



Tuesday, October 16, 2001

News @ OU launches faculty, staff section

By *Jennifer Charney, OU Staff Writer*

Welcome to the new faculty and staff section of The News @ OU. This site will supplement a revamped Inside Oakland, the faculty and staff newsletter.

Here you'll find the campus information that OU employees want more often: stories on news and events — updated weekly and more frequently, as needed.

In the new Inside Oakland, to launch in January 2002, you'll find in-depth coverage of campus issues and feature-style faculty and staff news three times a year, instead of monthly.

These changes reflect shifting preferences in how OU faculty and staff like to receive information. An April 2000 survey of Inside Oakland readers shows that they like receiving campus information through a mix of print and electronic media. In fact, 63 percent of respondents said they like an electronic format — Web or e-mail. Because respondents could choose more than one preference, 70 percent said they like print.

Topics in this new Web section will include items that survey respondents said are most important to them: administrative policy updates, employee benefits and campus events. Visitors also will find regular Inside Oakland features such as Campus Registry of Distinction and Employee of the Month online. We'll keep you posted with weekly broadcast e-mails highlighting the latest news added to the site, with a direct link to the articles.

Other plans for the site include a section about new hires, promotions and retirements.

Recent visits to The News @ OU reinforce the Oakland community's preference for the Web. Since the site relaunched in July, visits have increased from 300-500 per week to more than 1,700.

Because so many of you still enjoy the printed Inside Oakland, OU will continue to publish it, with more pages. In the new Inside Oakland, you'll get to know more about your Oakland colleagues in longer features about faculty and staff achievements, and in stories about university efforts toward achieving the 2010 vision. We welcome your suggestions. Please let us know about any news in your area, including:

- upcoming events
- professional news (grants, awards, papers presented)
- personal news (off-campus honors, degrees, milestones)
- campus activities
- feature story ideas

Don't forget to tell us your name, title, office or department, e-mail address and phone number. Send all your suggestions to thenews@oakland.edu.

SUMMARY

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