An integrated, campus-wide announcement system
What do you need to say?

- Performance tickets are available
- Today's class is cancelled
- Your midterm grades are ready
- The system will be down
- Training opportunities are coming up
- Advisees need to meet with me
- Come to the game tonight
- Staff Council wants your input
- Streets are closed due to construction
What do you need to hear?

Announcements come from everywhere, filling your inbox throughout the day, making it difficult to identify important ones.
Idea: Submit all announcements to a central system, giving the sender the ability to choose recipients and delivery method.

Expanded delivery methods increase consumer options.

Message type groups help users identify the important ones.

A centralized message system between announcement authors and consumers provides greater options for both with less effort.
UM Today framework

- Message formatting
- Announcement Web page built easily
- Attachments
- Scheduled delivery and lifespan
- Announcements delivered in single email
- Messages are available outside the Inbox
- Message acknowledgment, if necessary
Message Types
Priority Categories

- **Emergency Alerts** (Crisis, bad weather…)
- **My Messages & Alerts** (Advising, class news…)
- **Essential*** (Chancellor, HR, Dean of Students…)
- **Recommended*** (Everything else…)

*Message types in the Essential and Recommended categories may be prioritized by the recipient. A "do not show" option is available for Recommended message types.
Targetable groups

- Gender, zip code, campus
- Student classification, program of study
- Department affiliation
- EEO categories, employed students, etc.
- Roles in myOleMiss
- Your students, your advisees
- Your department's students
- Employees/instructors (now or future)
- Building mayors
- Recursive department/organization selection
Instructions

Log into myOleMiss and locate the application:

Employee or Faculty or Administrator
  >> Tools & Resources
  >> Ole Miss Today Administration

Note: If you plan on being a frequent user, consider adding it to your Portal Favorites.
Instructions

Decide the type of group to address, then…

1. Select format
2. Enter message and/or upload file
3. Choose recipients
4. Set options
5. Review message
6. Submit
UM Today Administration

Upload Featured Photo
We encourage UM students and employees to suggest photos for inclusion in daily UM Today e-mail messages. Photos will be reviewed by the campus webmaster and selected based on their suitability.

Submit a Message to UM Today
Please select one of the following target groups:

- Students in Sections Taught by You
- Students in Sections Offered by Your Department
- UM Employees and Students (Oxford, DeSoto, Tupelo) using Selection Criteria
- UM Employees and Students by List of WebIDs

Send an Immediate E-mail or SMS Message (Text Only)

From Addresses
The table below shows the "from addresses" that you are authorized to use along with any others who are also authorized to use these. If you think there is a mistake or if you need to have a new "from address" added, please contact the IT Helpdesk.

<table>
<thead>
<tr>
<th>From Address</th>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:academictraveler@olemiss.edu">academictraveler@olemiss.edu</a></td>
<td>ROBBY SEITZ</td>
<td>employee, staff</td>
</tr>
<tr>
<td><a href="mailto:emergency@olemiss.edu">emergency@olemiss.edu</a></td>
<td>RACHEL R BOST</td>
<td>employee, staff</td>
</tr>
<tr>
<td><a href="mailto:emergency@olemiss.edu">emergency@olemiss.edu</a></td>
<td>LINDA G CHRISTIAN</td>
<td>employee, staff</td>
</tr>
<tr>
<td><a href="mailto:emergency@olemiss.edu">emergency@olemiss.edu</a></td>
<td>DAVID R DREWREY</td>
<td>employee, staff</td>
</tr>
</tbody>
</table>
Step 1 – Select format

UM Today Administration ~ Step 1: Select Message Format

Go Back to UM Today Administration  Continue to Step 2: Enter Message

All messages consist of a subject that can be up to 50 characters in length and a unformatted summary that can be up to 140 characters in length. Messages about events may contain an optional “Add to Calendar” link in which you upload an ICS file. Messages may also contain a longer message, an HTML or PDF upload, or a reference to an Ole Miss Blog or any other URL (i.e., Web Address).

What would you like to submit/send?
- Summary only (limited to 140 characters)
- Summary with a longer message that is entered in a text box and an optional uploaded file
- Summary with an HTML upload
- Summary with a PDF upload
- Summary with a reference to a URL (Web Address)

Is this message about a campus event?  No
Step 2 – Enter message

Important: Please include a descriptive subject and summary with enough information for the reader to determine if this item is of interest.

Message Type: Academics

Subject:
Limited to 50 characters. Use title case. Example: SAP to be unavailable this weekend

Summary:
Limited to 140 characters. Summary will be used as the content for SMS text messages and will be prepended with "CRT:"

140 characters still available.

Message Details:

[Text editor interface]

Preview
Step 3 – Choose recipients

Mutually exclusive sections

Select UM students and employees by myOleMiss portal role:

- New Students
- Students
- Employees
- Faculty
- Advisors
- Academic Administrators
- Administrators
- Analytics

(The groups listed above are predefined, i.e., the options below do not apply.)

Or select UM students and employees dynamically based on the following options:

- Students Enrolled in a Current Term
- Current Employees
- Emeritus Employees
- Students Enrolled in a Future Term
- Future Employees

Limit to students and employees who meet the following characteristics:

- Do not limit
- Academic Chairs (Employees)
- Building Mayors (Employees)
- Current Instructors (Employees)
- Future Instructors (Employees)
Step 4 – Set options

- Depending on your authorizations and earlier selections, you may see different options available.
- Validity dates define the lifespan of the message.
- Is it Bulletin Board-worthy?
- Confidential messages only send an alert via email, while the full message is given in myOleMiss.
- Message priority determines position of item within its message type.
Step 5 – Review message

- Full details or attachments not yet in final location, so review of those isn't possible... yet.
- Use the “Preview Recipient List” link to determine if you've targeted the correct people.
Step 6 – Submit message

- Once you've submitted the message, you can check it immediately in the myOleMiss version.
- If you see a problem, you can edit it and try again.

### Review Past Messages

<table>
<thead>
<tr>
<th>Action</th>
<th>Status</th>
<th>Message ID</th>
<th>Start Date</th>
<th>End Date</th>
<th>Subject</th>
<th>From Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>View</td>
<td>No Longer Active</td>
<td>0000000000048</td>
<td>09/13/2010</td>
<td>09/16/2010</td>
<td>This is a Test</td>
<td><a href="mailto:rseitz@olemiss.edu">rseitz@olemiss.edu</a></td>
</tr>
<tr>
<td>View</td>
<td>No Longer Active</td>
<td>0000000000034</td>
<td>09/09/2010</td>
<td>09/23/2010</td>
<td>Technology Enhancement Week</td>
<td><a href="mailto:rseitz@olemiss.edu">rseitz@olemiss.edu</a></td>
</tr>
<tr>
<td>View</td>
<td>No Longer Active</td>
<td>0000000000011</td>
<td>09/08/2010</td>
<td>09/08/2010</td>
<td>Test 3</td>
<td><a href="mailto:rseitz@olemiss.edu">rseitz@olemiss.edu</a></td>
</tr>
<tr>
<td>View</td>
<td>No Longer Active</td>
<td>0000000000009</td>
<td>09/08/2010</td>
<td>09/11/2010</td>
<td>Robby's Test</td>
<td><a href="mailto:rseitz@olemiss.edu">rseitz@olemiss.edu</a></td>
</tr>
</tbody>
</table>
Helpful Hints

- Understand how the parts fit together.

Message Type: Financial Aid
Subject: Request for Fall/Spring Work-Study Positions
Link to 'attachment': finaid@olemiss.edu - UM Today #5840 (Added on 07/11/2011)
From address: finaid@olemiss.edu - UM Today
Helpful Hints

- Subject and Summary are the two most important details since they are all that appear in the UM Today announcement list.
- Subject should be the 'title' of the announcement.
- Summary should contain a brief overview of the announcement.
- Indicate "campus event" if date and time information is needed.
Helpful Hints

- Proofread your message, especially if you want it to appear on the Bulletin Board.
- Edit messages if you need to!
- View, delete, and update messages in your accounts.
- Monitor others who also use your accounts.
My Pet Peeve

Assume your audience already understands what a link is and how to use it.

- Avoid references to the 'attachment'
  - "See the attached for…"
  - "Click the link to…"
- Instead, create interest:
  - "Learn more"
  - "Discounts available"
And as a recipient...

- Use "Do not show" option to prevent repeated messages.
- Use Preferences to prioritize Essential and Recommended announcements.
UM Today

… tomorrow, the world!

For an overview and a copy of this presentation, go to www.olemiss.edu/today

For assistance or authorization, contact the IT Helpdesk at 915-5222 or helpdesk@olemiss.edu.

Send suggestions for improvement to it@olemiss.edu.