

BURRELL COLLEGE OF OSTEOPATHIC MEDICINE

STANDARD OPERATING PROCEDURES

Internal Communications: Bear Beat Guidelines		SOP #: GA.010.00
Effective Date	6.30.2019	
Last Revision/Review	6.30.2019	

1. Purpose

The purpose of this SOP is to define the Burrell College of Osteopathic Medicine's processes, specifically as they relate to content collection and distribution of The Bear Beat, an internal email communication tool for departments to share updates with campus colleagues.

2. Related Policy/Authority

3. Faculty/Staff Responsibilities

The Bear Beat requires assistance and engagement from **Department Heads and Chairs** of the following offices and departments:

- Dean's Office
- President's Office
- Administration and Operations
 - (Office of Finance, Office of Human Resources, Office of Information Technology and Facilities)
- Office of Institutional Advancement
- Diversity and Inclusion
- Enrollment Services
 - (Office of Admissions, Office of Financial Aid, Office of Registrar)
- Student Affairs
 - Student Government Association
- Research Office
- Department of Anatomy and Cell Biology
- Department of Biomedical Sciences
- Department of Clinical Medicine
- Department of Physiology and Pathology
- Faculty Council
- Library Services
- Faculty Affairs
- Accreditation and Compliance

4. Definitions/Abbreviations

N/A

5. Procedural Steps

The communications director will facilitate the distribution of The Bear Beat to all faculty and staff. Distribution will occur once per month on the 15th of each month.

A. Content Collection

1. On the first Monday of each month, the communications director will contact departmental leads to collect content for the e-newsletter.

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- i. Leads have 8 days from the original content call to submit departmental-focused content.
 - ii. Late content will not be accepted.
2. Each department lead may submit no more than 150 words of content. Content may be submitted in multiple styles: paragraph format, bullet points, etc.
 - i. The communications director will not create content for departments.
 - ii. The communications director reserves the right to edit submitted content for brevity and clarity.
 - iii. Inappropriate content may be removed at the discretion of the communications director or other executive leadership.

B. Newsletter Distribution

1. The communications director will assemble all submitted content into the pre-designed e-newsletter, The Bear Beat, and distribute.
2. Failure to submit content will result in the department's e-newsletter section reading: "No content submitted."

6. Reports/Charts/Forms/Attachments/Cross References

7. Maintenance

8. Signature

Signature on File	6.30.2020
John Hummer, President	Date

9. Distribution List

Internal

10. Revision History

Revision Date	Subsection #	Summary of Changes	New/Cancellation/Replacement Procedure? (if applicable)	Approval Date
1	[e.g., 3.1]			