

Best Internal Email Campaign
Silver
Duke University – “This Week at Duke”

Brand/Client Side Team:
Steve Hartsoe, Janna Wilkinson, Ben Riseling

Vendors/Agencies:
Bronto

MarketingSherpa Summary – Why They Won:

Years of planning paid off for Duke University. Their new weekly newsletter to staff has registered consistently high open and click through rates. But what impressed us is that they then went one step further and used this internal newsletter to reach the next level of “internal” audiences – alumni, students and local residents, thus creating a broader and more inclusive community.

From Their Nomination Form:

In August, we had a little more than 16,000 auto-subscribers. We have opened the option to have The Week at Duke sent to Parents, students, Alumni, Triangle Residents, and the News Media on a subscription page on our news site. Now we have just under 19,000 subscribers in October.

Our stats average that we compile using Bronto have been overwhelming positive as well.

Average Performance:

- o 57.6% Open
- o 20.1% Click
- o 34.9% Click/Open

[Click here](#) view this newsletter online

THE WEEK AT DUKE

DUKE UNIVERSITY
DUKE TODAY
DUKE RESEARCH



Campus News

- [Open Enrollment](#) Faculty and staff can select and change benefits from Oct. 4-14.
- [DukeAlert Test](#) New emergency notification tools will get a trial run on Tuesday.
- [President Bush Honors Duke Doctor](#) Robert J. Lebowitz receives the nation's highest honor for science at a White House ceremony.
- [Great Living Major Lecturer](#) Centenarian Bill Werber recalls lettering in basketball at Duke and playing bridge with Babe Ruth.
- [Plans for New Campus Unveiled](#) University officials will seek approval from Duke trustees to begin construction near the intersection of Campus Drive and Anderson Street.

[more >>](#)

Employee Headlines

- [Free Flu Shots](#) Preventive measure is available to Duke faculty and staff starting Oct. 6.
- ['Being Good in the Neighborhood'](#) Campaign allows faculty and staff to give directly to programs supported through the Duke-Durham Neighborhood Partnership and Duke's Division of Community Health.
- [Political Policy](#) New employee guidelines encourage election activity and common sense.

[more >>](#)

Duke in the Media

- [Rebution and Regulation For Bankers](#) Law professor James Cox comments on the search for culprits in the credit crisis. (Times, London)
- [Veteran Student-Aid Director Talks About the Future of His Field](#) James A. Behin Jr., who will soon retire from Duke, talks about recent upheavals in the student-loan market and other issues. (Chronicle of Higher Education)
- [Op-ed: Debunking the Threat-Sweat Theory](#) Professor Evan Charney challenges a new study in Science that claims subjects who registered a heightened sense of threat also tended to be more conservative politically. (News & Observer)

[more >>](#)

COMING THIS WEEK



Blessing of Animals

Annual service this Sunday (Oct. 5) welcomes the furry, feathered and finned to the Duke Chapel lawn.

UPCOMING EVENTS

[Oct. 5-6](#) Top linguists to speak at Duke during a four-day symposium.

[October 7](#) Brown bag luncheon to provide service-learning tips for faculty and staff.

Duke on Camera

[Biking on Campus](#)



Duke bike riders, police offer tips for staying safe on the road.

Duke TODAY poll

Your Favorite Duke Videos
We're celebrating 100 Duke on Camera videos. Pick for your favorite and one person will win lunch for two at the Faculty Commons. [Vote here](#)

DUKE TODAY

EMPLOYEE SERVICES

NEWS

DUKE UNIVERSITY

DUKE RESEARCH

Duke Launches Weekly Employee Newsletter

Welcome to "The Week at Duke," a new weekly newsletter providing a quick summary of the latest news, media coverage, upcoming events and "news you can use." University staff and faculty will receive this newsletter each Thursday morning. [Read more](#)



Campus News

- Greetings, Class of 2012**
In their welcoming speeches to first-year students, [President Brothman](#) and Dean of Undergraduate Education [Steve Nowicki](#) spoke of the impact the students can have at Duke.
- El Greco to Velázquez: Exhibit Opens Aug. 21 at Nasher**
The large assemblage of Spanish art includes 52 master paintings, sculptures, glass and ceramics.
- New Online Events Calendar**
The site at <http://calendar.duke.edu> allows viewers to search more easily for concerts, films, lectures, games and other events at Duke.
- Duke in Your Pocket**
The university's main website is now available in a "mobile format" for iPhones, with similar formats available soon for other smartphones.
- Measuring Research Success**
A new study in which Duke's Fuqua School of Business placed third in "research rankings" of top business schools illustrates changing concepts of research success.

[more >>](#)

Employee Headlines

- Emergency Text-Messaging Available**
Service enables rapid notification to Duke faculty, staff and students.
- Coach Quadfife Wants You**
Help kick off Duke's new football season with free game tickets, food and activities on Aug. 30.
- An Easier Commute**
Duke Greenline helps you find carpool buddies among the growing number of employees seeking new travel options.

[more >>](#)

Duke in the Media

- Reggie Love is Barack Obama's gatekeeper, friend**
Love, a former Duke varsity basketball and football player, went from Duke athletics to Obama's personal assistant. (ABC's Good Morning America)
- Duke, NCCU Students Bond in Africa**
A Duke study-abroad program sent five Duke students and four N.C. Central University students to Ghana. (News & Observer)
- College Presidents Seek Debate on Drinking Age**
Presidents from about 100 U.S. colleges and universities, including Duke, say current laws encourage dangerous binge drinking on campus. (AP)

[more >>](#)

COMING THIS WEEK



Organ Dedication

Join President Brothman for an opening convocation and public dedication service for the new 30-foot-high pipe organ in Dedmon Chapel. The Aug. 26 event begins at 11 a.m. in Duke Chapel and then moves to Dedmon Chapel.

UPCOMING EVENTS

August 26-27 A watch party for the Democratic National Convention, sponsored by Duke Democrats.

August 28 Duke Run/Walk Club workshop.



Duke on Camera

Baby Aye-Aye

Time Out

WYD THIS WEEK

WYD THIS WEEK

Watch a slide show on how Duke employees spend their vacation time.

Fuqua's Global Reach



Fuqua announces plans to establish the world's first "legitimately global business school." ▶

Campus News

- Fred Jameson Wins Literature Award**
Duke professor will receive the fifth annual [Hoberg International Memorial Prize](#) for his contributions to subjects including cultural theory and cultural studies, hermeneutics and history.
- Who Will Own Pollution Solutions?**
Nicholas School Dean Bill Chameides says the world needs to move beyond "us and them" approaches to global pollution problems.
- Bush and the Courts**
In a speech at Duke Law School, a University of Chicago professor says judicial conservatism is dead as a coherent vision of legal philosophy.
- Examples of Security Measures From Nature**
Duke professor and colleague argue in an op-ed article that national security planners should learn from natural adaptation.
- Duke Police Warn About Theft at Wilson, Other Athletic Facilities**
Since Jan. 1, more than 50 wallets, iPods, BlackBerrys and other personal electronic equipment have been stolen from Wilson. Officials urge patrons to bring locks.

[more >>](#)

Employee Headlines

- Statement Issued Regarding AIG/VALIC**
Duke Benefits Director Lois Ann Green says VALIC's funds "are completely separate from the parent company AIG."
- Open Enrollment News**
Faculty and staff can select or make changes to health, dental, vision and reimbursement benefits from Oct. 4-14.
- Instant Messaging a Helpful Work Tool**
Chat in real-time with fellow employees, vendors and others, or hold chat "meetings" through the Duke service.

[more >>](#)

Duke in the Media

- Teaching a Better Way**
An interview with Fuqua Dean Blair Sheppard — one of many major stories about Fuqua's global announcement on Monday. (Financial Times)
- Experts: Many Versions of 'Bush Doctrine', Palin's Confusion Understated**
Political science professor Peter Feaver comments on Alaska Gov. Sarah Palin's interview last week with ABC News anchor Charles Gibson. (Washington Post)
- How Much Hermeneutic Is Too Much?**
Psychology and neuroscience professor Harris Cooper discusses this ongoing dilemma as part of a series of reports on education. (NPR: Day to Day)

[more >>](#)

COMING THIS WEEK



[Aiding Guilt](#)

The Kenes Distinguished Lecture in Ethics by Rakesh Teja looks at the paradox of humanitarian aid that has unintended results — Sept. 18.

September 21 A faculty retreat at Bowman Hall Forum features Sandra Cohen, Hiroko Igarashi, and David Hold. [more](#)

UPCOMING EVENTS

September 24 Duke Law professor Michael Tigar presents a human rights agenda for the new administration.

September 25 Oxford University professor Julian Savulescu discusses the ethical implications of using biotechnology and genomics to enhance people's lives.

Duke on Camera

[The Muslim Vote](#)



Duke professor Jermain Reed discusses factors influencing how Muslim Americans are participating in this year's election.

DUKE RESEARCH



Can you guess what this is? Find out in the new issue of [Duke Research](#).

Have you discovered this month's site? It's filled with lively stories, fun videos and more. [Subscribe today](#) — it's free.

THE WEEK AT DUKE

DUKE UNIVERSITY
DUKE TODAY
DUKE RESEARCH



Duke Engaged in Beijing

DukeEngage: Students volunteer at school for children of migrant workers

Campus News

- [Making Sense of the Economy](#)
Fuqua professor Campbell Harvey answers questions about the global financial crisis.
- [Duke Research Blog](#)
A team of journalists and students explores Duke's vibrant research community.
- [The Class of 2012: A Snapshot](#)
First-year students reflect the university's increasing international presence and its broad appeal to young achievers.
- [Founders' Day](#)
Duke will honor outstanding students, faculty, employees and alumni at the annual convocation Oct. 2.
- [Brookhead Tours Marine Lab](#)
Duke president meets faculty and students, and assists with a turtle release.

[more >>](#)

Employee Headlines

- [Inside Duke Medicine](#)
New website features news, events and helpful information for Duke Medicine employees.
- [Fighting Asthma](#)
The 2008 Blow the Whistle on Asthma Walk is this Saturday (Sept. 27) at North Carolina State University's Centennial Campus in Raleigh.
- [Appreciation for National Service](#)
Duke faculty and staff members who have participated in a national service program can receive free tickets to this Saturday's football game.

[more >>](#)

Duke in the Media

- [How These Economists View a Financial Rescue Plan](#)
Steven L. Schwarcz, professor of law and business, discusses the Bush administration's actions to stabilize the financial markets. (*New York Times*)
- [Co-ed: Flood, Rebuild, Repeat](#)
Duke geologist Orrin H. Rikley, writing with a colleague, says the policy of providing federal funds for repetitively damaged communities makes no sense in a time of rising sea level. (*USA Today*)
- [Co-ed: Hearing echoes from 1929](#)
History professor William H. Chafe compares the historical parallels between 1929 and 2008. (*News & Observer*)

[more >>](#)

COMING THIS WEEK



Plants and Crafts

[September 20](#) Duke employees can get first pick among thousands of plants and craft items at the Sarah P. Duke Gardens before a public sale on Saturday.

Harvest Festival

[September 25](#) Enjoy fresh produce, music and more at the final Farmers Market of the season.

UPCOMING EVENTS

[September 29](#) A Duke-UNC panel will discuss making university institutions involved in developing countries.

[October 1](#) Jazz at the Mary Lou features live performances by local musicians, Duke music students and special guest artists.

Duke on Camera

[Making DeepSea Dives](#)



New lab-on-a-chip technology could help reduce the cost of sequencing genes.

Duke TODAY poll

The Great Debate
Are you planning on watching the presidential debates? [Vote here](#)