

Best Practice 1

1. Title of the Practice

PUBLICATION OF THE MONTHLY NEWSLETTER, AURORA BULLETIN

2. Goal

- Enhance the brand name of the college
- Convey important achievements and milestones to all stakeholders
- Share with prospective students and parents during admission process
- Provide a platform for faculty and students to express themselves
- Maintain a record of the college activities
- Dissemination of essential information to parents
- Staying connected with the stakeholders
- Foster a link between the classroom and the home.
- Reach potential partners for future endeavours
- Facilitate inter departmental communication
- Inculcate the practice of writing well organised reports in faculty and students
- Provide a medium for exchange of thoughts and information
- Highlight Alumni success stories and help in networking

3. The Context

Students and faculty are an integral part of a college's communication network. Many people outside campus may also be interested in what's happening at the college. In this context, newsletter provides specialized information to this targeted audience. Newsletters are a great way to market the college, create credibility and build awareness about the activities of the college. Newsletters are effective in getting necessary attention, dissemination of information and easy accessibility. Newsletters give prospective parents a relatively unscripted glimpse into the daily routine of the college life, showing them what it would be like if their children were enrolled. Newsletter provides a tangible demonstration of the college's values at work through various articles and featured content. Publishing a regular newsletter is an essential aspect of community engagement and attracts attention of the counterparts and contemporaries. It's the hallmark of quality work and accomplishments of the college.

4. The Practice

The process of publishing a Newsletter started with creating a mail ID for the newsletter. Then an 'Activity Report' template was designed and circulated to all the faculty members for maintaining uniformity in presenting the reports. Publications cell has a coordinator and members representing every department of the college. This constitutes the Editorial board. Each member of the Publications Cell is aware of their responsibilities and actively engaged in the collection of data every month. The members meet periodically to discuss and select the articles for publication. Monthly meetings are conducted for bringing out any modifications or improvements in the design. The DTP operator works on the design and layout.

The coordinator or organisers of various events submit the activity report to the newsletter by mail. Students and staff are encouraged to contribute articles and art to the newsletter. Fixed templates of

the newsletter are used to facilitate design and maintain consistency in quality. Student coordinators collect achievements of their fraternity.

Each newsletter has a cover page containing the picture of the main event of that month. Director's message encapsulates the highlights of the various activities.

College level events are posted at the beginning. Department level events and activities conducted by different clubs and cells are presented. As a part of the Community Service initiatives NSS, Street Cause and Literacy Helping Hands organise many events like visits to orphanages, adopted school, medical and awareness camps in adopted villages which are reported in print media too. Internships and achievements in NPTEL are also published.

A gallery depicting an array of activities is one of the main attractions of the newsletter. Placement and sports news is a regular feature. Articles written by faculty and students, book reviews are very appealing to the readers. Use of photographs, visuals and graphics enable the reader to scan quickly for information and feel engrossed. Soft copies are available on the college website and hard copies in the library. The softcopies are also mailed to all the stakeholders.

5.Evidence of Success

Newsletter has proved to be a very good marketing medium for the institution and has been a perfect and a permanent record of the various events conducted regularly in the college. Newsletters serve as a repository of ready reference for staff, students and other stake holders. Since faculty and student achievements are posted regularly, they act as a motivating factor. Regular newsletters are a wellspring of vital information for parents of currently enrolled students and also future aspirants. College Newsletter serves as a springboard to initiate academic writing in faculty and students. Inclusion of pertinent information about upcoming events or contact information helps parents to consider newsletters as their immediate handy resource.

6.Problems Encountered and Resources Required

No obstacles faced as we are able to publish 5 volumes and 35 issues of newsletters from July 2015 to till date without a break. Perseverance is the best trait that accentuates this work.

7.Notes (optional)

None

8. Contact Details

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