



Project Definition: The *IT Insider* is ATMAE’s membership newsletter. It is published three times annually, arriving at member mailboxes in April, September and January. All ATMAE Divisions, Focus Groups and independent boards have the opportunity to have an article in each issue, which can highlight ongoing activities and plans. These division reports can also include copy that supplements efforts on other projects, such as soliciting candidates for elections and nominees for awards. The ATMAE Student Chapters can also submit short chapter updates for inclusion in the IT Insider

Responsibility: The division president (or focus group chair, board chair, etc.) coordinates submission of division reports, working with division officers to assign tasks, and ensuring that copy is submitted. When copy is not submitted by deadlines, the ATMAE office contacts the President to determine status.

Deadlines: Current deadlines for the IT Insider are posted in the IT Insider section of the website. They do vary based on the year, and the fall issue may have early deadlines if the convention is in October rather than November. Copy deadlines are set to allow one week of editing, one week of design and two weeks for printing and delivery. Missing the deadlines may mean that your division’s copy won’t be in the IT Insider. With some variation by year, these are the approximate deadlines for copy and mailing of the IT Insider:

<u>Issue</u>	<u>Copy is due</u>	<u>Issue is Mailed</u>	<u>Received</u>
No. 1, January/Winter (Post-Convention)	~December 1	December 29	January 5-15
No. 2, April/Spring (General)	~March 1	March 29	April 5-15
No. 3, September/Fall (Pre-Convention)	~July 1 - 10	August 29-Sept 6	September 5-18

Tasks/Steps:

- **Designate an Author:** President should communicate with officers and determine who will author. Generally, officers write the IT Insider articles, but there is no policy stating that other division members may not.
 - Time: At least two weeks before copy deadline. For the January, post-convention issue, this should be done by the Executive Committee at the Convention, as copy may be due as soon as two weeks after the convention.
 - Notify ATMAE: Notify the Associate Director if your division will send copy and for whom it is expected. If the office knows your division will have an article and who is responsible, they will follow up with reminders.

- **Write an Article:**
 - *Articles can cover a broad range of content.*
 - Important news for division members, projects & events coming up, annual tasks (proposals, nominations, awards), calls for ideas, action, and volunteers for projects.
 - Viewpoint, opinion or editorial in approach, as a means of directly engaging members in conversation about issues.
 - *Remember to write “for the future”* – your article is read by members about 6 after you submit it.
 - *Write with active tenses for shorter sentences* and a less academic flavor.
 - *Limit your copy to 500 words or less.*
 - The Annual cycle of activities is reflected in IT Insider content:
 - January issue (approx December 1 deadline):
 - Recap of division news from convention, meetings, and awards.
 - division plans and projects for the next year and who to contact to get involved.
 - encourage submission of presentation proposals, especially if particular topics are being solicited (the proposal deadline is typically around January 31).
 - Encourage members to submit ideas for workshops, forums and tours, or other special sessions – your members are a valuable resource that can bring value to your division’s activities.
 - encourage involvement in division projects and leadership (election nominee solicitation begins in the late winter, so the IT Insider can get members thinking about volunteering.
 - April issue (March 1 deadline):

- General division news.
 - New projects - How are they going?
 - Need volunteers for a project? - Use the IT Insider to detail what the project is, what volunteers are needed for, and provide contact info for project leaders.
 - Use to solicit volunteers for elected office and nominees for awards; provide contact info(name and email) for the personnel leading those efforts.
 - Editorialize or write an opinion piece of interest to members of your division
- **September issue (July 1-15 deadline):**
 - Highlight convention events and activities –this issue also has the PreConvention Program, which has all details on the convention, so your IT Insider highlights can focus on content, who would be interested in attending, etc.
 - The September IT Insider is a marketing tool for the convention –and the success of your division’s events. “Sell them” in print - point out the target audience, point out what can be learned, point out any perks for attendance. Recap the common issue or problem your special session is focused on – cause the reader to say “that’s me! I need to go to this!”
 - There may be member discussions at the convention for which the content is not contained in the program. In such case, mention the potential topics of discussion for membership meetings and division member forums; this may increase interest and help member to prepare to participate.
 - In addition to the convention activities, there may be division activities and accomplishments that occurred between March and July that members should be made aware of.
- Other Ideas and Resources for creating IT Insider copy:
 - Past issues of the IT Insider can be found on the ATMAE website in PDF form. Looking at past issues can give you idea about content and style of articles.
 - Your division membership can be a source of IT Insider articles. Ask the ATMAE office about using listserv messages to solicit authors for opinion and informational articles.
 - The ATMAE office can also assist with member surveys that can help division officers discover what their members would like to see in the IT Insider.
- **Student Division Leaders and ATMAE Chapter Reports:**
 - The Student Division leadership should encourage chapters to submit ATMAE Chapter reports to the IT Insider.
 - This can be done by emails to student chapter advisors and officers - and through the ATMAE website and in the Student Division’s IT Insider reports.
 - Chapter reports are very brief and can be used to highlight chapter activities and accomplishments – competitions, service projects, participation in campus student organization fairs, guest speakers and site tours, social outings, fundraising activities, and other chapter activities.
 - Chapter reports serve a useful purpose for ATMAE in that they allow chapters to “brag” and help create chapter pride. They also can help create some competition between chapters in terms of activities. They also help other chapters get ideas for activities and fundraising.
 - Resources: The ATMAE office can assist with contacting student chapter officers and their advisors through creation of a customized listserv to target those personnel, or other subsets of student membership; once created, the listserv can be used directly by designated individuals to send messages without any assistance from the ATMAE office.
- **Submit your copy to the IT Insider:**
 - Send a Word document to the Associate Director, who manages the IT Insider. (Dave Monforton – dave@atmae.org)
 - Meet the deadline. If you intend to still submit copy and you do miss the deadline, contact ATMAE immediately –you may have time if you act quickly!
 - Include an electronic photo (head shot) of the author(s); send a high-res JPG, TIF or EPS file; send a color photo; don’t insert photos into the document, as they are hard to extract and save from Word..
 - Include other art: photos of members, awardees, contest winners, events, logos of corporate partner on division projects, etc.
 - Include “Sidebars” –is there a list of awardees, newly elected officers, or anything else that is easily presented in a bulleted list? Send it as a text box in your article document, or as a separate file. Space for copy in the IT Insider is usually at a premium, so for some kinds of information, a bulleted list can be an effective and more efficient way to get the information out to your members.