

# City Academy Counselor Newsletter



New City Academy Logo

## New Counseling Website

<http://cityacademyslccounseling.weebly.com/>

City Academy is proud to announce the launch of a new comprehensive counseling website dedicated to providing in-depth information for all students and parents. Below are some highlights:

- What is the role of the Guidance Counselor?
- Request an official transcript sent to a college
- Comprehensive student resources page
- Comprehensive college information
- Financial Aid Page loaded with current scholarships
- Parent Information Night Information
- Comprehensive Parent Resource Page
- Advisory Page by grade level with additional resources
- Be able to schedule a CCCR Meeting with the counselor online via the counseling website
- Check Counselor availability online

Please give me your feedback by visiting:

<http://cityacademyslccounseling.weebly.com/>

## Upcoming Events

8/11/16: New Student Registration

8/23/16: First Day of School

8/29/16: Hillsdale College Visit from Hillsdale, MI @ lunch

9/5/16: Labor Day Holiday

9/19-9/22: Parent/Teacher Conferences

10/1/16: RMACAC Utah College Fair @ Juan Diego Catholic High School 1pm-3:30pm

10/4/16: Malboro College Visit from Malboro, VT @ lunch

**City Academy**  
**555 E 200 S**  
**Salt Lake City, UT**  
**84102**

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**Volume 1, Issue 1**

**Newsletter Date 8/3/16**

### **ATTENTION SENIORS & SENIOR PARENTS**

It's time to schedule a meeting with the counselor to complete your final College, Career, and Civics Readiness Plan. Appointments can be made by visiting the new counseling website.

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new

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*“To catch the reader's attention, place an interesting sentence or quote from the story here.”*

procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be



Caption describing picture or graphic.

sure to place the caption of the image near the image.

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## Business Name

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Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

**We're on the  
Web!  
example.com**

*Your business tag line here.*



## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to re-

fer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind

readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.



Caption describing picture or graphic.

If space is available, this is a good place to insert a clip art image or some other graphic.