

Build a Content Formula: eNewsletter Content Types

1. Case study or featured research finding
2. Photograph or video
3. Product review
4. Interview
5. Profile of new or long-time staff or employee
6. Behind-the-scenes spotlight
7. Advice column
8. Resource list
9. Tales from the trenches
10. "Winner's circle"
11. How-To
12. Featured tweets or FB posts
13. Downloads
14. Calendar of events
15. Conference coverage or summary
16. Networking opportunities
17. Legislative update
18. Employment opportunities
19. Survey

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20. Grant opportunities
21. This day/week/month in history
22. "Where are they now"
23. Successful project feature
24. Editorial/personal opinion
25. FAQs
26. Review: book, movie, journal article, etc.
27. Best of...
28. Quiz
29. Blog recap
30. Commendation
31. Grant opportunities
32. Demos
33. Trend-spotting
34. _____
35. _____
36. _____
37. _____
38. _____

How does the tone match the purpose?

Ecampus E-News Winter 2013



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1. Not even the apocalypse can stop us

Unless the Mayans were correct, winter term with Oregon State Ecampus is less than a month away, giving you another opportunity to study at [one of the nation's top-ranked online universities](#).

If the world *does* end before then, well, at least your intentions were good.

Nevertheless, this issue of Ecampus E-News introduces you to our newest online program, a virtual career fair, cool news about Ecampus students and other resources to help you succeed academically.

Winter term starts Jan. 7, and [there's still time to register](#) if you haven't done so. And don't forget to order your textbooks early from the [OSU Beaver Store](#) to receive them before the term starts..

2. New counseling program is a beacon of hope

Oregon State University addressed the state's need for additional K-12 counselors last month by launching an off-campus master's program in school counseling, one whose statewide outreach should yield increased student success, according to OSU President Ed Ray.

The university's [new M.S. in Counseling program](#) is delivered in a flexible online and face-to-face format by Ecampus, and it aims to bring comprehensive counseling services to all students and increase college-going rates among underrepresented populations.

To provide schedule flexibility for Ecampus students, 50 percent of the instruction will be delivered online and 50 percent will be conducted in face-to-face classroom meetings, held on weekends twice a term in Salem.

[Visit the Ecampus website](#) for information on curriculum and how to apply to this accredited program for its 2013 cohort.

3. We're bringing employers directly to you

Distance students face a number of unique obstacles, but connecting with potential employers shouldn't be one of them. And from now on, it won't be.

In an effort to link our distance students to leading industries all over the world, Ecampus will offer OSU's first-ever virtual career fair on Feb. 20. Students and alumni will be connected to recruiting employers for the opportunity to network and explore current job and internship opportunities with companies and organizations who intentionally seek out OSU graduates.

This is a can't-miss event for students who are unable to attend campus-based events at OSU or elsewhere. More information will soon be sent to you regarding the Ecampus virtual career fair, so stay tuned.

4. Online classes a nice fit for OSU football

In case you've missed it, the Oregon State football team has thrived this season, posting a 9-3 record with a high national ranking and a date with Texas in the Alamo Bowl.

But behind all the glitz and glamour is a whole lot of hard work -- on the field and off it -- and Ecampus is proud to play a role in that for some players, including wide receivers Kevin Cummings and Obum Gwacham.

Their [affinity for OSU's online courses](#) has helped them strike the right balance between academic success and the team's storybook season.

Visit the [Beavers gameday page](#) for all the info you need about this month's Alamo Bowl.

5. Successful natural resources academy is back

Oregon State is America's natural resources university, a distinction we've earned by providing students and professionals worldwide with unique opportunities to study under OSU's expert faculty.

And there's no better opportunity to learn from and network with those in the field than OSU's second annual [Natural Resources Leadership Academy](#) (NRLA) this summer.

Held June 17-21 and 24-28 in Corvallis, the academy is designed for natural resources professionals and graduate students. Pre-registration begins in February, and graduate and continuing education credits are available.

The weeklong leadership seminars deliver diverse instruction in the areas of conflict management, communication, sustainable natural resources and leadership to people from all over the world.

To learn more, [here's a short video featuring Ed Weber](#), an OSU professor of public policy and the NRLA's lead faculty member.

6. Ambition and success top this alumna's list

If you're wondering how to succeed as an online student with a demanding work schedule, look no further than [the example set by Kate Brinkley](#).

Brinkley took Ecampus classes from South Carolina, and she graduated magna cum laude from Oregon State with a bachelor's degree in environmental sciences, all while serving as a marine science technician for the United States Coast Guard.

Her secret to staying on track? Making lists. Lots and lots of lists.

Now she's using her OSU degree and hands-on work experience to carve out an even more successful future for herself. Her determination serves as further proof that it can be done.

7. You can take Ecampus for a test drive

Earlier this fall we developed [a brand new Ecampus Course Demo](#) that lets you experience life as an online student with OSU before you enroll.

Our enhanced demo allows you to:

- Get a peek at the kind of content regularly featured in Ecampus courses.
- Hear from some of the world-class instructors who teach OSU's online classes.
- And test some of the innovative technologies we use to enhance learning opportunities.

[Try it](#) and discover why we're ranked one of the nation's best providers of online education.

8. OSU is the place for continuing education

The need for educational enrichment doesn't subside once you've earned an OSU degree and landed a job. Countless people -- gardeners, pharmacists, engineers, veterinarians and others -- rely on continuing education programs to maintain personal and professional growth.

That's where [OSU Professional and Noncredit Education](#) comes into play. The unit provides online and on-site education and training for businesses, organizations, associations and professionals anywhere throughout Oregon and beyond.

The majority of OSU's professional and noncredit students are focused on continuing education: licensure recertification, professional development and personal enrichment.

If you're a specialist who needs opportunities to learn new skills and stay on the cutting edge, [subscribe](#) to the Professional and Noncredit Education monthly newsletter and learn more about its many offerings.

9. Like us and we'll love you back

The best way to stay in touch with Ecampus and hear about news and events is through our online communities on [Facebook](#), [Twitter](#) and [Google Plus](#). Learn more about the benefits of taking courses online, browse photos, ask questions, meet other Ecampus students and be the first to know about upcoming events, contests and more.

How does the tone match the purpose?



Girls' Positive Development

Extracurricular or out-of-school-time (OST) programs play a key role in promoting positive development among youth. Studies have shown that involvement in OST programs in areas such as the arts, music, sports, community service, and other enrichment activities have been linked to positive outcomes for youth, such as higher levels of [academic success](#), and a decrease in negative outcomes, including [lower school dropout](#) rates and a [reduction in risk behaviors](#) (e.g. alcohol, crime, drugs).

Academic Success

Once a global leader in education, the United States now faces an education crisis, one that in a generation could become an economic crisis if the U.S. is unable to compete globally. While classroom experiences are the focus of intervention efforts, the most effective solutions will combine a focus on OST programming that empowers students so they are ready to learn when they enter the classroom. It's time to invest in our children and our nation's future!

Girl Scouting Linked to Academic Success

Research shows that OST programs can significantly impact children's and youth's developmental, learning, and academic trajectories in multiple ways. Yet only a small fraction of youth are engaged in OST programming. Read more [here](#).

The Girl Scout Research Institute recently released its latest outcomes report, [Linking Leadership to Academic Success: The Girl Scout Difference](#). Based on a 2011 national study of nearly 3,000 fourth-through-eighth-grade Girl Scouts, this report explores how Girl Scout experiences contribute to girls' success in school. Some of its key findings are:

- Girl Scout participation has a positive impact on girls' leadership.
- Leadership skills that girls develop in Girl Scouts, such as problem solving and challenge seeking, contribute to their academic engagement and achievement.
- Girl Scouting influences academic success as much as, and sometimes more than, positive relationships with teachers and weekly participation in out-of-school-time activities—factors that are known to boost success in school.
- The cooperative learning and girl-led Girl Scout processes are particularly important to achieving both the leadership and academic outcomes of Girl Scouting.
- Lower-SES girls (those whose moms have less than a college education) report greater benefits from Girl Scouting than do higher-SES girls.

Overall, these findings confirm that OST programs with no explicit academic component (e.g., math tutoring) do indeed support young people's academic progress. Girl Scouting, in particular, helps girls flourish academically by providing them with a collaborative and ongoing social environment in which they learn and practice skills such as planning and strategic help seeking, and a variety of experiences in which they take on leadership roles, face challenges, and learn to persist at things that are difficult for them.

Linking Leadership and support materials, including tip sheets and quotes, are available for download [here](#)!

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Social Security 101 on YouTube

When summer ends, many people will attend college to take some 101 courses. But some of the most important lessons young people can learn about the future may come from our own Social Security 101 course, available on YouTube at www.youtube.com/socialsecurityonline.

In 17 minutes and 17 seconds, our instructors — real Social Security employees — will tell viewers how Social Security works, what Federal Insurance Contributions Act (FICA) is all about, and how to plan for a comfortable retirement by making easy steps now.

Tell your clients and anyone interested in Social Security to view *Social Security 101: What's In It For Me?* We may not be offering college credit, but we'll practically open the teacher's manual on how to ace Social Security credit. Enter our online classroom now at www.youtube.com/socialsecurityonline.

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Focusing on women's health

October means falling leaves, cooler air, and pink everywhere! As national Breast Cancer Awareness Month comes to a close, YW Boston is proud that **we focus on eliminating health disparities** - including those related to breast cancer - this month, and every month, as a key part of our work.

For over 20 years, the Women's Health and Wellness program of YW Boston has provided chronic disease prevention, education and support services to women in greater Boston. In this special "Persimmon & Pink" edition of YWCatalyst, we hope you will discover some of the ways that YW Boston is working to keep women healthy, and that you may learn some ways to **take care of your own health**.

We'd like to particularly thank the Avon Foundation for Women and Susan G. Komen for the Cure Massachusetts Affiliate for their long-standing support of our work to reduce breast cancer disparities in Boston - we've been doing this work for years thanks to their generosity!

volunteers take action to promote health

This October, YW Boston staff, volunteers, and partnering organizations worked together to **ensure that women have access to the breast health information and resources they need** through two events: a Breast Health Phone-a-Thon and a YW Boston team at the Komen Massachusetts Race for the Cure.

October 24th's Breast Health Phone-a-thon, held in partnership with Neighborhood Health Plan, provided breast cancer screening resources and support to women who have lapsed in their mammograms and clinical breast exams. Over 30 volunteers **called hundreds of women to discuss the importance of ongoing preventive screenings**. Many of the women we called were referred to their health care providers for mammograms on the spot!