

## G.I.F.T.S. (Great Ideas for Training Staff)

### CONSTRUCTING MESSAGES THAT INCREASE AWARENESS & ATTENDANCE

#### 1. Subject Heading

- a. CTX Shout Out: [topic, i.e. new workshops, deadlines, walk in]

#### 2. Include Logo or Header: helps to brand center, just like cattle!

#### 3. Content

- a. 1-3 points maximum. Keep each point to one line (think outline form) and prioritize announcement by date OR attendance numbers. Consider a less dry delivery (see below)
- b. If they have to scroll, it is too long
- c. Include registration links or info
- d. Include a general link if possible (center home page)
- e. Add humor, random thoughts work too! (easier said than done!)

#### 4. Consistency: Once a week

#### 5. Examples

Subject: CTX Shout Out! Universal Design



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Universal Design? No, it's not the grand design of the universe, the different hues in the night sky, or my taste in fashion.

Go to the Universal Design workshop and see how this important topic impacts your teaching! Wednesday, October 29, 1:30pm-3:00pm in the CTX. Sign up at [www.flexreporter.com](http://www.flexreporter.com)

Faculty have started to get involved with the mentor program . . . ask me how!

What is the highest note you can sing?

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Subject: Walk In Training



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Did you know that the CTX offers one-to-one training sessions on just about any topic you choose?! Walk-ins also welcomed!

Happy Halloween! I am going to be a pirate this year, no costume necessary: I will be taking a few pieces of my kids candy every night, while they sleep, for the next several weeks! Aye Matey, I be takin' your loot while you sleep!

I'm doing it for the kids! :)