



UNIVERSITY OF GEORGIA

Student Affairs

NEW STAFF ONBOARDING EMAIL ENGAGEMENT OVERVIEW

Purpose

To provide digital communication to recently hired UGA Student Affairs staff in support of their transition.

Logistics

- New staff members will receive 12 email onboarding communications over a one-year period via MailChimp.
- New staff members are enrolled in the email communication series upon completion of new hire paperwork and emails are delivered according to the staff members' start date.
- New staff members may unsubscribe at any time, but are encouraged to maintain their subscription.

Outline

DAY	TOPIC	CONTENT
1	Welcome	Welcome note from Vice President Wilson
3	Student Affairs Onboarding	Introduction to division-wide onboarding initiatives and the email engagement platform
5	UGA and Student Affairs Foundations	History and mission of the institution and the division
8	Compliance and Safety	Overview of policies and campus safety measures
15	Lessons from Leaders	Advice from Student Affairs Leadership Team members
22	Staff Development	Overview of staff development expectations and opportunities
29	The UGA Brand	Guidelines for positively contributing to the institutional brand
32	Staff Recognition	Overview of division-wide staff recognition initiatives
46	Staff Voices Matter	Overview of opportunities to provide feedback on the employee experience
90	Three Month Anniversary	Prompts to reflect on first three months
180	Six Month Anniversary	Prompts to reflect on first six months
366	One Year Anniversary	Congratulatory note from Vice President Wilson