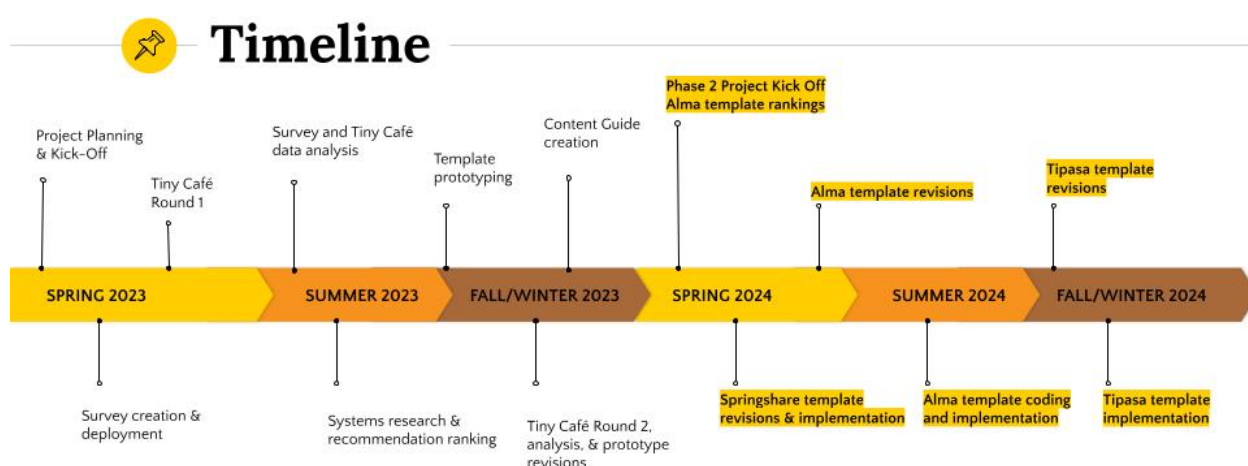# Evidence-Based Email 2024 Project Report

Summary

All currently utilized, student-facing automatic emails were updated to reflect best practices and Library Brand requirements as outlined in the Email Content Guide.

Overview

Image: Timeline illustrating work completed during the 2-year project. 2024 project work is highlighted.

This year, we continued the Evidence-Based Email project by using the Email Content Guide to revise automatic emails sent by library systems.

The project team drafted and revised 49 templates in Alma (ILS), Springshare (study room and Meet with a Librarian scheduling), and Tipasa (ILL). Revisions encompassed changes to formatting, content, and branding, often requiring emails to be recoded using HTML, CSS, and XSL.

The team also reviewed 57 active patron-facing templates in Alma and disabled 42 email templates that were not being used, streamlining the Letters Configuration dashboard.

All emails in Springshare and Alma were finalized before the start of the Fall semester. Tipasa emails were completed by the end of the Fall semester.

Sample Email Before & After

Meet with a Librarian Cancellation - Original Email:

Hi

Unfortunately, we had to cancel the following appointment:

When: 11:15am - 11:45am, Tuesday, March 21, 2023
With: Grace Kim (grace.kim@nsc.edu)

Please use this link to reschedule: Meet with a librarian
We are sorry for the inconvenience!

Powered by Springshare. Read our privacy policy.

ATTENTION: This email originated from outside of Nevada State College. Please be cautious of clicking on links or opening attachments unless you recognize the sender and know the content is safe.

Meet with a Librarian Cancellation - Revised Email:

NEVADA STATE UNIVERSITY
UNIVERSITY LIBRARY

Hi Lauren,

Unfortunately, we had to cancel the following appointment due to changes in the librarian's schedule:

When: 3:45pm - 4:15pm, Wednesday, November 20, 2024
With: Alena Manjuck
Location: Online Meeting

Next Steps

- You can use this link to reschedule: Meet with a Librarian
- If you need immediate help, you can use our live chat service or call **702.992.2800** during library hours.
- The Library provides subject guides with resources for research in different areas. View the list of all subject guides or check out our Introduction to Research guide.

We are sorry for the inconvenience!

University Library Team
library@nevadastate.edu | 702.992.2800 | library.nevadastate.edu

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Stakeholders

- Lauren Johnson — accountable, responsible
- Nanci DeLa Cruz Aguayo – responsible
- Alena Manjuck — responsible
- Kelly Lutz – responsible, consulted
- Library Team – consulted, informed

Highlights

- Drafted and revised 49 templates in Alma, Springshare, and Tipasa. Revisions encompassed changes to formatting, content, and branding, often requiring emails to be recoded using HTML, CSS, and XSL.
- Reviewed 57 active patron-facing templates in Alma and disabled 42 email templates that were not being used.
- Lauren and Alena presented on the project at the LMCC 2024 conference in St. Louis on November 13, 2024.The presentation, titled "ACTION NEEDED: Revising Automated Emails for a Better Brand Experience," drew more than 100 attendees. Survey comments included:
    - "This session was phenomenally well-organized and provided a super helpful project roadmap that I feel my library could follow very successfully."
    - "I plan on replicating this at my library. Excellent presentation and I greatly appreciate the detail put into it. It will make my job easier in implementing this at my library. Thank you!"