Congratulations to Katerina Andrews and her husband, Bill Giannopoulos, on the birth Wednesday, Aug. 1, of their daughter, Aurora.

Walter Edgar’s Journal on S.C. Public Radio will re-play Dr. Larry McGehee’s second conversation with Dr. Edgar (originally aired last spring) at noon Friday, Aug. 10, and 2 p.m. Saturday, Aug. 11.
With approval of President Dunlap we are attaching the Communications and Marketing Mailshot Guidelines and Procedures. These procedures are already being used by Admission, Alumni/Development and News Services.

If you have any questions for would like to schedule training please contact Kyle James at ext. 4897 or Brian Jinwright at ext. 4898.

Laura H. Corbin, Director of News Services
Wofford College * 429 North Church Street * Spartanburg, SC 29303
(864) 597-4180 office * (864) 597-4179 fax
(864) 809-8963 cell * (864) 316-1326 home
laura.corbin@wofford.edu * www.wofford.edu

OCM Five.pdf
1. **Definition**

   a. **Bronto.** Wofford has adapted the services of a company named Bronto for sending e-mail messages to large numbers of people simultaneously using the distribution lists selectively for any or all college departments and offices. For each list Bronto will determine and report who opened the message, how many were blocked by SPAM filters, provide an opportunity for recipients to reply to the message, and allow individuals the ability to opt out of these distribution lists.

   b. **Distribution list** is a term used to describe a list of multiple e-mail addresses organized by relevant categories and used to communicate with large numbers of people at the same time. Distribution list is sometimes referred to as an **electronic mailshot.** *For our purposes we will be using the term mailshot when describing a distribution list message.* Mailshot differs from mailing lists, electronic mailing lists, or the two-way e-mail option in an Internet forum because it is usually for one-way traffic and not for two-way coordinated discussions.

   Three kinds of Mailshot are used on the Wofford campus:

   1) Mailshots that are created in a user’s Outlook account and are specific to a single user.

   2) Mailshots that are managed by Wofford’s Information Technology Office and hosted on Wofford’s Microsoft Exchange
Server. These lists include the ones used for daily announcements and class management.

3) Mailshots that are created by Banner, Bronto, and similar systems that customarily contain tens to tens of thousands of e-mail addresses.

This guidance document deals with the third type (c) of Mailshot, which will be referred to as an **E-mail Marketing List (EML)**.

2. **WHY DO WE HAVE AN E-MAIL MARKETING LIST SYSTEM?**

Systematic use of traditional e-mail for distributing news items, requesting for contributions, notifying alumni of relevant news, and similar activities have been plagued by several problems.

a. Specific e-mail problems using Outlook include:

1) There is no way of knowing whether messages are delivered and read.

2) It can take hours or days to send communications to thousands of people and this puts a load on our campus servers that can limit the ability of both senders and recipients to use e-mail.

3) It is challenging to send a message in both HTML and Text format for maximum visibility.

4) Messages are likely blocked by SPAM filters.
5) There has been no Wofford-designed template to make messages look professional and carry a common message.

6) Each department and office maintains its own lists making it difficult for recipients to join or opt out of particular lists. This is illegal since the passing of the Can Spam Act of 2003. For more information about this please go to: http://www.ftc.gov/bcp/conline/pubs/buspubs/canspam.shtm

7) Current mailshots have no integration with Banner to keep names and addresses up to date.

8) Recipients cannot easily subscribe to various lists because there is no internal integration or coordination. They must know who to contact in each Wofford department or office.

b. The following features guided OCM in the selection of a list distribution package:

1) Easy to use for anyone without external help

2) Subscription-based options allow individuals opt-out

3) Ability to get through SPAM software and blockers

4) Instantaneous distribution with feedback

5) Tracking features that permit us to determine who opens, who clicks links, who forwards DL transmissions

6) Presence of all email addresses is in Banner, providing one
master system for the entire campus

c. **Coverage:** Any department using a Mailshot that includes more than 25 off-campus e-mail addresses is required to use the OCM approved Mailshot system. The OCM mailshot service is not intended for on campus blast emails (e.g., Daily Announcements) and should not be used for such.

3. **General Policy**

a. Each department will designate an individual to be a user for that department or office. This person will be given a department or office account for and trained to send messages through the system. Each department may train more than one person to use this account. Each department will have one account, but an additional account may be set up at a cost of $375 per account. This is a Bronto operating cost and is not controlled by OCM.

b. As each department initiates an account, the web team will work with Information Technology to enable the designated “from” email to work with the system. Non-designated “from” emails will not function properly with the system. A list of departments and users can be viewed at:

   [http://www.wofford.edu/admin/mailshotUsers.aspx](http://www.wofford.edu/admin/mailshotUsers.aspx)

c. If a department or office wishes to contact a certain group (e.g. all Psychology graduates) that is not already available in the system, the web team will work with the Office of Information Management to gather the appropriate data.
d. **Self-subscriptions**: Throughout the website there will be icons and images that direct users to a subscription page where individuals can subscribe to various mail distribution news feeds from Wofford.

e. **Maintenance-Operations**: Departments are responsible for keeping their lists. Specific departments will need to pull e-mail lists from Banner and sync lists back into Banner. The Office of Communications and Marketing and Information Management will provide assistance with this as needed.

5. **Directory Access for Departments**

Each department will be set up with a directory in the mailshot system. This directory will give them access to e-mail lists of constituents, e-mail templates, and a directory of photos.

6. **Wofford Template Guidelines**

The Web Team has created a visual identity for Wofford’s web presence. All college department and office mailshot designs will use templates controlled and approved by the Web Team. The use of Wofford templates is mandatory for all spaces that carry the wofford.edu URL. This template specifically includes the left hand menu column and top menu bars that are seen on every page. Templates must conform by the GRIM (see section 8 below).
a. The Associated Press Stylebook is used for all OCM activities and provides standards and rules of written content. The Webmaster will provide copies of the stylebook to Content Editors and Publishers upon request.

b. The following exceptions to AP Style should be noted:

1) Unless it would make the sentence unclear or excessively wordy, gender inclusive language should always be used. For example, use chair rather than chairman; police officer rather than police man; first-year rather than freshman as an adjective, as in first-year seminar. Excessive use of expressions such as he/she and his/her is usually distracting to the reader. It is, therefore, preferable to rephrase to avoid the confusion when the masculine form is used to refer to both genders.

2) Certain words, in their Wofford context, may be capitalized, e.g., Homecoming and Commencement, even though they customarily are in the lower case.

3) AP never uses courtesy titles, but at Wofford, it is customary to use the title Dr. on first reference for faculty members.
8. **Logo and Graphics Guidelines**

Wofford graphic standards and programs are defined in the OCM Graphic Identity Manual (“The GRIM”) and apply to Web spaces as well as to printed matter. Electronic copies of this manual are available upon request to the Webmaster.

a. Photographs must be cropped to fit before they are uploaded into the mailshot system. DO NOT use the editor’s controls to resize a photograph or graphic. Resizing this way causes pictures to become pixelated. It can also cause pages to load slowly because of improper sized photos. Specific graphic requirements are listed below:

   *Specific template areas will inform you of the picture restraints that might apply for that section*

b. Photographs should be uploaded as .jpg and graphics should be uploaded as .gif files. If in doubt over which of the two is most appropriate, always use .jpg.

c. Snapshots posted will be seen beside photographs and graphics that are professionally executed and must reflect the same basic standards of quality. All photos must be properly lit (not underexposed or dark), in sharp focus, and well composed.) The DPI setting for our Website photography is 72.

d. Information Technology has copies of Photoshop Elements that
can be checked out and installed on users’ campus computers. Please contact Dr. Dave Whisnant with Photoshop Elements requests.

c. Because mailshots go to a wide audience, it is essential that all graphics are in good taste. Examples of unacceptable photos are those which display obscene language, which may be seen as offensive by various ethnic groups, or which depict activities that might be illegal, such as under-aged drinking.
Obituary: Dr. C.N. ‘Gus’ Papadopoulos
1954 Wofford College graduate dead at 76

Wofford College officials have learned of the death on Thursday, Aug. 2, of Dr. C.N. “Gus” Papadopoulos, a 1954 Wofford graduate and former member of the college’s board of trustee. He also was a longtime, major supporter of Wofford through gifts for capital improvements and scholarships.

Dr. Papadopoulos died at his home in the Cayman Islands. He was 76 years old.

It is expected that he will be returned to his home in Houston, Texas, where services will be held. Details of the arrangements are forthcoming.

Constantinos N. Papadopoulos was born in 1931 in Kavala, Greece. Growing up through the turbulent decade of World War II and the Greek Civil War, “Gus” arrived in Spartanburg and entered Wofford College in 1951. In those early days, his English was limited, but he learned quickly enough to graduate in three years and win the Howard Carlisle Award for public speaking his senior year. He also was elected president of the pre-medical society.

After graduation from Wofford in 1954, Papadopoulos and his brother bought a second-hand automobile and toured the United States looking for the best growth areas. They settled on Texas, and Gus entered medical school at Baylor College of Medicine. As a young physician he became a partner in the Pasadena, Texas, Anesthesiology Group and worked with Dr. Michael DeBakey in the development of revolutionary anesthesiology techniques for open heart and vascular transplant surgery.

In 1963, after completing his medical training at Baylor and its affiliated hospitals, Papadopoulos married his college sweetheart, the former Maria W. Vaseliades of Spartanburg Converse College graduate. He established his medical practice in Pasadena, Texas, which grew over the next decade to more than a dozen anesthesiologists.

Even while practicing medicine, Papadopoulos spent nights and weekends learning all he could about real estate development. In 1957, he organized his first limited partnership to construct a 24-unit apartment house. By 1973, the construction business demanded most of his time, and he went on to head Papadopoulos and Associates, a well-known Houston financial and development company. He later became president and majority stockholder of Transworld Construction Corp., specializing in the construction of apartment complexes. He also was president of Delta Troy Inc., organized for the maintenance of apartment complexes.

Papadopoulos showed his generosity to Wofford College throughout the years after his graduation. He honored his father with the establishment of the Neofytos Papadopoulos Memorial Scholarship Fund, which provides assistance to deserving students from Greece. He also has provided resources for Wofford faculty and staff community-building retreats. His large gift in 1985 for the Neofytos D. Papadopoulos Building had already made it possible for
large gift in 1985 for the Neofytos D. Papadopoulos Building helped make possible the creation of Wofford’s new “front door” on Spartanburg’s North Church Street.

With the announcement in 1991 of a new $140,000 commitment to the Campaign for Wofford An Investment in People, Papadopoulos became the first alumni member of The Old Main Society, a select group of $1 million lifetime donors to the college.

In 2001, Papadopoulos and his wife gave a $750,000 gift to Baylor for its Biology of Inflammation Center. The center’s goal is to determine the molecular mechanisms and causes of inflammation to identify novel treatments for inflammatory diseases. Papadopoulos suffered from such a disease, Guillain-Barre Syndrome, a rare autoimmune disorder in which the body’s immune system attacks the nervous system.

Papadopoulos is survived by his wife and four children.
Obituary: Dr. C.N. 'Gus' Papadopoulos

1954 Wofford College graduate dead at 76

SPARTANBURG, S.C. – Wofford College officials have learned of the death on Thursday, Aug. 2, of Dr. C.N. “Gus” Papadopoulos, a 1954 Wofford graduate and former member of the college’s board of trustees. He also was a longtime, major supporter of Wofford through gifts for capital improvements and scholarships.

Dr. Papadopoulos died at his home in the Cayman Islands. He was 76 years old.

It is expected that he will be returned to his home in Houston, Texas, where services will be held. Details of the arrangements are forthcoming.

Constantinos N. Papadopoulos was born in 1931 in Kavala, Greece. Growing up through the turbulent decade of World War II and the Greek Civil War, “Gus” arrived in Spartanburg and entered Wofford College in 1951. In those early days, his English was limited, but he learned quickly enough to graduate in three years and win the Howard Carlisle Award for public speaking his senior year. He also was elected president of the pre-medical society.

After graduation from Wofford in 1954, Papadopoulos and his brother bought a second-hand automobile and toured the United States looking for the best growth areas. They settled on Texas, and Gus entered medical school at Baylor College of Medicine. As a young physician, he became a partner in the Pasadena, Texas, Anesthesiology Group and worked with Dr. Michael DeBakey in the development of revolutionary anesthesia techniques for open heart and vascular transplant surgery.

In 1963, after completing his medical training at Baylor and its affiliated hospitals, Papadopoulos married his college sweetheart, the former Maria W. Vaseliades of Spartanburg, a Converse College graduate. He established his medical practice in Pasadena, Texas, which grew over the next decade to more than a dozen anesthesiologists.

Even while practicing medicine, Papadopoulos spent nights and weekends learning all he could about real estate development. In 1957, he organized his first limited partnership to construct a 24-unit apartment house. By 1973, the construction business demanded most of his time, and he went on to head Papadopoulos and Associates, a well-known Houston financial and development company. He later became president and majority stockholder of Transworld Construction Corp., specializing in the construction of apartment complexes. He also was president of Delta Troy Inc., organized for the maintenance of apartment complexes.

Papadopoulos showed his generosity to Wofford College throughout the years after his graduation. He honored his father with the establishment of the Neofytos Papadopoulos Memorial Scholarship Fund, which provides assistance to deserving students from Greece. He also has provided resources for Wofford faculty and staff community-building retreats. His large gift in 1985 for the Neofytos D. Papadopoulos Building helped make possible the creation of Wofford’s new “front door” on Spartanburg’s North Church Street.

With the announcement in 1991 of a new $140,000 commitment to the Campaign for Wofford: An Investment in People, Papadopoulos became the first alumni member of The Old Main Society, a select group of $1 million lifetime donors to the college.

In 2001, Papadopoulos and his wife gave a $750,000 gift to Baylor for its Biology of Inflammation Center. The center’s goal is to determine the molecular mechanisms and...
Inflammation Center. The center's goal is to determine the molecular mechanisms and causes of inflammation to identify novel treatments for inflammatory diseases. Papadopoulos suffered from such a disease, Guillain-Barre Syndrome, a rare autoimmune disorder in which the body's immune system attacks the nervous system.

Papadopoulos is survived by his wife and four children.

Laura H. Corbin
Director of News Services
Phone: 864-597-4180
Fax: 864-597-4179
Email: laura.corbin@wofford.edu

Karla P. Jennings
Assistant Director of News Services
Phone: 864-597-4181
Fax: 864-597-4179
Email: karla.jennings@wofford.edu

Wofford College, established in 1854, is an independent liberal arts college of 1,300 students in Spartanburg, S.C. (average SAT for incoming class, 1247). Wofford is in the top 30 percent of U.S. News & World Report's national ranking of 217 liberal arts colleges and ranks in the top five nationally in the percentage of undergraduates receiving credit for study abroad. Home to one of the nation's 276 Phi Beta Kappa chapters, Wofford's historic 170-acre campus is recognized as a national arboretum. Affiliated with the United Methodist Church, the college is committed to quintessential undergraduate education within the context of values-based inquiry.
To: Wofford Faculty and Staff  
From: Dr. David Wood

Please find attached a memo regarding campus cultural events planning and promotion.

---

Laura H. Corbin, Director of News Services  
Wofford College * 429 North Church Street * Spartanburg, SC  29303  
(864) 597-4180 office * (864) 597-4179 fax  
(864) 809-8963 cell * (864) 316-1326 home  
laura.corbin@wofford.edu * www.wofford.edu

---

To: Faculty and Staff  
From: Dr. David Wood

The College has been examining ways to increase the number of cultural events (concerts, lectures, recital, forums, exhibits, etc) on campus and to assist the sponsors of such events in the areas of budgeting, scheduling, logistics, coordination, and promotions. Our goal is to not only have more events on campus, but to also increase attendance and participation, particularly among our students. Your ideas and initiatives are encouraged and welcomed.

We have asked Dean Oakley Coburn to spearhead our efforts by assuming additional responsibilities as Director of Cultural Events. He will work with all event sponsors in this capacity and will lead our collective efforts to expand and diversify our programs over time. Look for him to be in touch with many of you in this regard as we strive to enrich our artistic and intellectual offerings. We thank Oakley for agreeing to provide valuable leadership to such a vital enterprise.
Worship, Sunday, Aug. 26, 11 a.m., Leonard Auditorium

Please join the campus community for a Service of Worship at 11 a.m. this Sunday (Aug. 26) in Leonard Auditorium. All student athletes, student leaders, coaches, staff and faculty are welcome to attend.

Ron Robinson
Perkins-Prothro Chaplain
Tuesday Move-In Day for Class of 2011

To: Faculty, Staff and Students already on campus  
From: Roberta Bigger and Randy Hall

Tomorrow, Tuesday, Aug. 28, we will welcome the members of the Class of 2011. The new students will check-in in The Commons, so we recommend that you avoid using the Campus Life Building parking lot. The campus drive will be closed to everyone except students moving into Greene Hall. Students moving in to Marsh Hall will use Memorial Drive to access the west side of Marsh.

Students who have already moved into Marsh, Greene and Carlisle Halls are asked to move their vehicles to the baseball field parking lot.

If you need a copy of the orientation schedule, please email Beth Clardy at clardyby@wofford.edu.

Thank you for your cooperation and assistance.

Pre-Session Workshop Thursday in Leonard

To: All faculty and staff  
From: David S. Wood, Dean of the College

You are cordially invited to join us at 9 a.m. Thursday, Aug. 30, in Leonard Auditorium as we begin our pre-session workshop. Refreshments will be available beginning at 8:30 a.m. on the Yorke Portico. Our first session will last from 9 to 10:40 a.m. President Dunlap will close our opening session with remarks about the state of the College. After a break, there will be a series of concurrent sessions featuring information on our academic programs.

Lunch will be provided for all participants.
QUINTESSENTIAL... A WOFFORD EDUCATION
Pre-Session Workshop Thursday in Leonard

To: All faculty and staff
From: David S. Wood, Dean of the College

You are cordially invited to join us at 9 a.m. Thursday, Aug. 30, in Leonard Auditorium as we begin our pre-session workshop. Refreshments will be available beginning at 8:30 a.m. on the Yorke Portico. Our first session will last from 9 to 10:40 a.m. President Dunlap will close our opening session with remarks about the state of the College. After a break, there will be a series of concurrent sessions featuring information on our academic programs.

Lunch will be provided for all participants.

Laura H. Corbin, Director of News Services
Wofford College * 429 North Church Street * Spartanburg, SC 29303
(864) 597-4180 office * (864) 597-4179 fax
(864) 809-8963 cell * (864) 316-1326 home
laura.corbin@wofford.edu * www.wofford.edu