

The Friday Five



Take Five Minutes for College Updates

We're continuing to bring you College news and opportunities to interact with other staff members and teams. Previous communications can be found on the [staff resources page](#).

What's Happening

*Get program updates from teams and departments
and news about on-campus developments*

College Communications and Marketing

Just over six months ago, the College formed a centralized Communications and Marketing team, bringing together staff from College Communications, Alumni Relations Marketing and *Columbia College Today* magazine. The purpose was to

elevate the College's brand and identity through enhanced marketing strategies, more coordinated messaging and design, and innovative approaches to engaging and supporting the community.

The arrival of the coronavirus pandemic both accelerated the team's transition and rewrote the rules of communication, thanks to the ever-changing circumstances of our newly remote world. Now, with an awareness of the complexities of this moment, Communications and Marketing has identified a number of opportunities to support the College and its many priorities. This includes:

- Refining our “voice” and look/feel to provide the sense of care and emotional connections that help bind our audiences to Columbia and to one another;
- Simplifying and coordinating messages and channels, so that the chaos of this moment is reduced rather than exacerbated for our audiences as they navigate this challenging time;
- Using insights, data and best practices to shape increasingly relevant and engaging strategies;
- Shifting our storytelling and editorial focus to this unique historical moment, regarding the pandemic's impact, the movement for racial justice and the role of higher education in a virtual world; and
- Exploring where multimedia can more effectively communicate information or create an experience in this new remote world.

Communications and Marketing continues to be a resource for all College staff.

- Request support with student communications (design, web, photography, email, Bedework or social media) by submitting to cc-comms@columbia.edu.
- If you're contacted by the press, forward that on for support to cc-news@columbia.edu.
- Pitch a story about a unique student or faculty you know by emailing cct@columbia.edu.

For now, staff can enjoy the latest issue of *Columbia College Today*, exclusively online for summer. Read about the CC'19 alumnus [suing the federal government](#) for the right to a clean environment, enjoy Dean Valentini's [reflections](#) on our tumultuous spring, take a crack at the latest [Core Cartoon Caption Contest](#) or browse these moving [pandemic stories](#) from 14 College alumni.

CCIT

Recently, CCIT augmented its data analysis capabilities with interactive data visualizations for the College's pandemic response efforts. PowerBI, a business analytics tool, was used to interpret student data for the Summer 2020 Earnings Grant application process, which received over 1,800 submissions. CCIT created a visual dashboard that combined this data with existing information from SIS for a

streamlined, data-informed decision-making process. Additionally, PowerBI was used to model and forecast the return of undergraduates to campus.

This week, CCIT built a review process and workflow from scratch in Salesforce for the recently released Housing Form application. The Housing Form was sent to students to facilitate their transition back to Columbia Housing and is vital to reopening Columbia in the fall. CCIT built an integrated system that stores, analyzes and records data for this decision making, drastically reducing the time needed for review.

Stay Connected

Learn new skills and exchange creative ideas

*Don't miss these upcoming **Zoom@Noon** sessions! There's still time to register!*

Talk with Holder Jr. Initiative Artist-in-Resident Christopher P. Wolfe

July 28 at noon

Join Chris on a journey of written reflection, exploring the question, "What does justice mean to you?" Chris teaches in the Undergraduate Creative Writing Program on campus and at Rikers Island as part of [Columbia University's Justice-In-Education Initiative](#).

Register [here](#).

Talk with Dr. Richard Eichler, Executive Director of Columbia Health's Counseling & Psychological Services

July 30 at noon

Hear an update from Richard (CC'75, GSAS'87, TC'87) on the team's transition to telemedicine and how students now engage with CPS. Gain insight into themes and trends emerging through their student interactions. This session will give all staff a better understanding of CPS, and it may be especially beneficial in helping student-facing staff better support students' wellbeing.

Register [here](#).

Friday Fun

Many of us have different colleagues working with us remotely — our pets. Interested in introducing yours to the College? Send in your picture and short caption for next week's picture carousel.

Here's a start to the introductions and we'd love to meet others! Click through the below slideshow to meet Joanna May's dog Rosie, who is taking a well-deserved

vacation in Lake George after a busy April yielding Columbia's Class of 2024; Annie Sirju's cats Neko and Kedi, who are keeping an eye on Queens; Evan Dunn's parakeets; Heather Perceval's Lola, a mini goldendoodle puppy designing her next career steps and running day camp for the kids simultaneously; and Katie Day Benvenuto's Bella and Captain, two rescue pitties living their best lives and helping raise three small human children.



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