon-1 p.m. or 5:30-6:30 pm

Indiana Author's Room
 Join us for a presentation with a special holiday focus on L.S. Ayres, the famous tea room, its competitors and the impact on Indianapolis shopping. Tea will be served.

Census Data Literacy
Monday, Dec. 7, 2-3 p.m.
 Room 428

The Census Bureau can help you get the population number for your next report, paper, or grant application. This information will be...