

Did Anybody Read the Email?

Using Strategic Internal Communications to Engage, Inform & Connect Staff

07.15.22 : Version 2.0

Alison Gross
VP, Strategic Communications & External Affairs

Agenda

01 Hello!

02 Internal Communications at NORC

03 Guiding Principles

04 Examples & a Case Study

05 Tools & Templates

06 Q&A and Your Case Studies



Hello!

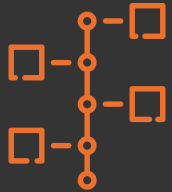
A brief introduction to NORC



NORC at the University of Chicago

NORC at the University of Chicago is an objective,
nonpartisan, research organization that delivers insights
and analysis decision-makers trust.

 Research You Can Trust™



400⁺

Active projects



3,000⁺

Staff members

(at the height of data collection)



250M⁺

Annual revenue



100⁺

Countries

Main Offices

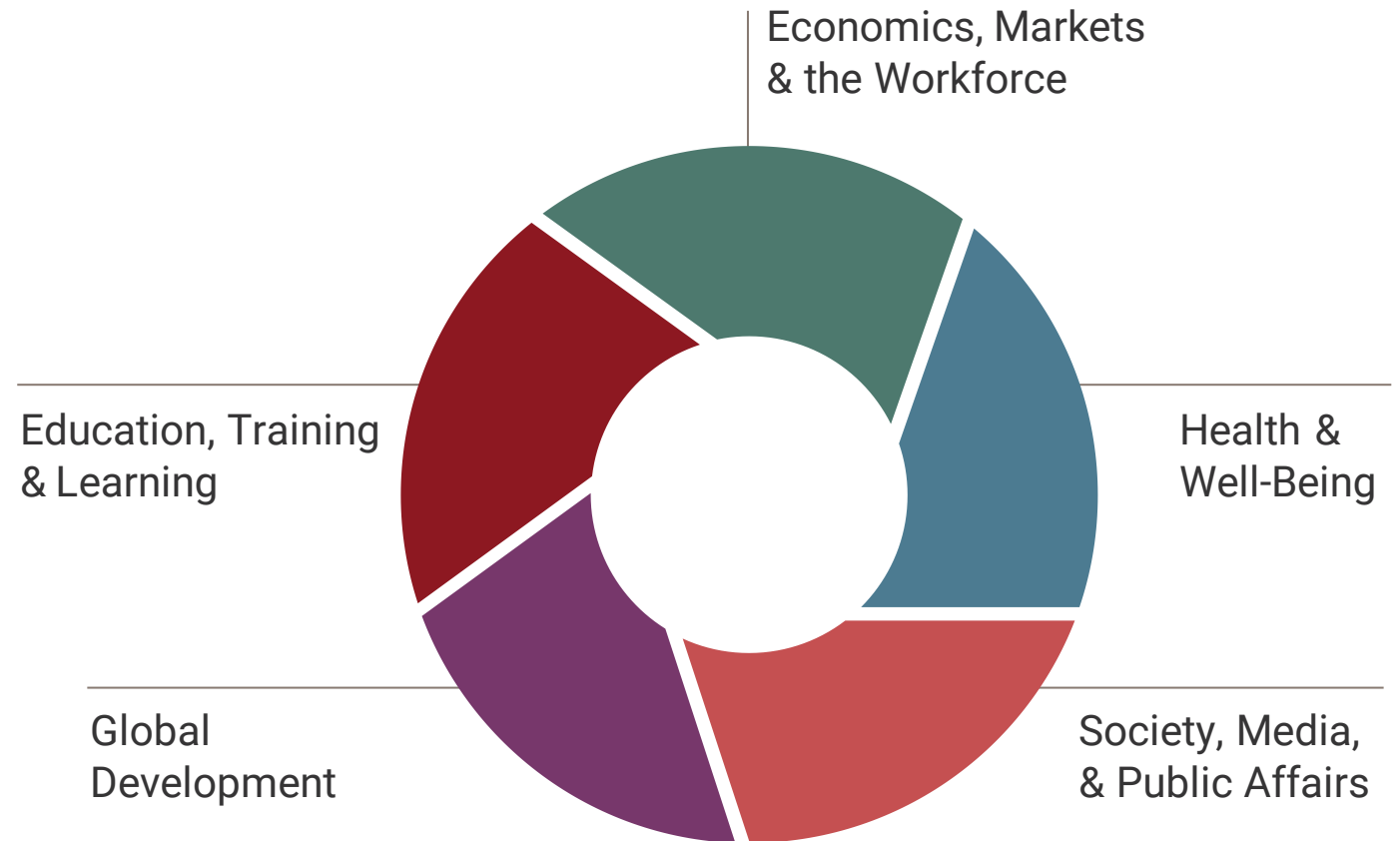
- Downtown Chicago & UChicago Campus
- DC Metro

Regional Offices

- Albuquerque
- Atlanta
- Boston
- Sacramento
- Silicon Valley
- Wichita



The breadth of NORC's subject matter and methodological expertise can help you ask and answer—almost any research question.



NORC has conducted some of the nation's largest and most relied-upon studies, informing countless policies and programs.



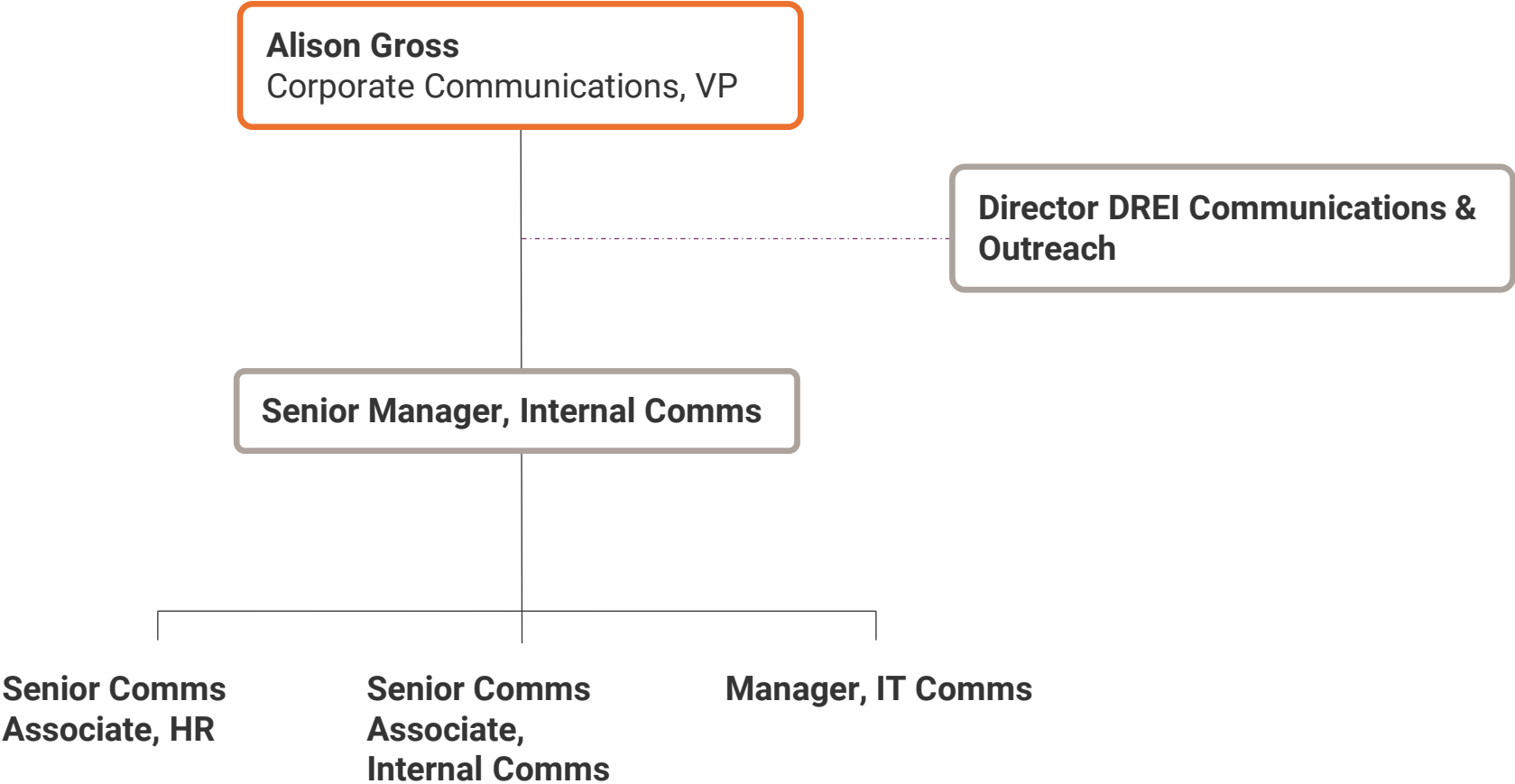
National Survey of **Early Care & Education**



Internal Communications at NORC

Small but mighty!





Guiding Principles

The guiding principles for good communications are the same as for internal communications

The three questions

- Who am I talking to?
- What do I want them to think, know, or do?
- Why should they care?

The fourth question

- What is the best way to reach my audience?

Campaign thinking!

The guiding principles for good communications are the same as for internal communications

Metrics and evaluation

- Determine what “success” means
- Do your systems provide analytics?
- Regularly review
- Try testing
- Analyze results and make adjustments

Examples

Mostly emails but a few other things thrown in to stir our creative juices

Email is reliable, but is it effective? Start by asking...

Who am I talking to?

What do I want them to think, know, or do?

Why should they care?

Is email the best way to deliver this message?

Other considerations & questions to ask before committing to an email communication...

The sender

- From a general email box, a system generated email, or from an individual?
- Do titles & position matter?

Subject lines

- They matter!

Scheduling

- Timing—day of week, time of day?
- What else is being communicated to the same audience?

From: [HRHELP](#)
To: [#Corporate-All NORC Employees](#); [#Corporate-Consultants](#); [#Corporate-NORC Contractors](#); [#Corporate-Senior Fellows](#)
Subject: No more masks? What does this mean?
Date: Friday, March 18, 2022 1:32:18 PM
Attachments: [image001.png](#)

Mask-optional? Mask-Friendly? What should I do?

As our workplace guidance evolves along with the COVID-19 pandemic and corresponding CDC guidance, our top priority remains the health and safety of our employees and the continuity of research and business operations. States, cities, and the CDC are no longer requiring masks in many situations so as of Monday, March 21st, masks will no longer be required in NORC office locations.

What to Expect

- **Mask-optional.** Staff members are free to wear a mask or not onsite.
- **Mask-friendly.** We encourage staff who want to continue to wear masks to do so.
- **KN95 masks are still available.** If you'd like to wear a mask while in the office, you may wear your own or pick up a KN95 mask from the reception desk.

What to do

- **Make the choice that's right for you.** You are encouraged to make the decision that is right for you around masking. This may look different in different situations. For example, you may want to wear a mask in the elevator, but not when you are walking in the hallway. Or you may decide that you are more comfortable wearing a mask in a conference room except when eating with colleagues.
- **Be respectful.** In keeping with our enduring values, we expect you to respect your colleagues' decisions around masking.
 - For example, it is OK to respectfully tell colleagues that you will attend a meeting remotely, if you are uncomfortable in a conference room even if you are wearing a mask.
 - You should also consider if you are willing to wear a mask if a colleague politely asks if you would wear one. If you do not want to wear a mask, have a respectful reply ready such as, "I appreciate that you feel safer if we both wear masks, but I would prefer not to wear one right now. Instead of meeting in person, what if we meet remotely or in a conference room where we can be 6 feet apart."
- **Take responsibility.** We are each responsible for our own behaviors and actions when it comes to keeping ourselves and colleagues safe and healthy.
 - Remember: you are not responsible for and cannot control your colleagues' behavior around masking.
 - What *you can control* is your own behavior and choices.
- **Maintain physical distance.** When unmasked, maintain 6 feet of physical distance whenever possible.

From: Office of the President – Reply to commhelp@norc.org
To: DREI
Cc: NORC DREI Team at deepSEE
Subject: Observing the 1-year anniversary of George Floyd's murder
Date: Tuesday, May 25, 2021 8:34:36 AM
Attachments: Linked video image.png
 NORC Logo_Full_Color Orange_smaller.png

All,

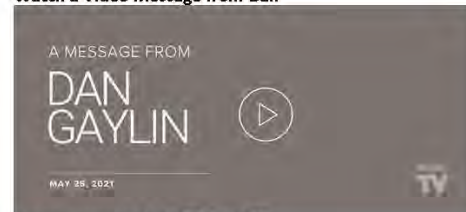
Today marks the first anniversary of the murder of George Floyd, a tragic and deeply disturbing event that has drawn national attention to systemic racism and police use-of-force, and has accelerated NORC's own work on addressing diversity, racial equity, and inclusion (DREI). I invite all of you to [watch my video message](#) that provides an overview of how NORC is observing this day (the key points of which are also summarized below). Video password is NORCMAY25. As a reminder, there are associated support resources available with links and guidance for how best to access them.

Thank you to the DREI Strategy Group who recommended the creation of these programmatic activities, the first of many of their recommendations to be shared over the coming months. Please take extra care with yourself and your colleagues today as we move through this solemn day together.

If you have questions about any of these activities or resources, please email DREI@norc.org.

—dan

Watch a Video Message from Dan



Video password is NORCMAY25

A Period of Silent Reflection

10:00 am Pacific | Noon Central | 1:00 Eastern

NORC will pause operations for **9 minutes and 29 seconds**.

- Individual participation is optional during this companywide work pause.
- You should have already communicated ahead of time with clients and rescheduled, paused, or delayed the start time of previously scheduled meetings.
- Join a Zoom room if you wish to come together in community during this activity.
- Here are the links that were sent out last week via Outlook invitation:
 - TSSO [\[redacted\]](#)

- Field Ops <https://norc.zoom.us/j/91655...?pwd=...>
- Central Office <https://norc.zoom.us/j/91655...?pwd=...>
- This event is available to all staff, whether working on-site or remotely.
 - Please contact your department head for a charge code.
- Essential on-site staff are encouraged to join together in a physically distant way if they'd like.

Support Space for Black Staff

A virtual space will be available for NORC staff members who identify as Black and African American to come together in community in whatever way is helpful. At least one NORC staff member will be present during this time to ensure no one will be in the space alone. To try to meet as many needs as possible, we will offer both structured and unstructured time over the four hours the space is open:

- Facilitated group discussion
 - Time: 8:00 am PT | 10:00 am CT | 11:00 am ET
 - Duration: 45 minutes
 - Facilitated by [Krista Woods](#), a licensed clinical social worker
- Open support space
 - Time: 8:45 am PT | 10:45 am CT | 11:45 am ET
 - There will be no agenda or program
- Zoom link to support space [\[redacted\]](#)
- We kindly ask that this space be dedicated solely for our Black and African American colleagues. If you have questions, please reach out to DREI@norc.org.

Memorial "Wall"

We created a digital space available to all staff to post thoughts, poetry, quotes, feelings, ideas, and images to express what George Floyd's death means to them. Visiting the wall and adding to the wall is completely optional.

- To add to the page, scroll to the bottom and include your tribute in the text box.
- Individual participation is completely optional.
- This space is meant to create a space for reflection in community; any divisive, disrespectful, and inappropriate content will be removed.
- [Click here to visit the wall](#) or copy and paste the following url into your browser:
 - <https://www.norc.uchicago.edu/memorial-wall>
 - Memorial Wall password is NORC1

Engaging Workplace Counselors

- From 9 am – 4 pm CT, licensed counselors will be available for individual, 15-minute support sessions to help staff process the various emotions that may come up on the anniversary of George Floyd's murder.
- If you would like to take advantage of this free resource and schedule an appointment, please send an email with your name and your three preferred time slots to Heather@norc.org.
- Appointments will be scheduled on a first come first served basis.

Dan Gaylin
 President and CEO
 NORC at the University of Chicago

From: [Alison Gross](#)
To: [DepartmentHeads@norc.ora](#)
Cc: [Amelia Solerio](#); [Mark Sheehy](#)
Subject: Next Generation NORC PowerPoint
Date: Tuesday, November 17, 2020 9:06:00 AM
Attachments: [image001.png](#)

Hello Department Heads,

Mark and I are working with Mu-Hsien on the next generation of NORC's PowerPoint template. Many of you have already given us examples of your most frequently used PowerPoints. The next step is to discuss your requirements for your most common use cases.

We will send you some questions in advance to guide our conversation, but the best way to think about this exercise is to approach it from the perspective of

- What works well for you in the current NORC PowerPoint template?
- What are your pain points in the current NORC PowerPoint template specifically, and with PowerPoint in general?
- What are the most common use cases for you and your team who use PowerPoint? For example:
 - Client/sales pitches
 - Client reporting
 - Conference presentations on specific topics/project findings
 - Internal presentations to colleagues or senior leaders

Please watch for a meeting invite coming your way soon and forward to any PowerPoint super-users on your team.

Thanks

Alison and Mark

Alison Gross (she/her/hers)
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gross-alison@norc.ora

NORC at the University of Chicago
55 East Monroe Street, 30th Floor, Chicago IL 60603



From: [InSite Updates](#)
To: [InSite Updates](#)
Subject: NORC Updates: It's Accounting Appreciation Week! What does the Future Hold?
Date: Friday, November 20, 2020 2:10:51 PM



11/20/2020
Here is the NORC Updates update you requested from InSite:

It's Accounting Appreciation Week! What does the Future Hold?

Watch this brief video from Ellen Beatty to find out, and take a moment to show appreciation to the dedicated staff in our Accounting department, and celebrate their achievements over the past several years!

Thanks for using InSite. You've signed up to receive real-time updates from [NORC Updates](#).

From: [InSite Updates](#)
To: [InSite Updates](#)
Subject: NORC in the News: MarketWatch - The share of Americans who think it's a bad time to buy a home just reached 'an all-time high,' says Fannie Mae
Date: Friday, June 10, 2022 1:56:06 PM



6/10/2022

Here is the NORC in the News update you requested from InSite:

[MarketWatch - The share of Americans who think it's a bad time to buy a home just reached 'an all-time high,' says Fannie Mae](#)

Research from a Wall Street Journal-NORC Survey was featured in MarketWatch.

Thanks for using InSite. You've signed up to receive real-time updates from NORC in the News.

To no longer receive these emails, unsubscribe from [NORC in the News](#).

NORC

News

Posts

Meet Our 2022 Cohort of Interns

NORC is excited to welcome and introduce eight new colleagues, who have been selected to participate in our Summer Internship Program. The internship began on June 13 and will continue through August 12. We look forward to working with and supporting this talented group of undergrad, graduate students, and PhD candidates as they deepen their research experience while working on important projects in collaboration with NORC teams. Learn more about the interns below, and feel free to extend a warm NORC welcome via email.

Published:
June 16, 2022

Archived:
June 16, 2023

Featured Article:
No

Jailene Aguirre is a third year PhD student in human development and family studies at the University of Illinois, Urbana Champaign whose research interests include child development, poverty, health, immigration, equity, and education. She recently completed a master's thesis examining how immigrant origin children were impacted by their lived experiences in poverty. She leads a variety of roles within her department including teaching and serving on the Graduate Committee. Jailene earned a BA in psychology from the University of California, Los Angeles. You can reach Jailene at Aguirre-Jailene@norc.org.



Marissa Ashner is a rising fifth year PhD student. She is studying biostatistics at the University of North Carolina at Chapel Hill, advised by



From: InSite Updates
To: InSite Updates
Subject: NORC Updates: Meet Our 2022 Cohort of Interns
Date: Thursday, June 16, 2022 1:25:59 PM



6/16/2022
Here is the NORC Updates update you requested from InSite:

Meet Our 2022 Cohort of Interns

NORC is excited to welcome and introduce eight new colleagues, who have been selected to participate in our Summer Internship Program.

Thanks for using InSite. You've signed up to receive real-time updates from [NORC Updates](#).

Targeted, actionable content yields high open rates & positive responses

Bi-weekly “Hotlist”

Clear, targeted audience

Simple, direct instructions

Links to resources

From: Jeanni Hall (she/her)
 To: #QSS
 Cc: Alison Gross (she/her); Jeanni Hall (she/her); Desiré Gross; Marylou Novak (she/her); Kristin Monthead (she/her); Liz Fitzgerald (she/her); Amelia Solorio
 Subject: Hot List | Bi-weekly list of communications to share with your staff
 Date: Friday, June 10, 2022 11:09:16 AM
 Attachments: image001.png; image002.png

Welcome QSS members!

Previously known as the VP+ Hot List, this high-level overview of actionable items originally created for VPs and higher, is **expanding distribution to include members of the QSS**. The Internal Comms team sends the biweekly Hot List, a short, “hot” list of upcoming NORC topics and events, for you to review with your team(s). Please encourage them to attend, participate, or respond as appropriate. And let us know if you have comments or suggestions for how we can improve the Hot List.

WAYS TO SHARE THE INFORMATION IN THIS EMAIL:

- Assign 5 minutes on the agenda of your recurring team meetings to go over this list
- Forward this to the supervisors who report to you and encourage them to review the items with their team members, as appropriate.

Hot List: June 10-23, 2022

+++

Priority	What	Who	When	Talking Points
High	Video Available - Monthly Monday Must See - State of NORC	All NORC Employees	Available now	Encourage staff who were unable to attend the live session to view the video in its entirety. <ul style="list-style-type: none"> • Monthly Monday Must See: State of NORC - June 2022
High	RTO Evolved Guidance	All NORC Employees	ongoing	<p>Department leadership should discuss the main points of NORC's evolved RTO thinking with your staff. Use the Evolved RTO Guidance OOP email from 6/6 as a guide: Evolved Return-to-Office Guidance</p> <p>Key points (more detail in the OOP email):</p> <ul style="list-style-type: none"> • No more phases, “start dates,” or labels. We are open for business, and we are acknowledging that the virus is part of our ongoing and “normal” work environment. No need to register to come onsite, but we ask that hiring managers continue to coordinate with HR, Facilities, and IT to onboard new hires, especially if they will be working onsite. • Lean into your approved work arrangements. It is time for you to work with your team members and determine the appropriate timing for transition into their approved work arrangements (onsite, hybrid, or remote) <ul style="list-style-type: none"> • Be sure to coordinate your plans with Facilities, HR, and IT by contacting hrhelp@norc.org. • Informed decision-making is key to our success moving forward. Refer to the NORC COVID Dashboard for useful information by location, such as masking requirements,

From: DREI
To: #Corporate-All N
#Corporate-NORC
Subject: DREI Update
Date: Tuesday, June 7, 2022
Attachments: image001.png

In this issue:
Evidence and Equity Collaborative
Inequities in Large Datasets; Dr. George Floyd; NORC Research

Strategic Framework

Introducing the Evidence & Equity world)

You may know the Evidence & Equity series, "Practical Solutions for MDRC, Rand, RTI International inter-organizational Collaborative.

"NORC at the University of Chicago Collaborative. Together, with conducting culturally responsive work," NORC president announced. "The collaborative is an effort to elevate diverse perspectives world."

- View the press release
- Visit the Evidence and Equity

Staff Engagement

Your Signature Color

Have you noticed a darker orange in our ongoing efforts to improve accessibility

color contrast ratio of N'Orange or smaller, can make our site

In the scheme of things, why fairly common. At some point impairment and around 3.7% the orange in our email signals make our digital properties, are inclusive.

- Change the orange in our #CA500A
- Coming soon: an update on accessibility and branding

Register for Hidden Inequities Vision Webinar

Hosted by Westat, the fifth edition of Hidden Inequities in Large Datasets 16 from 11-12:30 pm CT and Attendees will learn practical large datasets.

Presentations will cover Visualizing Ensuring Representation for Hidden Inequities New Tools to Combat Bias in Large Datasets scientists in NORC's Academic mechanisms, and methods to Describe Inequities?

- Register for Webinar 5

Deadline Extended: 2

The application deadline for the 2022-2023 cohort to midnight CT on Tuesday, June 14, 2022.

Open to applicants in and out of the U.S. to advance emerging scholars' research

inclusion; and expand the pipeline of people conducting social science research. Selected for this year's program.

Applicants must 1) incorporate one of their research and 2) use secondary data to promote the social and economic well-being of DREI scholars will receive charge time to complete their projects, collaborate with other DREI scholars

- Read the eligibility requirements only
- Read up on and spread the word outside of NORC

*Please note that the duration of the deadline extension is on the account of the deadline extension.

Video Reflection shared on the Murder

Senior Vice President and Chief Diversity Officer shared a video reflection to mark May 25, the second anniversary of the murder of George Floyd.

- View Tishaunda's prerecorded reflection

NORC Research Spotlight

One in Three Adults Think Immigrants are Replaced by Immigrants

A striking number of Americans (32%) believe that immigrants will lead to the loss of economic, cultural, and political identity. A new study from The Associated Press reveals that people prone to anti-immigration and are far more likely to believe that immigrants are being controlled by plots hatched

"big events like wars, recessions, and pandemics" of people who are working in high conspiratorial thinkers in three Republicans. Although income, and education, they interpret the Bible literally, and when white.

- Read Immigration and the 10th Anniversary of the 9/11 attacks

Resources

Heritage, Cultural Observances, Weeks, and Days

During Asian American and Pacific Islander Heritage Month, contributions, and influences

- Learn more about Asian American and Pacific Islander Americans Advancing the Conversation
- Read "AAPI Action and allies have fought for equity for decades"

During Jewish American Heritage Month, contributions to U.S. history,

- Learn more about Jewish American Heritage Month
- Read "10 Key Findings from the 2021 Survey of Jewish Americans"
- Read "Stories of AAPI Leaders"

Mental Health Awareness Month: mental illness by raising awareness and reducing stigma.

- Why Mental Health Matters
- Visit How Right Now
- "I felt so alone": Racial trauma among U.S. kids

Global Accessibility Awareness Day (GAAD) was celebrated on May 19. Marked annually on the third Thursday of May, GAAD aims to raise awareness about, honor, and advance digital accessibility and inclusion worldwide.

- Learn more about Global Accessibility Awareness Day
- Read "Make Space for All: Digital Accessibility Benefits Everyone"
- Check out the new Document Accessibility Guidelines and Best Practices Manual from NORC's Digital Accessibility Group

Memorial Day was commemorated on May 30. This federal holiday is a day to memorialize U.S. military personnel who have died in service and is observed annually on the last Monday of May.

- In pictures: Memorial Day weekend in America
- 'My heart is in Arlington': What Memorial Day means to one Gold Star family
- The Black origins of the first Memorial Day that were almost erased from history

Celebrating in June:

- LGBTQIA Pride Month
- Juneteenth

Access internal updates, resources, and core documents related to Diversity, Racial Equity & Inclusion at NORC on SharePoint.

Have DREI resources you'd like to share, questions, or general inquiries? Email drei@norc.org.

From: [NORC IT Communications](#)
To: [#Corporate-All](#) [Regular NORC Employees](#)
Cc: [#Corporate-Consultants](#) [#Corporate-Senior Fellows](#) [#Corporate-NORC Contractors](#)
Subject: NORC IT News: SentinelOne, Service Desk, Data Science, SAS, M365 Tips, User Panel
Date: Friday, February 25, 2022 8:01:05 AM

WINTER 2022

NORC IT TECH NEWS & NOTICES

Tips | Time Savers | Troubleshooting

IN THIS ISSUE: SentinelOne | Service Desk Calls | Data Science
Visual Analytics | M365 Tips & Training | User Panel

SentinelOne Antivirus Coming Soon!

NORC IT's Security team will be replacing McAfee as we continue to strengthen our defenses in an ever-evolving security landscape. Watch for more updates about SentinelOne soon!

New Service Desk Caller Options Now Live

On hold waiting for the Service Desk? We have new features to improve your experience:

- **Queue Position:** Callers on hold will hear their position in the queue.
- **Callback Option:** You will have the option to request a callback when you are waiting on hold. You'll also continue to have the option to stay on hold.
- **Special Messages:** If there is a widespread technical issue, our staff will be able to record a special message at the beginning of your call to greet you and share more information.

Got Data Science? There's a Team for You!

Interested in data science, statistics, and related topics? Join your colleagues in our Data Science Community in Teams! Here are the channels for Python, R, NLP, SAS, Stata, and Data Science. If you're not sure about the range of topics in the General channel.

How to join in Teams - open to anyone at NORC:

1. At far left, click **Teams**
2. Under your list of teams, click **Join or create a team**
3. In the upper right **Search teams** box, type **"NORC"**
4. Mouse over the **NORC - Data Science Community** team

If you are required to enter a code to join, please contact the Service Desk at servicehub.norc.org or (888-879-6672).

SAS Visual Analytics Now Available!

SAS Visual Analytics is NORC's powerful new visualization tool, which can be used to quickly develop charts, dashboards, and reports with no SAS programming know-how required!

For more information or a demonstration contact [#SASCO](#)

M365 Tips: Outlook Updates

Tip #1: Focused Inbox

- Microsoft recently released a *Focused Inbox* feature.
- This means that some messages are automatically moved to a separate view, out of your regular inbox view.
- If Focused Inbox is **on**, you'll see two view options: *Focused* and *Other*.
- If you want all messages in one view, you can turn it off.

[M365 Outlook: How to Turn Off Focused Inbox](#)

Tip #2: Speed Up Your Outlook

If your Outlook is running slowly or freezing, you may need to clear the cache. Here's how:

M365 Cached Exchange Mode for Better Performance

Tip #3: Add Shared Mailboxes to Mobile

Want to use your phone to manage a shared email inbox (for a project, department, etc.)? Here's how:

[M365 Outlook Mobile: Add Shared Mailbox](#)

M365 Training Resources

Find NORC's M365 training resources on InSite:

- NORC internal training session video and slides
- Teams Quick Start Guide
- What to Use When Graphic
- ...and more

Search InSite for **M365 Training** (VPN required)

Even more resources:

[Microsoft 365 Help & Learning](#)

Join the NORC User Panel!

Want to get a sneak peek at upcoming IT launches and communications redesigns? We need your input to help test and shape new systems, features, tools, and communications efforts. Sign up to share your thoughts:

[Join the NORC User Panel](#) (VPN required or email itcomm@norc.org)

Help!

If you need help with any NORC IT services, please contact the Service Desk:

- servicehub.norc.org
- 1-888-879-6672 (888-TRY-NORC)
- Please call if your issue is urgent.

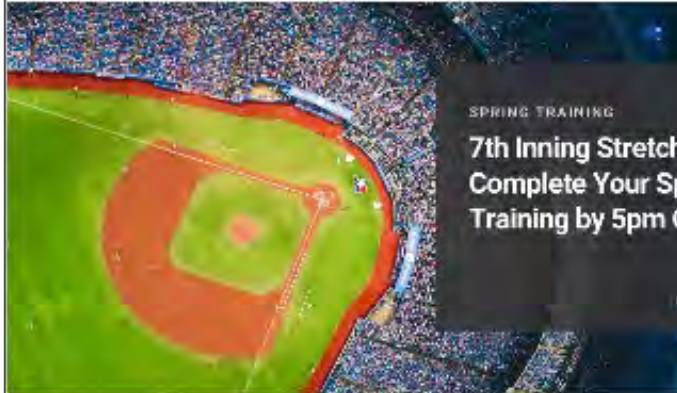
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You are receiving this employee communication because you work at NORC at the University of Chicago.

InSite

the WEEKLY DIGEST

APRIL 18, 2022



SPRING TRAINING

7th Inning Stretch
Complete Your Sp
Training by 5pm C

Save or Bookmark Teams Chat and Conversation Content

Do you ever find yourself endlessly scrolling in an old chat to find a specific message from a month ago? Teams lets you save important items from your chats and team conversation posts.

Phase 3 – Return to Office "New Normal" Set to Start on Monday, June 6th

Have a conversation with your supervisor or department head by April 29 to identify your Phase 3 work arrangement preference.

Masking Requirement – Effective Tuesday

NORC will be reinstating of N95 or KN95 masks (at reception desks) in all of starting on Tuesday, April further notice.

Recording Now Available Participatory Research Tokenism, Incorporate Experience

If you were unable to attend recent Evidence and Equity webinar, the video is available

NORC IN THE NEWS

04.14.2022

POLITICO - A sour and angry America poised to punish Dems this

EVENTS

Tue 04.19.2022

Make Your BCBS Fitness Membership Work for You

InSite

the WEEKLY DIGEST

JUNE 06, 2022



STAY CONNECTED & INFORMED

Monthly Monday Must See:
State of NORC
Today @ 12:30 pm CT

See Event Details →

Commuter Reminder

If you'd like to participate in or adjust your commuter benefit with WageWorks, make changes by the 10th of the month to go into effect for the following month.

Attend a TIAA Financial Webinar in June

TIAA has a full list of available webinars this month. Take a look at the schedule and register today.

NORC IN THE NEWS

06.03.2022

The Wall Street Journal - Most Americans Support Upholding Roe v. Wade, WSJ Poll Finds

06.03.2022

The Associated Press - Many back strict gun laws, but opposition tends to be louder

06.03.2022

NORC Weekly Media Report

EVENTS

Mon 06.06.2022

Monthly Monday Must See - State of NORC

Wed 06.08.2022

When the Pot Boils - Help People Cool It - an EAP Webinar

Thu 06.16.2022

Hidden Inequities in Large Datasets - Call for a New Vision, an Evidence and Equity Collaborative Webinar

InSite

the WEEKLY DIGEST

MAY 09, 2022

National Mental Health Awareness Month

This week marks the beginning of National Mental Health Awareness Month, and we want to elevate the importance of prioritizing mental wellness and fighting the stigma against mental illness.



NORC LABS PRESENTS

Sparkathon: A Hackathon
with a NORC Twist

Learn how to participate →

Working Paper Series: Apply for Funding by May 13

This is the last week to apply for funding as part of the NORC Working Paper Series.

AAPOR is Just Around the Corner #ShareThis

The first in-person AAPOR conference since the pandemic began is about to begin!



Congratulations

Celebrating 15 Years of
Outstanding Audit Results

Celebrating NORC Employees with
Milestone Anniversaries in May

Consistent messaging across time & channels



**Waive or Elect 2020 Benefits by
November 15 at 5 pm CT**

Contact HRHelp@norc.org with questions

Communications Campaign

- 10/24/20 – 11/15/20
- News posts/emails
- Weekly Digest Promotion
- Digital Signage
- Screensavers
- Paper flyers posted onsite

Calendar	Monday	Tuesday	Wednesday	Thursday	Friday
omms	Nov 1	2	3	4	5
Calendar	Weekly Digest Goes Live 2021-11-01	ServiceHub Downtime Reminder	Reminder: InSite/ExSite Downtime 11/6-7		Library Announcement - UofC
Calendar	Open Enrollment starts today				
Accolades Content Cale...	RTO OOP Update				
Comms Calendar	Post Monthly Monday - RTO All Staff - OOP Email				
HOLIDAYS					
External Factors	8	9	10	11	12
External FYI	Weekly Digest Goes Live 2021-11-08		Halfway through Open Enrollment	Calendar Invitation - Open Enrollment	CDO Search Announcement
DREI Comms			Introducing the Librarians	Brownbag Event - Names, Phones and Emails - Oh ...	HRN Spotlight - December Eve
deepSEE Staff Communicatio...				ForeSight 50+ -- NORC Update about Webinar 11/17	
Internal Events	15	16	17	18	19
Placeholder Items	Weekly Digest Goes Live 2021-11-15		Open Enrollment Must Read 2 Days Left	DREI Update (Nov 2021)	VP+ Hotlist 2021-11-19
Screensaver			Reminder for HRN Spotlight Brownbag	NORC IT News	Open Enrollment Must Read 1
Video Releases					Payroll Statement Changes an
InSite Carousel					
Project Launch	22	23	24	25	26
Table Tents	Weekly Digest Goes Live 2021-11-22	Giving Back this Holiday Season			
Flyers	Vendor and Visitor Protocols	Email to Dept. Heads - Absorb is coming			
Corporate Email	Email to QSS - Absorb is coming				
Outlook Event Invitations					
Desk Drop	29	30	Dec 1	2	3
News Posts	Weekly Digest Goes Live 2021-11-29	Brownbag Reminder - 12/1 Names Phones & Emails		ERG Invite Info - Placeholder	VP+ Hotlist 2021-12-03
Digital Signage	Email to Bridge Course Authors - Transition Instruc...			Invitation for Final Action Plan Deep Dive	Update December Monthly Mo
Calendar - New	Carly Parry internal notice			Invitation to Monday Must See for Field & Phone i...	

InSite Search this site

Home People Projects Business Development Communities News & Events NORC Labs Locations Toolkits & Resources

NORC News

Get Ready

Open Enrollment is now open. There are a number of ways to get ready for it.

Read through this

Here's the lineup of events:

- You will receive an email from HRHelp@norc.org with more information.
- Visit the Open Enrollment website.
- Make changes to your benefits.
- Questions? Contact HRHelp@norc.org.

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Open Enrollment is Now Open – Let's Rock!

NORC News

Open Enrollment starts today and you're ready to make your election available to you this year with the help of the InSite portal.

Your Backstage Pass: Get the InSite for a full breakdown of the Open Enrollment process.

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We're Halfway Through Open Enrollment

Published: November 05, 2019

InSite Search this site

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Ohhhhh We're Halfway There (through Open Enrollment)

NORC News

Have you logged into the ADP Self-Service Health and Welfare Portal yet? It's time to log in and make your election.

- Reduce your taxable income** – Take advantage of the healthcare and dependent care costs. For example, you can contribute money onto a debit card and send it to your employer.
- New Hit Single Release** – The IRS just announced that the maximum salary reduction for 2020 is \$19,000 to \$19,500 in 2020 (\$26,000 if you have a new Salary Reduction Agreement and need to fill out a new SRA, your current salary reduction is \$19,000).
- Coming Soon** – We still await the release of the new parking and transit, the NORC benefits for 2020.
- Make sure you have the coverage you need** – Make sure you have the coverage that best suits the needs of you or spouse life elections by one level with the new plan.
- Resource Set List** – The below links are a list of resources to help you.

InSite Search this site

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Hours Left to Enroll in 2020 Benefits – Make elections by 5 pm CST today

Published: November 15, 2019

Archived: November 14, 2020

Featured Article: No

So you've been avoiding all the Open Enrollment emails, signs, calendar invites, and reminders? We'll forgive you if you promise to go into the ADP Self-Service Health and Welfare Portal and elect your benefits now because **IT'S THE FINAL COUNTDOWN!**

Final Countdown

You only have a few hours before enrollment closes at 5 p.m. CST. Cramming to figure out what to elect for 2020? We have your cheat sheet right here:

- NORC Benefits Guide:** Read through this packet for a full understanding on what's available for 2020.
- Open Enrollment Info Session:** Couldn't make it to a live one? Review the presentation.
- ADP Portal Step-by-Step Instructions:** Follow this detailed guide to help you navigate the ADP Self-Service Health and Welfare Portal.
- Let it roll:** Enrollment is passive, meaning if you'd like to keep the same elections for 2020, those will automatically roll over in the system. The only thing that will NOT roll over from 2019 is your FSA. If you'd like an FSA for 2020, you must actively enroll in the **ADP Self-Service Health and Welfare Portal**.
- Questions?** Your colleagues had similar ones so we jotted them down in **this FAQ**.

Still have a few outstanding questions after looking at all these documents? Reach out to HRHelp@norc.org with those inquiries.

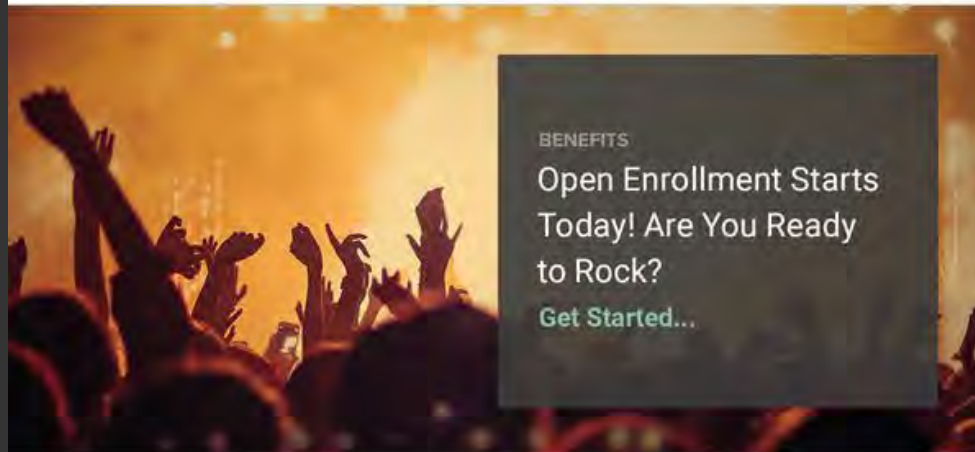
InSite

the WEEKLY DIGEST

NOVEMBER 04, 2019

New Name, Same Program – Join NORC @mbassadors

Interested in building your personal brand on social media? Eager to share NORC's amazing work with your connections? Apply to join NORC @mbassadors!



BENEFITS

Open Enrollment Starts Today! Are You Ready to Rock?

[Get Started...](#)

The People Have Spoken: What Makes a Company Just?
#ShareThis

Fair Wages. Ethical leadership. Good benefits. Work-life balance. Equal Opportunity. These are the #PrioritiesofthePeople, according to #JUSTSurvey 2019, designed and

2020 Rachel Tanur Memorial Prize Contest Now Accepting Applications

Know an undergraduate or graduate student in the social sciences who incorporates visual analysis in their work? Are you one yourself? Read and share this information on how to apply



ROCK ENROLLMENT

EMPLOYEE BENEFITS FOR 2020

OCTOBER 28 – NOVEMBER 15

REVIEW what benefits are available to you, especially what's new for 2020

ATTEND an information session*

Tuesday,
October 29
10 to 11 CST
Loop – 3019
Bethesda – 736

Thursday,
November 7
2 to 3 CST
Loop – 3019
Bethesda – 834
Hyde Park – 237

Wednesday,
November 13
1 to 2 CST
Loop – 3019
Bethesda – 834
Hyde Park – 237

See calendar invites for Adobe Connect and dial-in details

ENROLL or **WAIVE** your 2020 benefits in ADP Self-Service Health and Welfare portal before November 15 at 5 PM CST

Contact HRHelp@norc.org with questions

*See Outlook invitations for Open Enrollment info session calendar invites



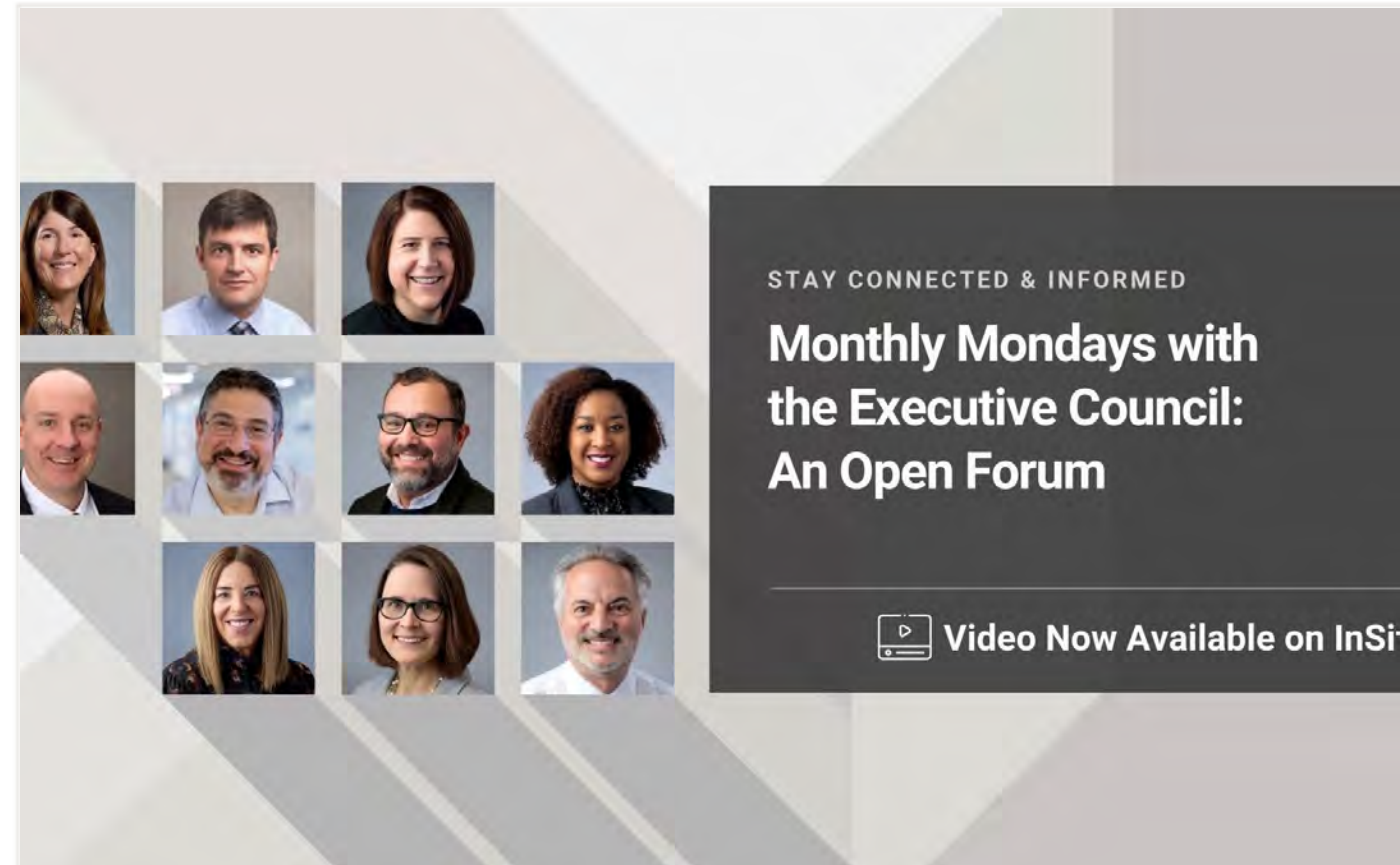
Monthly Mondays with NORC's Executive Council

Report out on variety of topics...

- RTO
- Business
- Benefits
- DREI progress

Take questions

Follow-up email w/video recording link



Digital billboards good for...

- Short actionable messages
- Reminders & FYIs
- Celebrations & Congratulations

**Supplemental, not primary
communications tool**



Appreciation Gifts



**Branded envelope, notecard,
food delivery gift card & cloth
mask**

*We hope you're doing okay, all
things considered*

*Have a meal on us, and get it
delivered.*

*Your hard work and dedication
have kept us moving.*

*Stay safe, wear a mask, and
thanks for all you're doing.*

Staff Contests

- Reinforces messaging
- Helps connect staff
- Adds a human element to otherwise dry activity

Congrats

NORC's Spring Training MVPs

Visit learn.norc.org to complete your trainings today. Report any tech issues on Service Hub and email questions to SpringTraining@norc.org.





Image courtesy of Netflix



NAILED IT!

Tools & Templates

Find what works best for you!

Use branding throughout our communications to help guide users and enhance their experience.

Tools & Templates

- Calendar/Scheduling tool
- Brand guidelines
- Branded templates

Free (or low-cost) Tools

- Canva
- Free & low-cost image sites
- Email marketing systems (MailChimp)

Calendars

←

Today

<

>

Apr 2022

▼

Month ▼

F

+ New Calendar

☒ DREI Comms

☐ deepSEE Calendar

☐ PTO Calendar

☐ Hall of Accolades Content Cale...

☒ Internal Comms Calendar

☐ HOLIDAYS

☐ External Factors

☒ External FYI

☒ DREI Comms

☒ deepSEE Staff Communicatio...

☒ Internal Events

☒ Placeholder Items

☒ Screensaver

☒ Video Releases

☒ InSite Carousel

☒ Project Launch

☒ Table Tents

☒ Flyers

☒ Corporate Email

☒ Outlook Event Invitations

☒ Desk Drop

☒ News Posts

☒ Digital Signage

☐ Editorial Calendar - New

Monday	Tuesday	Wednesday	Thursday	Friday
28	29	30	31	Apr 1
M365 Training Resources				VP+ Hotlist Goes Out 2022-0
Onsite Hybrid Meeting Tips				Evidence & Equity Collabora
Spring Training is Coming	DREI March Update		Windows OS Update: Action Required	
[IMA2022] Digital Signage & Screensaver - Deadli...				
Weekly Digest Goes Live 2022-03-28				
4	5	6	7	8
CDO Press Release	Video Follow-up to Monthly Monday Event	Spring Training 2022 - Congratulations Winner 2	Reminder: Major Windows Update - Action Req'd [...]	
Spring Training is Here	Spring Training 2022 - Congratulations Winner 1		Spring Training 2022 - Dig Signage Pre-Training -Spring Training is Coming	
Weekly Digest Goes Live 2022-04-04			Bi-Weekly Story Curation Email to #QSS 2022-04-07	Do Congratulations post for
Spring Training 2022 - Dig Signage 1 -Hit it Out of the Park				
			Spring Training 2022 - Congratulations Winner 3	
11	12	13	14	15
Weekly Digest Goes Live 2022-04-11			Spring Training 2022 - Dig Signage 2 - 7th Inning Stretch	
Spring Training 2022 - Congratulations Winner 5				VP+ Hotlist Goes Out 2022-0
Spring Training 2022 - Dig Signage 1 -Hit it Out of the Park				
18	19	20	21	22
Spring Training 2022 - 7th Inning Stretch		[TWS R1 2022] Dig Signage & SS - Winner Announcement		
Spring Training 2022 - Dig Signage 2 - 7th Inning Stretch			04-2022 NORC Now goes live	
Weekly Digest Goes Live 2022-04-18		[TWS R1 2022] Must Read - Winner Announcement		Bi-Weekly Story Curation Email to #QSS 2022-04-21
2022 REI Scholars announcement press release go...		GSS 50th Anniv Press Release		Spring Training 2022 - Bottom of the 9th (final rem...
	DREI Internal Scholars Program Announcement 2...		Spring Training 2022 - Dig Signage 3 - Bottom of the 9th	
	Add call for application to homepage of DREI SPO ...			

From: [NORC IT Communications](#)
To: [#Corporate-All Regular NORC Employees](#)
Subject: Mimecast Outlook Update Begins March 15 - Brief Outlook Shut Down
Date: Friday, March 4, 2022 8:30:23 AM
Attachments: [image001.png](#)

FYI | Mimecast in Outlook | Begins March 15

What's Happening

The Mimecast Outlook add-in (in the Outlook ribbon) is being prompted to briefly shut down Outlook to complete the process.

What to Expect

- The new Mimecast Outlook add-in is being installed at **March 15**.
- The update will include an *uninstall* process along with it.
- You will be prompted to shut down Outlook briefly to complete the process.
- Once the update is complete, you will be able to access the ribbon to manage senders, report spam, and report phishing.

What to Do

- When prompted to shut down Outlook, please save your work and follow the instructions.
- The uninstall process for the old version should take less than 10 minutes.
- You will have the option to defer the uninstall process. If you choose this, an error message and the system will try again the next **times before the process kicks off automatically**.
- If you have any difficulty with the new add-in, you can contact the Mimecast [Personal Portal](#).

To see screenshots and other details, please see: [Mimecast Outlook Update](#)

Questions?

If you need assistance, please contact the Service Desk: [servicehub.norc.org](#) or 888-879-6672 (888-TRY-NORC).

Information Technology Strategic Communications
NORC at the University of Chicago
itcomm@norc.org



From: [NORC IT Communications](#)
To: [#Corporate-All Regular NORC Employees](#); [#Corporate-Consultants](#); [#Corporate-NORC](#)
Cc: [NORC IT Communications](#)
Subject: M365 Drop-in Office Hours Begin March 28!
Date: Friday, March 25, 2022 8:00:18 AM
Attachments: [image001.png](#)
[image002.png](#)

M365 Office Hours Begin March 28

Need guidance for using any of the M365 tools – Teams, Outlook, SharePoint, Office, or OneDrive? Drop in and ask the experts!

What's Happening

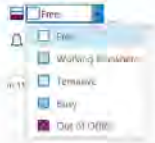
NORC IT team members will be available for your M365 questions on **Monday, March 28, 11am-12pm Central** in a recurring Teams meeting.

What to Expect

Watch for a NORC Events recurring meeting invitation later today.

What to Do

1. Even if you don't plan to attend this time...
 - a. Accept the invite (so you can attend on a future date), and
 - b. Show your availability as "Free" (so it doesn't block your time).



2. If you don't accept the invite, keep this email for the Teams meeting link.
3. If you misplace the link, check the [InSite Corporate Events Calendar](#).

[M365 Monday Office Hours Meeting Link](#)

Questions?

Please contact the Service Desk: [servicehub.norc.org](#) or 888-879-6672 (888-TRY-NORC).

Information Technology Strategic Communications
NORC at the University of Chicago
itcomm@norc.org



From: [NORC IT Communications](#)
To: [NORC IT Communications](#)
Cc: [#VP Plus](#)
Subject: ACTION REQUIRED: Set Up Alternate @norc1.org Email by June 15
Date: Tuesday, May 24, 2022 2:14:44 PM
Attachments: [image001.png](#)

What's Happening

NORC IT has created an alternate email domain for NORC leadership (VP and above) for essential communications if our regular email system is compromised or unavailable for any reason. This message includes instructions for you to set up and connect to your own [@norc1.org](#) email address for emergency use.

Why Are We Doing This?

- This effort is one part of our multi-stage resiliency, incident response, and disaster recovery program.
- Please get your [@norc1.org](#) address set up and ready to go so that you can access it immediately should the need arise.

What to Expect: User Name and Password

- Your initial login credentials will arrive via Teams message from IT Director Jon Urbanski this week.
- Please allow 10-15 minutes for the setup process.
- If you have not completed setup by June 15, a member of the Service Desk will contact you to assist.

What to Do: Pre-Setup

- Once you receive your login credentials, please follow the instructions below to get started.
- If you already have a Google/Gmail account, we recommend logging out of any active Gmail sessions and using a "private" or "incognito" window. Otherwise, the system may automatically log you into your existing Google account.
- The first time you log into the new [@norc1.org](#) account, you will be prompted to change your password and set up two-factor/multifactor authentication (2FA/MFA).
- For optimal security, we strongly recommend using a different password from your regular NORC account and the Google Authenticator app instead of your mobile phone number.

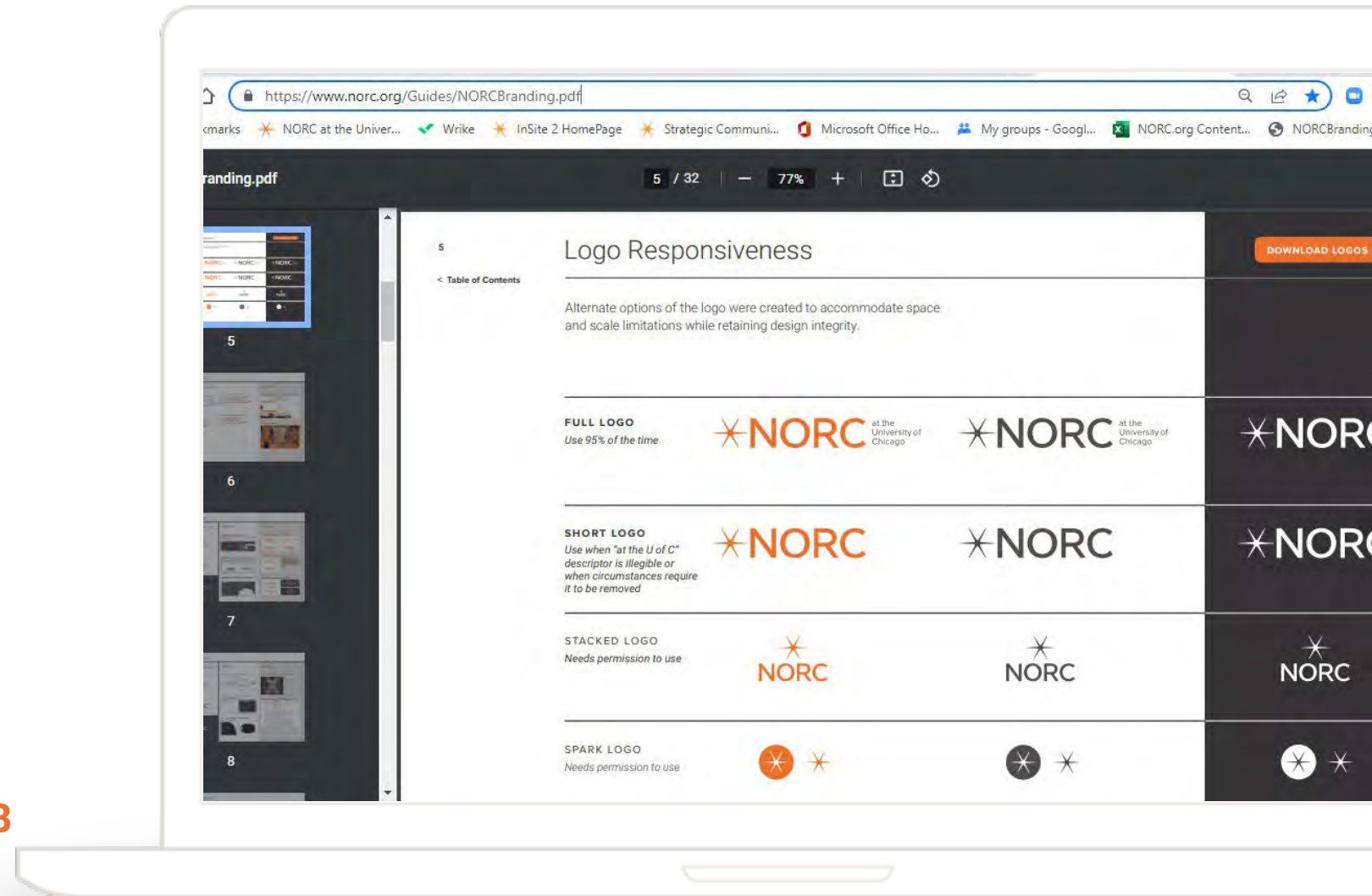
Setup Instructions

Address: <https://mail.google.com>
Username: same format as regular email but with new domain: [lastname-firstname@norc1.org](#)
Password: 12 characters (upper- and lowercase letters, numbers, and symbols required)

1. Open a private or incognito browser and go to <https://mail.google.com>.
2. Paste in the username and temporary password from Jon Urbanski's Teams message (coming soon).
3. Immediately reset your password using one that is different from your regular email password. Please be sure to include the character types shown above.

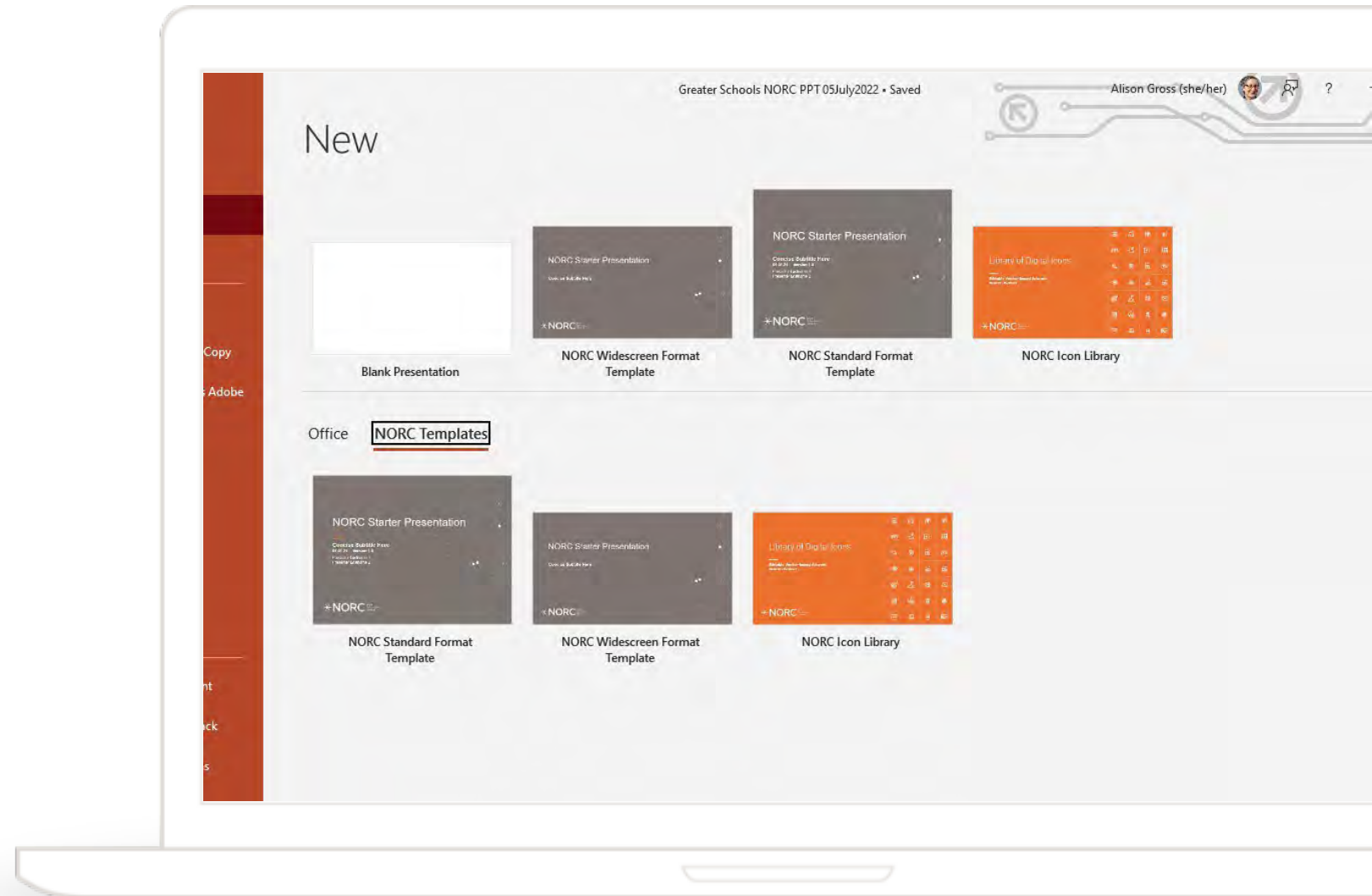
Brand guidelines & materials should be clear, easy to understand & accessible to all users.

<https://www.norc.org/Guides/NORCBbranding.pdf> →



Branded templates & materials

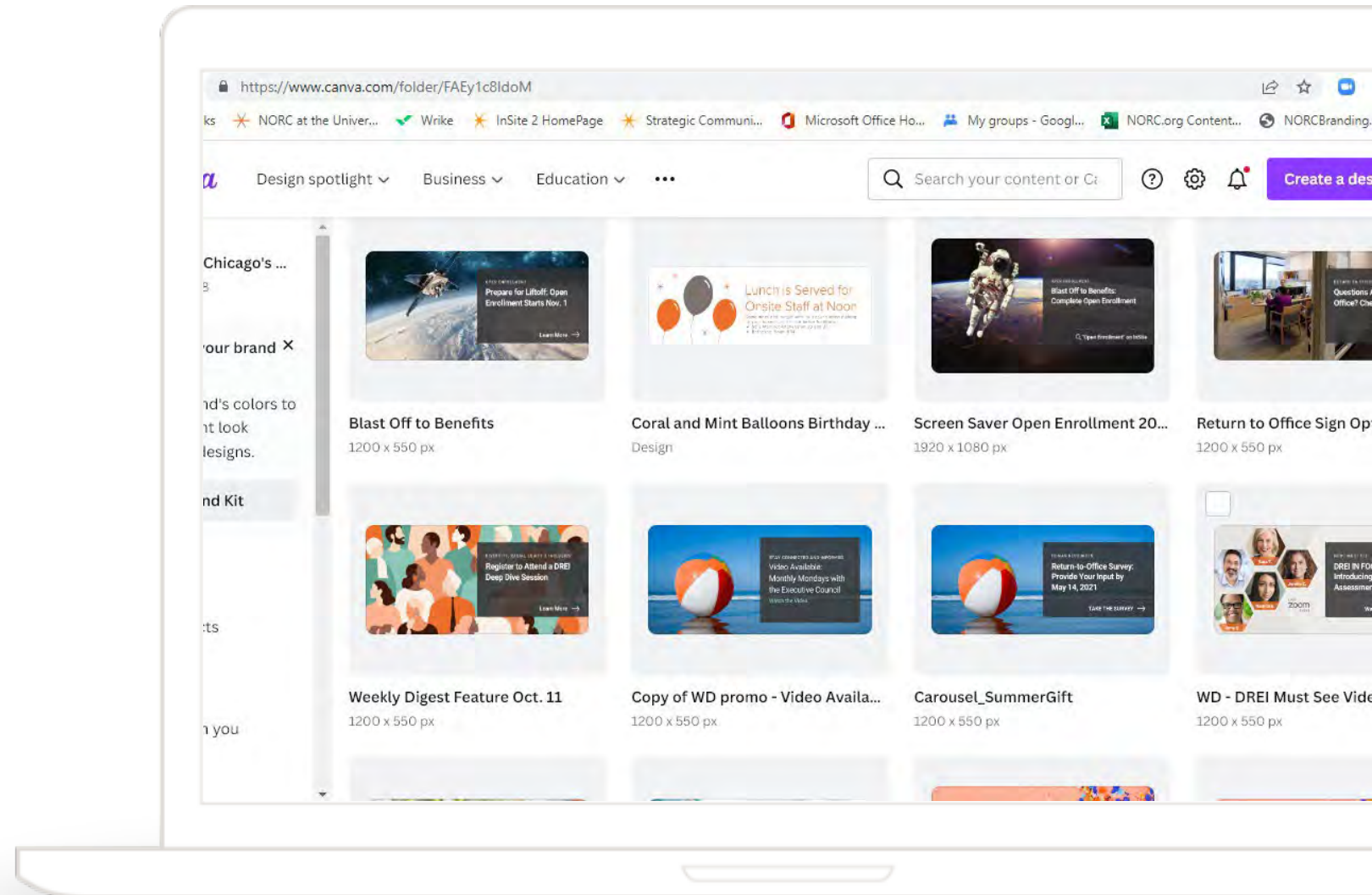
- PowerPoint
- Icon library
- Outlook email templates
- Social media posts
- And more

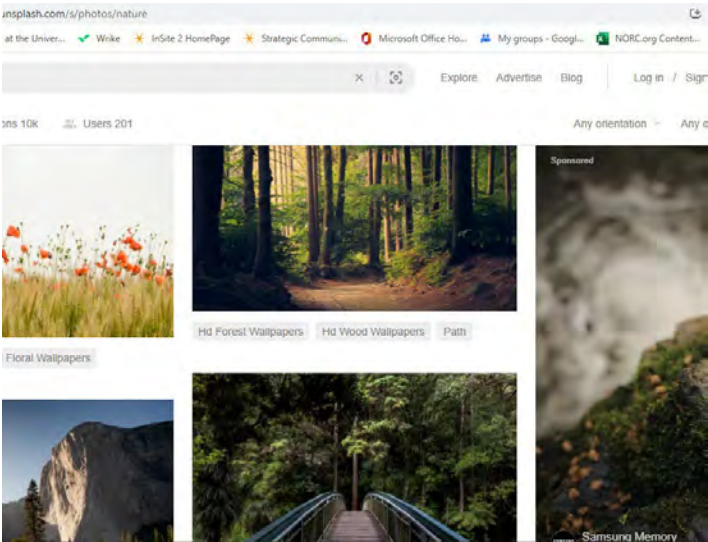


Canva is free for non-profits

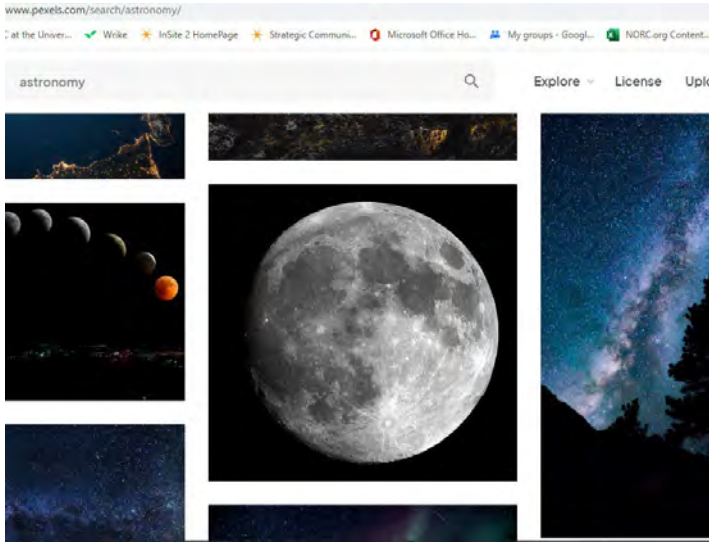
- Add brand colors & guidelines
- Share with all who need access
- Create templates, including digital signage, social posts, flyers, invitations, post cards & more

<https://www.canva.com/> →

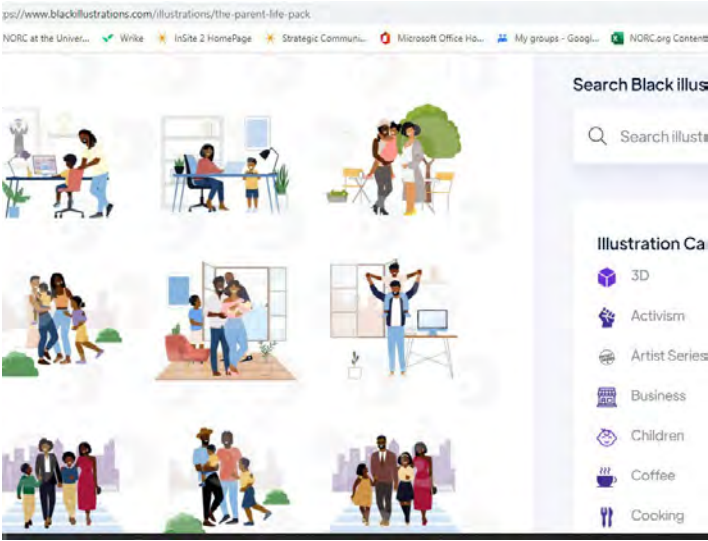




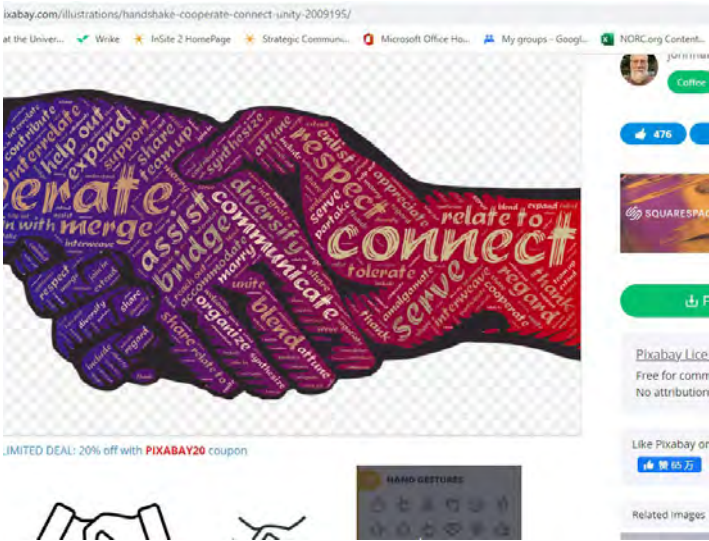
Unsplash.com



Pexels.com

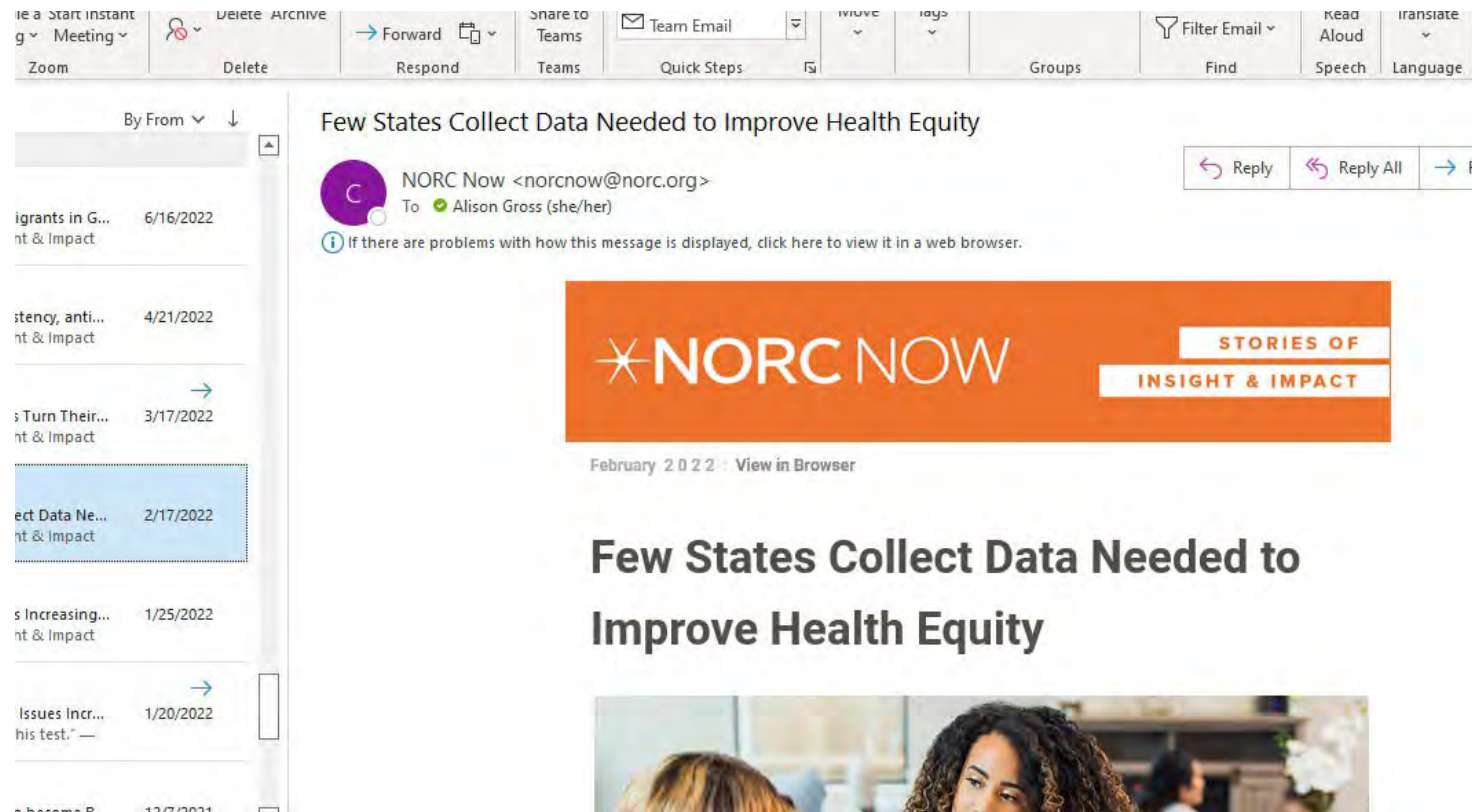


Blackillustrations.com



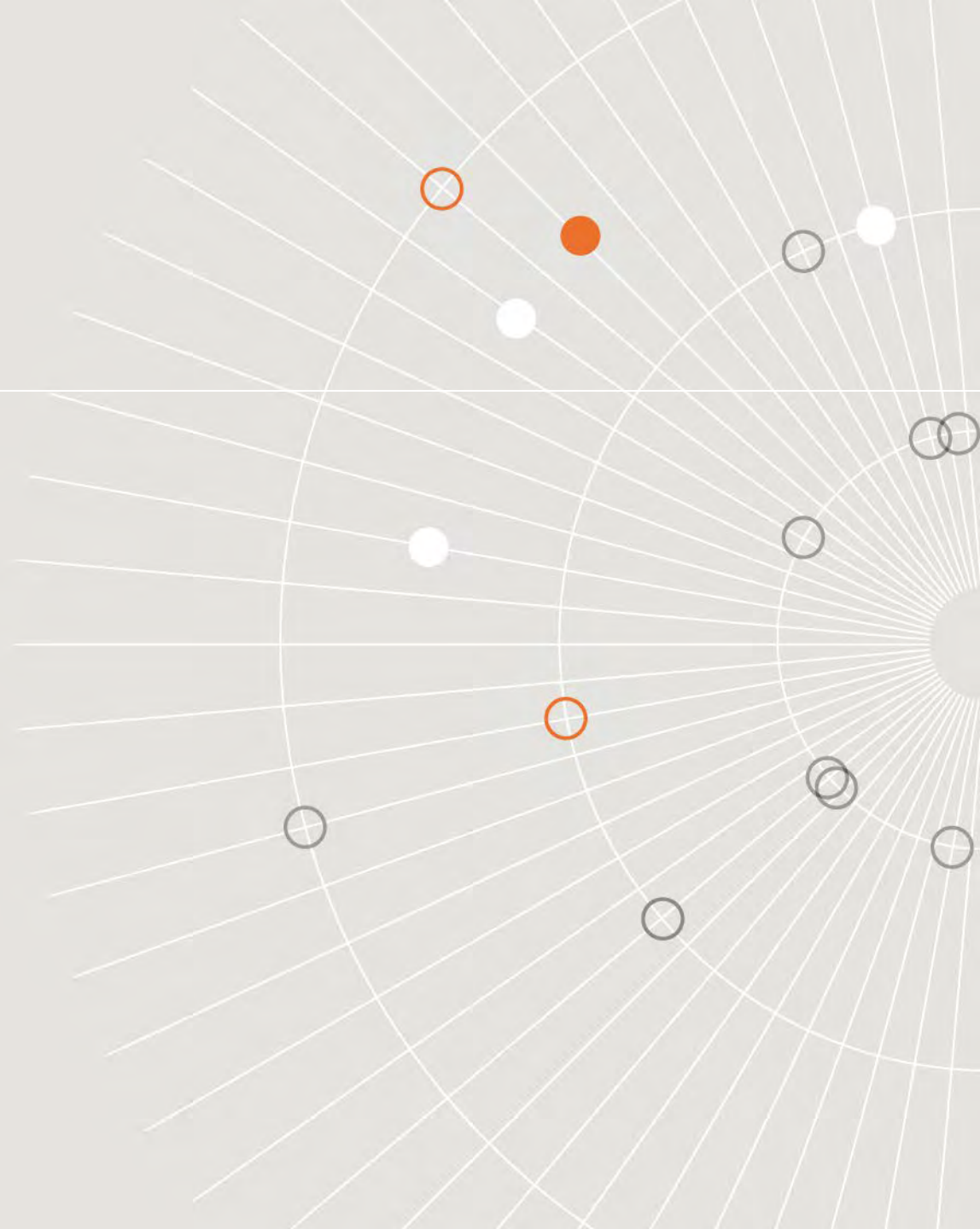
Pixabay.com

Explore your options



- Many options are free or low-cost
- Allows for
 - Consistent branding
 - Audience segmentation
 - Choose your sender name
 - Test subject lines
 - Good analytics

Questions?



Thank you.

Alison Gross
VP, Strategic Communications
Gross-alison@norc.org

 Research You Can Trust™

 **NORC** at the
University of
Chicago