

# Utah 4-H Alumni

March 2008

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## New Utah 4-H Alumni Association

The purpose of a newsletter is to provide specialized information to a targeted audience. Employee newsletters can be used to develop a better informed workforce, to foster a greater sense of community, and to build morale.

You can create a better-informed workforce in many ways. By providing news from the project level and the company level, you can help employees better understand how the company works and where they fit in.

When employees understand the goals of the company and see how their work helps to achieve those goals, they are usually more productive.

You can help build morale by writing about employee events and achievements.

The key to a successful newsletter is making it useful to your readers. Include information about all areas of the company – but make sure it is information that your readers want and need.

## Message from the President

An employee newsletter is an excellent place for a message from the President of the company. This article serves several purposes. For the President, it offers a way to communicate the company goals and status to employees at all levels.

For employees, it provides a better understanding of the company's goals and status, as the President sees them. If you want to create a sense of connection between employees and the president, you can use this column as a forum wherein the President can answer questions sent in by employees.

This column is also a great way to inform employees of big company news before it hits the TV or major newspapers.

To make this column successful, you should ask the president to be as candid and honest as possible. This is a place to inform employees, not promote a project or sell an idea.

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## Employee News

Whether you are starting an employee newsletter from scratch or trying to freshen up your existing newsletter, a good design is essential. A well designed document is easier to read. Employees will know exactly what kinds of information to expect and where to find each in the newsletter. A good design also makes it easier, and cheaper, to produce and update your newsletter.

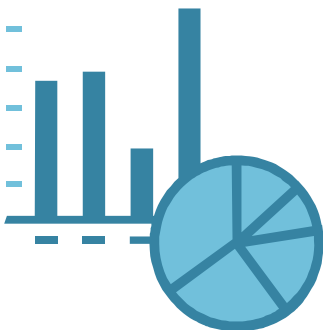
You can also use much of the content you put in your newsletter for your Web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it on your company intranet.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

## Department Profile: Name of Department

Profile a department in your newsletter to keep employees informed about what is going on in the company. Many times, employees only know what is going on in their department and do not see how their work fits into the bigger picture. By sharing information on different departments, you can help employees see how departments fit together to form the whole. When choosing which department to profile each month, you might want to consider how long the department has been in existence (profile new departments, or profile established ones in order of their age to show how the company has grown historically). You can also consider recent department accomplishments or upcoming deadlines.

In a department profile, share information about employees who work in the department, main projects on which the employees in the department are working, and the history of the department, including past accomplishments.



*A caption is a sentence describing a picture or a graphic.*

## Industry News

Highlight news about other companies in your industry. This can include news on competitors as well as companies that provide your company with products or services.

It can help employees get their job done more efficiently and effectively to know such things as the features of a competitor's new product, a release date for a new product that could help in their work, or innovations that may change how customers work.

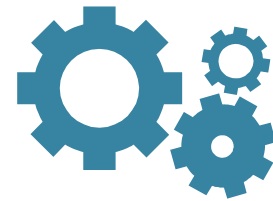
## Employee Profile: Name of Employee

Reward employees and foster a sense of community by profiling employees in your newsletter. When choosing which employees to profile each month, you can consider length of service with the company (profile a new employee and one who has been with the company for 5 or 10 years or longer). You can also consider recent professional or personal accomplishments that would make interesting reading.

In an employee profile, you can share information about the employee's history with the company. You can write about his present position as well as other positions he's held at the company. This is also a great place to include professional accomplishments.

You can also include information about the employee's life outside of work. This can include biographical information such as where he was born, what school(s) he attended. You can also include information about his family and his hobbies.

It is also a great idea to include a photograph of the employee – grab your digital camera and surprise the employee at his desk. Or, if you want a more formal look, plan a photo session.



*A caption is a sentence describing a picture or a graphic.*

## News from Human Resources

A newsletter is a great forum for announcing new company policies, changes to existing policies, important benefits information, and other important Human Resources information. For example, in the fall, you can print the company policy on carrying over vacation or sick days. This gives employees time to use vacation days that won't carry over, as opposed to finding out at the beginning of the year after the extra days have been lost.

If you do not have Human Resources announcements to make, you can use this column as a question and answer column. Ask employees to send questions that they want the Human Resources team to answer. If one employee has a question, it is likely that other employees have the same question. Answering those questions in this column helps communicate the information to all employees.

This is also a great place to write about employee activities, such as the employee picnic or holiday party. You can also promote employee social groups, such as a book club.

## Birthdays and Anniversaries

Kim Abercrombie	Jan. 2
Jenni Merrifield	Jan. 10
John Evans	Jan. 12
Erik Andersen	Jan. 19
Sebastien Motte	10 years
Michiko Osada	7 years
Scott Culp	5 years
Rachel Valdez	5 years
Heidi Steen	2 years
Oliver Lee	1 year

## Upcoming Events

A great way to add useful content to your newsletter is to include a calendar of upcoming events. Events can include company-wide deadlines for projects, company holidays, Human Resources events, and social or morale events.

<b>Company holiday</b>	Jan 2
<b>Benefits open enrollment</b>	Jan 3 – Jan 31
<b>Network upgrade (system down)</b>	Jan 27
<b>Main Street project: proposal due</b>	March 1
<b>Annual shareholder's meeting</b>	May 17
<b>Company holiday</b>	May 29
<b>Company holiday</b>	July 4
<b>Company picnic</b>	July 22

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MARCH 2006						
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