Monarch Messenger Guidelines

Purpose and Goals

Monarch Messenger the weekly email digest delivered to current King's College staff, faculty, and students every Tuesday during the academic year as the primary means of campus internal mass communication. The publication is intended to better organize messages that come through campus-wide email and serves three primary goals:

1. Provides a centralized and coordinated system for managing internal communications about campus news from a wide range of institutional audiences

2. Reduces use of group distribution email to help keep our inboxes organized

3. Improves readership, knowledge sharing, and internal campus culture with a consistently branded, easy-to-read publication with dedicated sections.

Submissions

All faculty, staff, and students can submit items for distribution using the Monarch Messenger Submission Form. Please note, any announcement deemed essential to the entire campus community should continue to be sent via mass email to the appropriate distribution list by an approved user. These essential emails—such as operational announcements, campus-wide events for all faculty, staff, and students; and emergencies—will be repeated in Monarch Messenger as appropriate.

All other messages or events that are not considered required knowledge or attendance should but submitted to this newsletter. Items should be sent **by end-of-day Friday** for publication in the following Tuesday's issue. A submission calendar will be included in every issue to account for adjustments due to holidays or vacations. If the College is closed due to unforeseen reasons (e.g., inclement weather, emergency), Monarch Messenger will be published as soon as possible.

Submissions must come through the online form and will no longer be accepted through email. Doing so better ensures proper formatting and attachment requirements, including:

- Images and event graphics must be JPG or PDF format
- Linked documents must be PDF format
- Files must not exceed 5 MB, otherwise, they cannot be uploaded

Submissions that do not meet the standards cannot be included until they are adjusted by the submitter.

Content Criteria

Items should be of general interest to the entire campus community and provide readers with enough advanced notice. To make each issue reader-friendly, informative, and consistently balanced, Monarch Messenger is organized into themed sections. Featured stories and recent press are curated by the communications staff in the Office of College Marketing and Communications. Each issue also features the following sections that are open for submission by anyone in the King's community:

Section	What It Includes
Around King's	Short summaries of upcoming or recent events with images or graphics
Campus Connection	Submissions without images, more operational reminders as well as shoutouts and kudos
Publication Roundup	Current issues of campus-wide newsletters or publications by/to campus constituents
Monarch Merch	Links to current on-campus fundraising efforts by teams or clubs
Crowning Achievements	Weekly highlight of significant achievements for a student, faculty, or staff member

2022 Submission Calendar

Fall 2022 Submissions		Spring 2023 Submissions	
Submissions Due **Every Friday or earlier**	**Issue Date** **Following Tuesday**	**Submissions Due** **Every Friday or earlier**	**Issue Date** **Following Tuesday**
n/a	AUG 23	n/a	JAN 24
AUG 26	AUG 30	JAN 27	JAN 31
SEP 2	SEP 6*	FEB 3	FEB 7
SEP 9	SEP 13	FEB 10	FEB 14
SEP 16	SEP 20	FEB 17	FEB 21
SEP 23	SEP 27	FEB 24	FEB 28
SEP 30	OCT 4	MAR 3	MAR 7
OCT 7	OCT 11	MAR 10	MAR 14
OCT 14	OCT 18	MAR 17	MAR 21
OCT 21	OCT 25	MAR 24	MAR 28
OCT 28	NOV 1	MAR 31	APR 4
NOV 4	NOV 8	APR 6	APR 11*
NOV 11	NOV 15	APR 14	APR 18
NOV 18	NOV 22	APR 21	APR 25
NOV 22	NOV 29*	APR 28	MAY 2
DEC 2	DEC 6	MAY 5	MAY 9
DEC 9	DEC 13	MAY 12	MAY 16

Publication may be delayed to Wednesday due to a holiday break