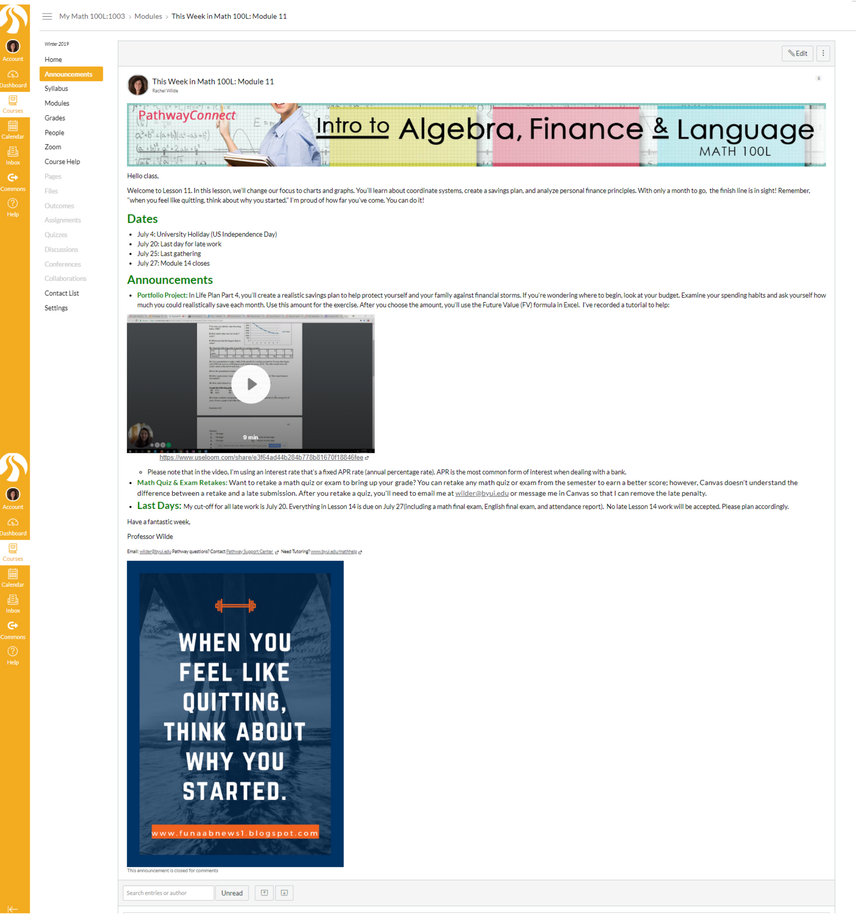
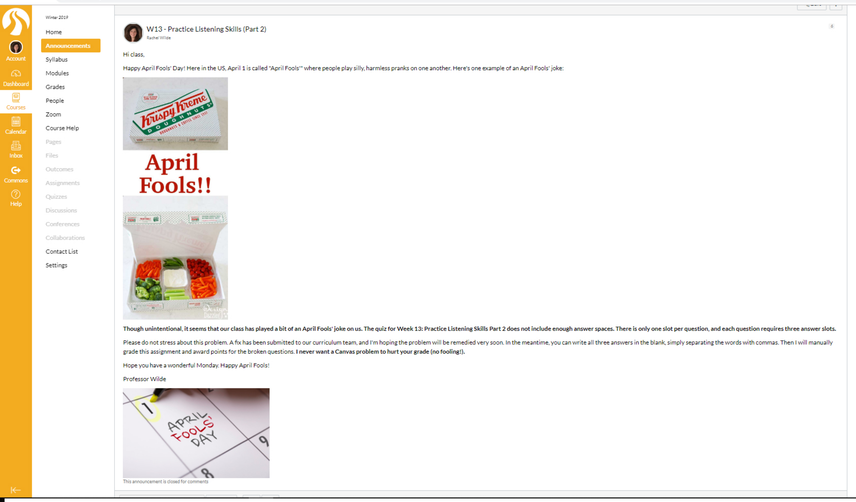
Sample 1: Lesson Introduction. Each week I used a similar title and format for the main announcement. Students, especially ESL students, thrive on consistency. The introduction announcements each give a brief introduction of the week's material, a reminder of important dates, a video demonstration of any major projects or important concepts, and then 2-3 general reminders. I use the leading banner graphic only for introduction announcements to help students differentiate/recognize the main announcement.



Sample 2: Technical Difficulty. Whenever we migrate courses to a new LMS platform, there are likely to be a few technical glitches along the way. To mitigate student frustration, I addressed technical glitches as a class-wide announcement and email. A little humor goes a long way to relieving student stress. One technical glitch happened to fall on April Fools' Day. Since most of my students live outside of the US, I took the opportunity to teach them a little about our traditions while informing them about the glitch. I ended with the reassurance that the problem wouldn't impact their grade. Knowing that students tend to skim, I bolded the most important sections.



Sample 3: Midweek Instruction. As difficult topics arose, I wrote midweek announcements to address my students' needs. Since I had students with varying skill levels, I tried to keep it brief with links to further instruction if they needed it. I also regularly utilized educational graphics for my visual learners. I ended most of my midweek instruction with motivational quotes, again promoting an encouraging, positive tone.