
**University of Alaska
MyUA Project
Procedures for Announcements**

Prepared by:	Heather Havel
Version:	1.0
Last Revision Date:	
Create Date:	09-09-05
Revised by:	

Table of Contents

Section 1 Purpose	4
Section 2 Related Documentation	4
Section 3 Introduction	4
Section 4 Systemwide Announcements	5
Section 5 Personal Announcements	5
Section 6 Guidelines for Announcements	7
Section 7 Targeted Announcement Manager	8
Section 8 Targeted Announcement Manager Limitations	9
Section 9 Compliance	9
Section 10 Glossary	9
Figure 1 Systemwide Announcement	10
Figure 2 Personal Announcement	11
Appendix 1 Roles List	11
Appendix 2 Imported Groups	11
Appendix 3 Approval Authority Contact Information	11

Section 1 Purpose

The purpose of this document is to:

- explain the function of Announcements in MyUA
- set procedures and criteria for
 - who can send announcements
 - what they are intended for
 - how they should be composed
 - establishment of an Approval Authority

The audience for this document is:

- persons who approve the sending of announcements and/or
- users who have Manage Targeted Announcement permission

Documents used in conjunction with this Procedure are listed in the next section. Section 10 contains a Glossary.

Section 2 Related Documentation

“Procedures for Creating Announcements” is a step-by-step tutorial on how to access the interface where announcements are managed; and how to compose, send, delete and resend announcements. Its audience is Targeted Announcement Managers.

“Technical Documentation for Announcements” is a technical reference document that explains permissions, event logging, and configuration. Its audience is System Administrators.

Section 3 Introduction

Types of Targeted Announcements - all announcements are targeted.

- Systemwide Announcements are targeted to all MyUA users.
- Personal Announcements are targeted to specific audiences based on a variety of attributes and can be sent through the Personal Announcement channel, as an email, or both.

Announcement Channels Cannot Be Deleted – To increase the likelihood that users have the opportunity to read Announcements, channels are prominently placed on the default MyUA tab. Announcements are permanent channels and neither the channels nor the MyUA tab can be deleted by the user.

First In-First-Out – After a Targeted Announcement Manager sends a message, their message moves down the list when another one is sent. In other words, the last message to be posted appears as the first message in the Announcement Channel.

Approval Authority – Announcements will be authorized by an appropriate party, who has considered the announcement’s adherence to guidelines and criteria. An Approval Authority may also be a Targeted Announcement Manager (see Section 7).

Glossary – A glossary of terms is provided in Section 10.

Section 4 Systemwide Announcements

Purpose – Systemwide Announcements target all MyUA student, faculty and staff users. Typically these messages would come from the President’s Office. Examples of Systemwide Announcements include:

- New or revised University of Alaska (UA) policies
- UA wide emergency information
- MyUA system planned outages and related information from Statewide Information Technology Services

Approval Authority – The Approval Authority is the Statewide Office of Public Affairs. The primary authority is the Director. The secondary authority is a designated staff member in conjunction with the Office of General Counsel.

Requests to send a Systemwide Announcement should be directed to Kate Ripley (kate.ripley@alaska.edu) with the following information:

- Name and contact information of the requestor
- Purpose of the announcement
- Justification for sending Systemwide
- The text of the message, following applicable guidelines in Section 6

Messages relating to outages and explaining technical issues may be sent by Statewide Information Technology Services following their standard procedures.

Section 5 Personal Announcements

Purpose - Personal Announcements allow messages to be sent to target audiences (through the announcement channel as an email or both) within the University. Examples of targeted personal announcements include, but are not limited to:

- Campus events and activities sent to populations likely to be interested in the topic because of membership or roles
- Noting a significant achievement of an individual, group, school, etc. to various audiences
- Deadlines, such as Faculty Workloads, Benefit Enrollment, Registration
- Course section cancellations
- Messages to students in a specific major
- New or revised MAU policies
- Professional development and training announcements

- Emergency information
- Outages
- Closures
- Staff and faculty governance issues

Approval Authority – The following are the Approval Authorities for each MAU. Complete contact information can be in Appendix 3.

UAA

- Emergency Announcements will go through University Relations
- Non-Emergency Announcements will not be sent through the Personal Announcements Channel. Instead, departments and campuses will create RSS feeds that users can choose to subscribe to.

UAF (*pending approval of the Chancellor's Cabinet*)

- UAF wide or Fairbanks campus wide = University Relations
- Community Campus faculty, staff &/or students = Director of campus
- Faculty UAF wide or Fairbanks campus = Provost's office
- Staff UAF wide or Fairbanks campus = Human Relations
- Students UAF wide or Fairbanks campus = Enrollment and Student Services

UAS

- Ketchikan: Gail Kline
- Sitka: Bonnie Elsensohn
- Juneau
 - Academic Dean Assistants:
Bob Starbard, Business/CIOS/Public Administration
Vickie Kraft, Arts and Sciences
TBA, Career Education
 - Recreation Center: Anna Myriah
 - Information Office: Dave Klien / Kevin Myers
 - Help Desk: Joseph Sears
 - Library: Jennifer Brown

SW

- Director of Statewide Office of Public Affairs
- Secondary authority is a designated staff member in conjunction with the Office of General Counsel

Announcements may be sent from one MAU to recipients in other MAUs by contacting the appropriate MAU Approval Authority with the purpose, justification and the actual text of the announcement.

Attributes – Personal Announcements can be sent to users based on a variety of attributes, including:

- Role
- Major
- Enrolled course by Department
- Group from Group Studio
- Imported Group

See Appendix 1.0 for a list of Roles. Appendix 2.0 explains Imported Groups and how to request an extract.

Section 6 Guidelines for Announcements

To ensure consistency among announcements in tone, style and adherence to technical requirements and limitations of the system, the following guidelines must be followed:

a. **Appropriate Use** – Announcements are meant to be brief, informative, and cordial. Text must use an appropriate tone or attitude. Blunt statements and brash directives must be avoided. Messages that are fraudulent, harassing, defamatory, obscene, threatening, support commercial activities not associated with the University or are otherwise in violation of university policies, regulations or state laws will not be posted.

b. **Title** – The announcement title should convey its topic or subject. The system only allows 50 characters (including spaces) for the title. The title also serves as the email subject if a Personal Announcement is sent through the channel and as an email (see Item 6.)

The title appears as a link in the Announcement Channel; to read the full announcement, the user clicks the link whereupon the body of the message appears in the browser window for scrolling.

Note – If the number of messages sent per day grows large, each MAU may want to consider a limit on how many can be sent per day by departments or organizations.

c. **Text** – Announcements and emails must have text; sending just a title or subject is not acceptable. There is no technical limit to the amount of text that can be sent; keep in mind, the text length should not be too long, as users typically do not read long messages online, word for word – just like email. Consider placing a link to more information within messages. All text must be within the body of the message because items cannot be attached. It is necessary to ensure spelling is correct with in the message. The System Administration Center does not contain a spell check function. The sender of the announcement is responsible for all content.

d. **Recommended Text Information** - When applicable and space permitting, the body of the message should include such items as time, location, meeting room, point of contact, phone, or email address within the announcement itself.

e. **Required Text Information** - The author of the announcement or email must be identified by name and email address.

f. **Delivery Options** – Messages can be sent through the Personal Announcements channel, as e-mail, or both. (Systemwide Announcements can only be sent through the channel). The sender must specify.

Considerations for choosing how to send an announcement:

- Announcements can expire one to seven days after it is delivered. Announcements are not archived. Once an Announcement has expired, it can no longer be retrieved.
- Email messages do not expire. Consider sending as an email, singularly or in tandem with an announcement, when the point of the message is requiring the recipient to take action, respond, or meet a deadline, etc.
- Email sent to UAF email accounts must be sent after 5 p.m. and before 6 a.m., with exceptions for emergency or closure information.

g. **Delivery Date and Expiration** – You must specify the date on which you want the announcement to be delivered and to expire.

Consider submitting an announcement to alert people to an upcoming event, 1-2 weeks in advance, and another with a delivery date closer to the event.

As per Item 5, the expiration date is no more than seven (7) days from the delivery date. Expiration takes place at midnight.

Caution: Messages on the system for more than 7 days will be removed by the System Administrator.

Section 7 Targeted Announcement Manager – Announcements are sent by an individual who has been granted permission to access the System Administration Menu in the System Administration Center for Announcements by the System Administrator.

This is the person who fills in the boxes depicted in Figure 1.0, page 9 and actually sends the message on its way. Requests to become a Targeted Announcement Manager should be directed to [*insert functional email here*] who will also coordinate appropriate training.

Section 8 Targeted Announcement Manager Limitations – Because of the way the portal software is designed, persons with Manage Targeted Announcements permission have unlimited access to every aspect of the Systemwide and Personal Targeted Announcement functions.

Targeted Announcement Managers will adhere to the procedures and guidelines and not purposely send unauthorized announcements to any person or groups, change or delete announcements and / or the announcements intended audience, or alter the delivery or expiration date or the sequence of announcements.

Section 9 Compliance – Failure to comply with these procedures can result in revocation of Targeted Announcement Manager permission.

Section 10 Glossary

Tabs – *Tabs are click-through navigational tools in the portal. Just as a section of the newspapers contains stories on the same topic, tabs usually contain channels with a common theme. Predefined Tabs appear in the portal according to the user's role. Users may create their own tabs.*

Channels – *Channels provide information at-a-glance with click-through to topic-specific information, web services or other applications. Channels can have targeted and non-targeted content.*

Role – *MyUA users are assigned one or more roles based on information extracted from Banner. A user will have the role of 'student', 'faculty', or 'staff' or any combination of the three if they hold multiple roles. The portal software uses roles to personalize content presented to users.*

Figure 1 Systemwide Announcement

Title: *

Announcement:

Delivery Information:

* Delivery Date:	June	28	2005
* Expiration Date: (Announcement Channel only)	July	5	2005
Logging: <input type="checkbox"/> Log to File?			

Send

Cancel

Figure 2 Personal Announcement

Composing Personal Announcements

- ◆ Title
- ◆ Announcement body
- ◆ Recipient attributes
 - ◆ Imported groups
 - ◆ Roles
 - ◆ Majors
 - ◆ Enrolled courses
 - ◆ Community Groups
- ◆ Delivery options
 - ◆ E-mail
 - ◆ Announcements channel
- ◆ Delivery date
- ◆ Expiration date

Title: *

Announcement:

Delivery Information:

* Targeting Attributes:
Build a list of attributes for the individuals that you would like to receive this announcement.
Build Attributes

* Delivery Method: E-mail Announcement Channel

* Delivery Date: August 24 2003

* Expiration Date: (Announcement Channel only) August 31 2003

14

sct

Appendix 1 Roles List – *to be added when list is extracted from Luminis and names made more user friendly.*

Appendix 2 Imported Groups

The Luminis software can import an XML Group Maker extract from Banner that defines special “Imported Groups”. The extract defines the group’s name, how long the group will be maintained within Luminis and the members contained in the group.

Luminis also allows for the creation of extracts from the data contained in its own data stores.

Forms: Banner Imported Group Request form
Luminis Imported Group Request form

For more information on creating a Group Maker Extract, refer to one of the following SCT documents as appropriate to your system:
SCT LDI for e-Learning Implementation Guide for Banner, Volumes I & II.
SCT LDI for e-Learning Implementation Guide for Plus, Volumes I & II.

Appendix 3 Approval Authority Contact Information

UAA

- Emergency Announcements
University Relations 907-786-1013
- Non-Emergency Announcements - TBD

UAF *(pending approval of the Chancellor's Cabinet)*

- UAF wide or Fairbanks campus wide
University Relations *[insert person's name or title, email address & phone number]*
- Community Campus faculty, staff &/or students
Director of campus
 - Bristol Bay - Deborah McLean-Nelson *[insert person's name or title, email address & phone number]*
 - Chukchi – Lincoln Saito *[insert person's name or title, email address & phone number]*
 - Interior-Aleutians – Clara Johnson *[insert person's name or title, email address & phone number]*
 - Kuskokwim – Joli Morgan *[insert person's name or title, email address & phone number]*
 - Northwest – *[insert person's name or title, email address & phone number]*
- Faculty UAF wide or Fairbanks campus
Provost's office *[insert person's name or title, email address & phone number]*
- Staff UAF wide or Fairbanks campus
Human Relations *[insert person's name or title, email address & phone number]*
- Students UAF wide or Fairbanks campus
Enrollment and Student Services

UAS

- Ketchikan
Gail Kline *[insert person's name or title, email address & phone number]*
Sitka: Bonnie Elsensohn *[insert person's name or title, email address & phone number]*
- Juneau
 - Academic Dean Assistants:
Bob Starbard, Business/CIOS/Public Administration *[insert*

person's name or title, email address & phone number]

Vickie Kraft, Arts and Sciences *[insert person's name or title, email address & phone number]*

TBA, Career Education *[insert person's name or title, email address & phone number]*

- Recreation Center: Anna Myriah *[insert person's name or title, email address & phone number]*
- Information Office: Dave Klien / Kevin Myers *[insert person's name or title, email address & phone number]*
- Help Desk: Joseph Sears *[insert person's name or title, email address & phone number]*
- Library: Jennifer Brown *[insert person's name or title, email address & phone number]*

SW

- Director of Statewide Office of Public Affairs
Kate Ripley, kate.ripley@alaska.edu
- Secondary authority is a designated staff member in conjunction with the Office of General Counsel