

# Summary

Our small Communications Team was overwhelmed producing three internal newsletters per week – one for all staff, one for admin building staff, and one for principals and other administrators. Much of the content was repetitive, and it was rarely filtered for value. We kept hearing the dreaded words, "no one reads that."

We shifted our focus from quantity to **quality**. We rolled out a new staff newsletter – The Weekly Howell. Thanks to a different platform and support from our IT team, we began utilizing dynamic content. What does that mean? Now, we send just one newsletter per week but include various sections that only appear for the designated target audience, like principals, for example.

With a new design, less inbox clutter and stronger original content, the newsletter has already yielded impressive results after just a few months.

- January 7, 2021 issue
- March 11, 2021 issue



## Results

**9/10**

STAFFERS RATED  
THE NEWSLETTER  
GOOD/GREAT.

**47%**

OPEN RATE. NEARLY  
20% HIGHER THAN  
INDUSTRY AVERAGE.

**38%**

CLICK-THROUGH  
RATE. HIGHEST IN  
DISTRICT HISTORY.

**8%**

INCREASE IN CLICK-  
THROUGH RATE IN  
ONE YEAR.