

Targeted Announcements

Targeted announcements within myHill are the primary method of communication to the Stonehill community as a whole and to various groups within the community.

Targeted announcements within the portal can be sent as:

- Campus Announcements - targeted to the entire campus community
- Personal Announcements - targeted to specific audiences

Campus Announcements

Campus Announcements are sent to all portal users and appear within the Campus Announcements channel located on the myHill Home tab. The Home tab is delivered to all users except prospective students. Campus Announcements are the primary method for communicating information of interest to the entire college community. Campus Announcements can only be delivered to the channel and not to email.

Campus Announcements are reserved for use by the President's Office, Division Heads, Campus Police, Information Technology, Human Resources, and Communications and Media Relations.

Personal Announcements

Personal Announcements are sent to specific portal audiences and can be sent as email or to the Personal Announcements channel located on the myHill Home tab. Personal Announcements are the primary method to target information to specific groups within the community based on their role, group membership, enrolled course or a student attribute like Major.

The ability to send targeted announcements may be granted to authorized users as defined below based on the needs of their department to communicate with specific groups.

TA Faculty Announcement (announcement for full time and part time faculty) This option delivers your announcement through the Personal Announcement channel or email to users that have the role "faculty". All full time and part time faculty have the "faculty" role in the system.

TA Employee Announcement (announcement for employees) This option delivers your announcement through the Personal Announcement channel or email to users that have the role "employee". All full time and part time College employees (including faculty) have the "employee" role in the system.

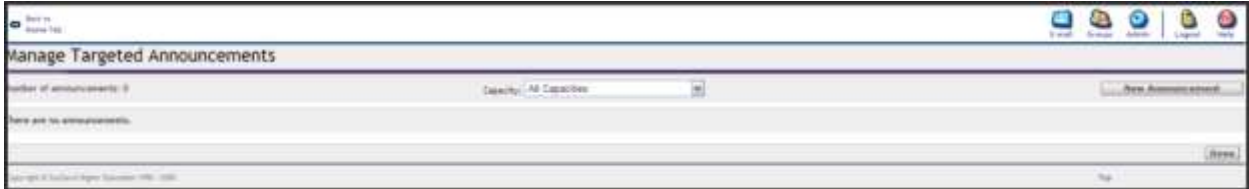
TA Student Announcement (announcement for students) This option delivers your announcement through the Personal Announcement channel or email to users that have the role "student". All Stonehill students, full time and part time, have the role "student" in the system. Users who have permission to send email to the students can also send email to "Class of XXXX" roles by refining the target audience.

Refine Audience. This option allows you to define criteria for your target audience using standard Boolean operators AND, NOT, and OR and elements from the following expression filters:

- **Roles:** which provides a list of Class of 2011, Class of 2012 Class of 2013 Class of 2014
- **User Attributes:** which provides attributes that are unique to a user such as Academic Major.

Sending A Targeted Announcement (TA)

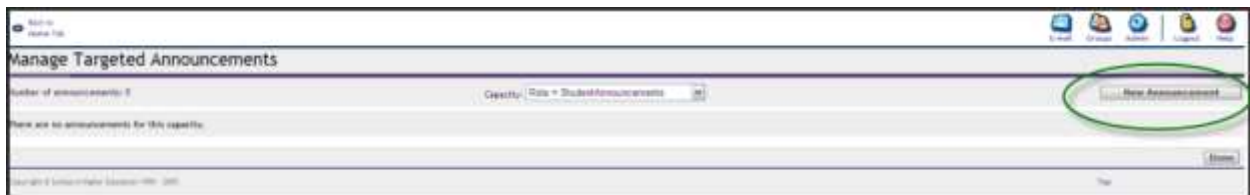
Log on to *myhill.stonehill.edu* and click the **Portal Admin** link from the upper left corner. Select **Manage Targeted Announcements**. The Manage Targeted Announcements window below will display.



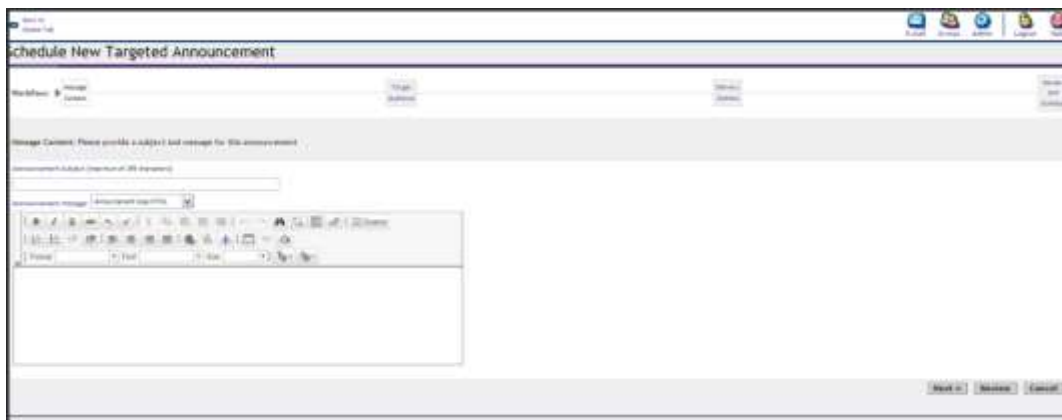
Click the down arrow for the **Capacity** options to view your permissions to post targeted announcements for different roles. Let's assume we will post a targeted announcement for the students.

Choose "Role=**TAStudentXXX**" from the drop down list for Capacity.

Click the **New Announcement** button.



Schedule New Targeted Announcement page with a workflow diagram at the top will display. You can use the **Next** button to go step-by-step through the process of creating a new Announcement or click on the workflow boxes at the top of the page to go from step to step.



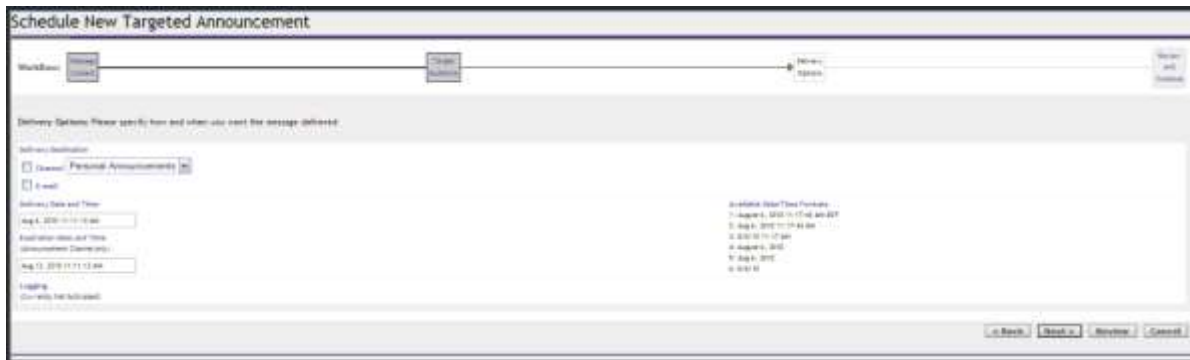
In the **Announcement Message** field, type the text for your announcement. Message text should be concise; most users do not read long messages online word for word. Consider placing a link to more information within the announcement or referring the reader to another tab and channel with more content. The announcement uses a rich-text editor to support advanced text formatting (font styles, indenting, etc.). You can move your mouse over the buttons to see available formatting options.

Click **Next** or click on the **Target Audience** workflow box. You see the Target Audience window that allows you to review the audience you selected or redefine your target audience. In most cases you will not change your audience and simply click **Next** to proceed.



Since target audience is defined and is displayed as **role=student**, Click **Next** to post the targeted announcement for the students.

Once you are finished selecting or defining your audience, click **Next** or click on the **Delivery Options** workflow box. You see the Delivery Options window.



In the **Delivery Destination** section, we can select whether to deliver the announcement to a channel, through email, or both. With appropriate authorization, Personal Announcements can be sent to the channel or as e-mail. Careful consideration should be given to whether email distribution is required as channel use will encourage portal access for information and help to minimize the number of messages in email inboxes. **Sending the same announcement to both email and the channel is discouraged.** For example, it is appropriate to send announcements related to critical security or safety issues by both email and the channel.

Select **Channel** as the *Delivery Destination*. Announcements include a delivery date and time. The default delivery date and time is set to the date and time of message creation. Delivery date can be set to deliver the announcement in the future. If you want to delay delivery until a future date, enter a date and time in the following format: Mon dd, yyyy h:min:second PM/AM.

Announcements include an expiration date and time. The default expiration date is set to 7 days. The expiration date should be no longer than 7 days and may be set shorter depending on the message content. If you want to extend expiration, enter a date and time in the following format: Mon dd, yyyy h:min:second PM/AM. Announcements sent by e-mail cannot be set to expire.

Click **Next** or click on the **Review and Schedule workflow** box. You see the Review and Schedule section containing the information you have entered.

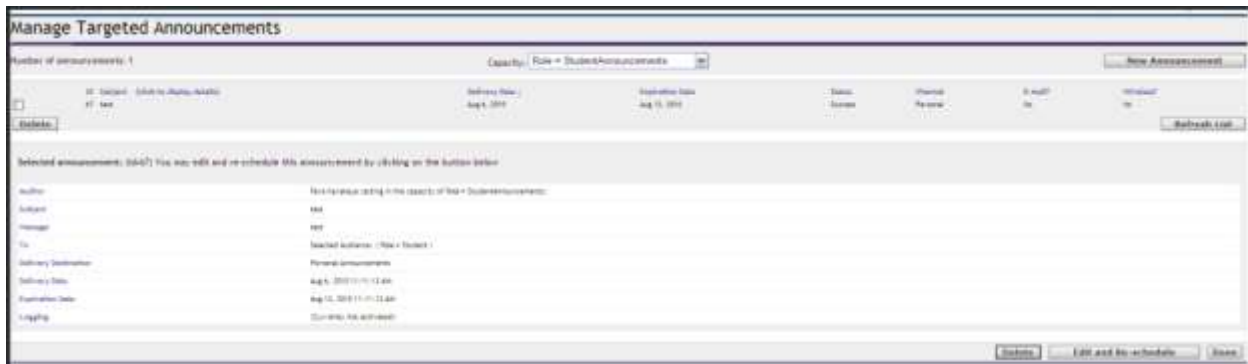


If you made a mistake entering information in any field, click one of the **workflow boxes** or the **Back** button to return to a previous step and edit the information. If all the information is correct, click **Schedule Announcement**.

The Schedule New Targeted Announcements window opens, which enables you to create another new announcement or manage (edit or delete) existing announcements. Note that the announcement has been scheduled.



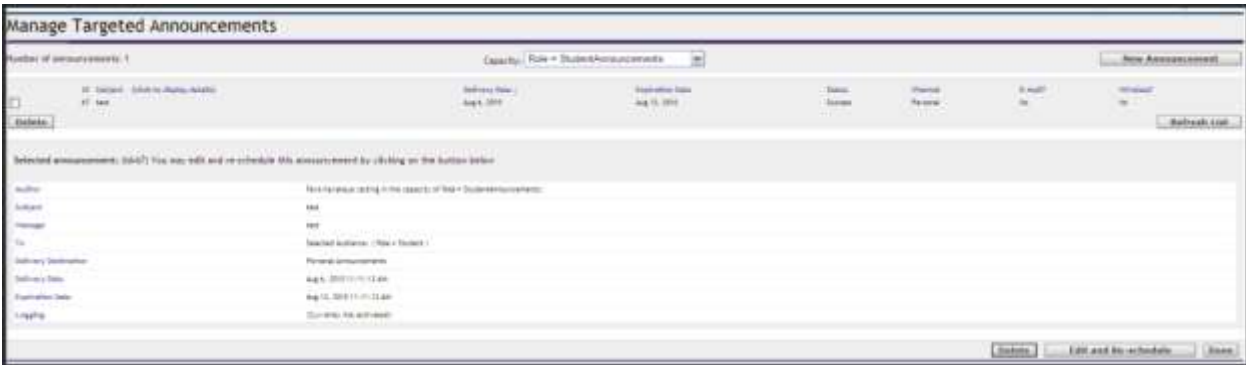
Click **OK**. The Manage Targeted Announcements window is displayed.



Deleting Targeted Announcements

To delete Targeted Announcements that you post, use the following procedure.

Log on to myhill and click the **Portal Admin** link. Select **Manage Targeted Announcements**. You should now see the list of all active Targeted Announcements for your department. For each announcement you see its ID, Subject, Delivery Date, Expiration Date, Status, and delivery destination indicating what channel it was delivered to and whether it was also delivered via e-mail.



To quickly delete one or more announcements, check the box next to the announcement(s) and click **Delete**. The announcement will be deleted from the system and users will no longer see it.

Please note few important points:

- you can only delete the announcements you and your colleagues in your department post (Personal or Campus)
- you cannot delete or stop the announcements sent as email
- Users can delete announcements after they read them from their own view which is different.

If you need more details on an announcement, click the *title* of the announcement. You see details about the announcement including its author, the Subject, the text of the message, target audience, the delivery destination, the delivery and expiration dates, and whether logging was generated for the announcement. You can use this detail to determine whether you want to delete an announcement.

Modifying and resending a Targeted Announcement

The Targeted Announcement feature allows you to edit and resend an announcement. If you need to edit and resend an existing announcement, use the following procedure.

Log on to myhill and click the **Portal Admin** link. Select **Manage Targeted Announcements**. You will see the list of all active Targeted Announcements created by you. For each announcement you see its ID, Subject, Delivery Date, Expiration Date, Status, and delivery destination indicating what channel it was delivered to and whether it was also delivered via e-mail.

Click the **Edit and Re-schedule** button. You see the Review and Schedule window, which provides links for you to edit the announcement's subject, message, audience, destination, and delivery and expiration dates.



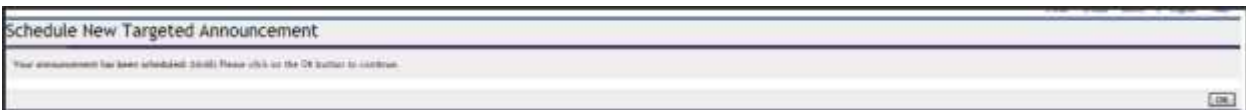
The screenshot shows a web application window titled "Schedule New Targeted Announcement". At the top, there are three tabs: "Review", "Schedule", and "Done". Below the tabs, a message reads: "Review & Schedule: Please review all of the information about the message and then schedule it for delivery." The main area contains a table with the following details:

Announcement Subject	test
Announcement Message	test
Target Audience	Selected Audiences > Post / Student /
Delivery Destination	Review Announcement
Delivery Date and Time	Aug 11, 2010 11:46:45 AM
Expiration Date and Time	Aug 11, 2010 11:46:45 AM
Logging	Currently Not Activated

At the bottom right of the window, there are two buttons: "Back" and "Schedule Announcement".

Click the link for the aspect of the announcement that you want to edit.

When you are finished modifying the announcement, click **Schedule Announcement**. A message about the Announcement being rescheduled is displayed. Click **OK**.



The screenshot shows a small dialog box with the title "Schedule New Targeted Announcement". The message inside reads: "Your announcement has been scheduled. Please click the OK button to continue." There is an "OK" button in the bottom right corner.

You are returned to the Manage Targeted Announcements window. To modify and resend another announcement, repeat the above procedures. To exit, click **Done**.

Sending Targeted Announcements to the Class of Lists

You can send email to class of XXX lists if you have permissions to send email to the students.

1. Click the **Portal Admin** link and from the Portal Administration options, select **Manage Targeted Announcements**. You see the Manage Targeted Announcements window.



2. Select "Role=TAStudentXXX"
3. Click the **New Announcement** button.



4. Type a descriptive subject, and announcement message. Click **Next**.
5. The Target Audience window allows you to see the audience you selected or redefine your target audience. The target audience is defined as **role=student**. To target your audience as only the students in *class of 2011*, click the **Refine Audience** button.



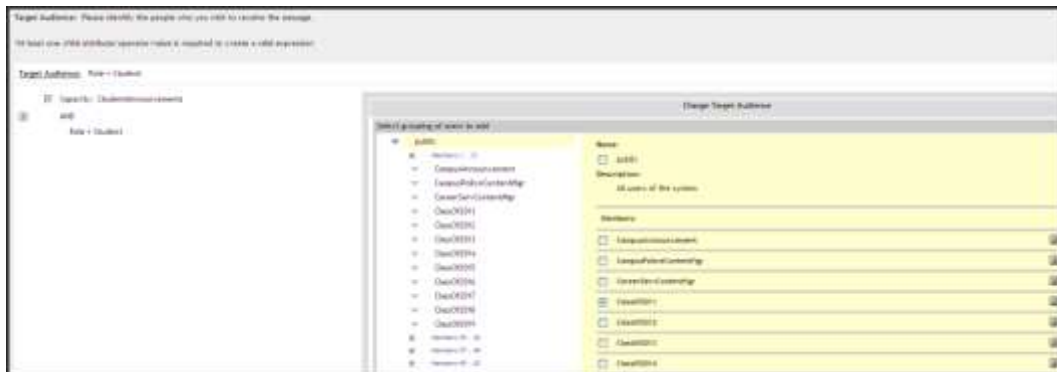
6. The message is targeting the student population but we want will refine it by adding qualities using the Boolean operators. We need to leave target as students but narrow our population with Boolean filters to only choose the Class of 2011. Click the +(add) button beside AND.



7. Click **Roles**.



8. Change Target Audience window and a listing of all possible roles is displayed. They are in alphabetical order. If you don't see the role you want you can click on the next Members link. Click **Members 13 thru 24**. Select **Classof2011** by placing a check box next to it.



9. Click **Select Marked**. Click **Done**. The following new Targeted Audience information is displayed.

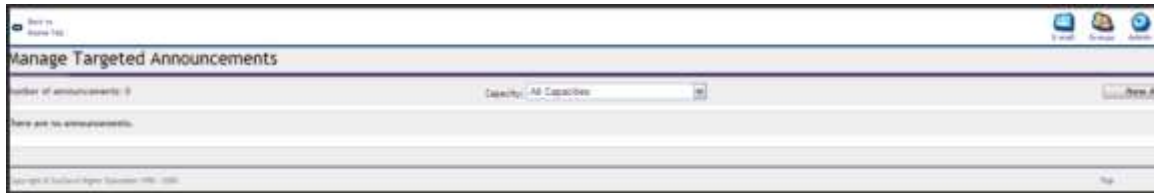


10. The new target audience is now the class of 2011! Click **Done** and **Next** to continue scheduling the announcement.

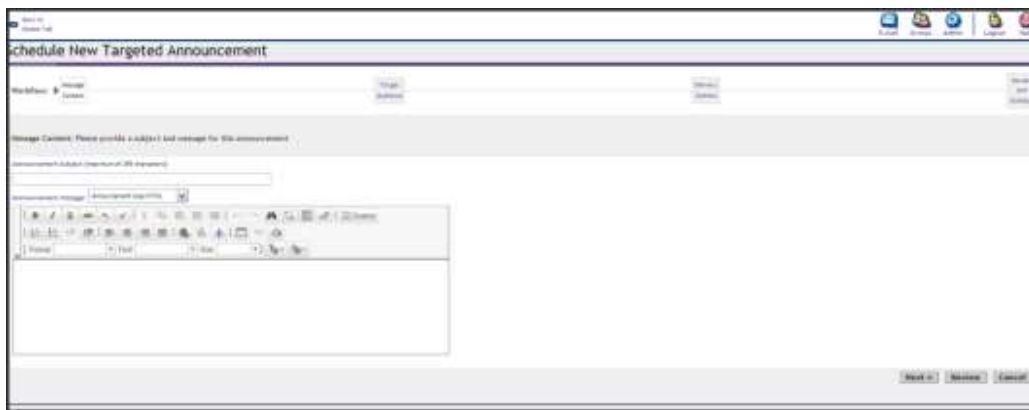
Audience: (Role = ClassOf2011 AND Role = Student)

Sending Targeted Announcements to Different Academic Majors

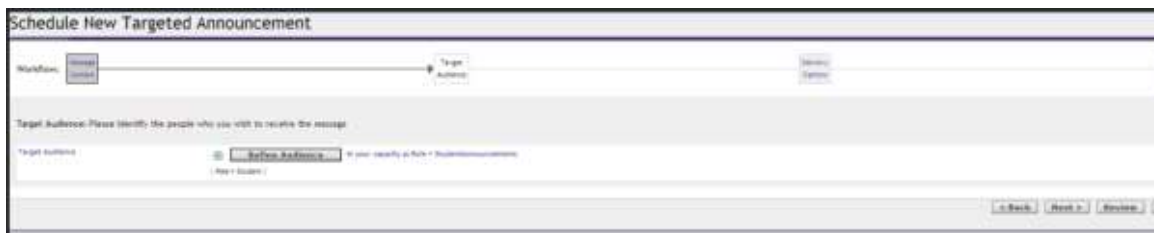
1. Click the **Portal Admin** link and select "Manage Targeted Announcements." You will see the Manage Targeted Announcements window.



2. Click the down arrow for the Capacity option and chose "Role=**TAS**student**XXX**"
3. Click the **New Announcement** button. Type a descriptive subject, and announcement message. Click **Next**.



4. The Target Audience window allows you to see the audience you selected or redefine your target audience. The target audience is defined as role=student. To target your audience as the students majoring in French for example, click the Refine Audience button.



5. The message is targeting the student population but we want will refine it by adding qualities using the Boolean operators. We need to leave target as students but narrow our population with Boolean filters to only choose students majoring in History. Click the +(add) button beside AND.



6. Click **User Attributes**.



7. Select Attribute is **Academic Majors**. Select Operator is equal sign “=”
 Select Value should be selected as History. Click the down arrow and select **History** as the major. Click “**Save Attribute**”



8. Click **Done**. The following new Targeted Audience information is displayed.



9. Click **Done**. Click **Next** to continue scheduling the announcement.

Sending Targeted Announcements to Combination of two or more “Class of Lists”

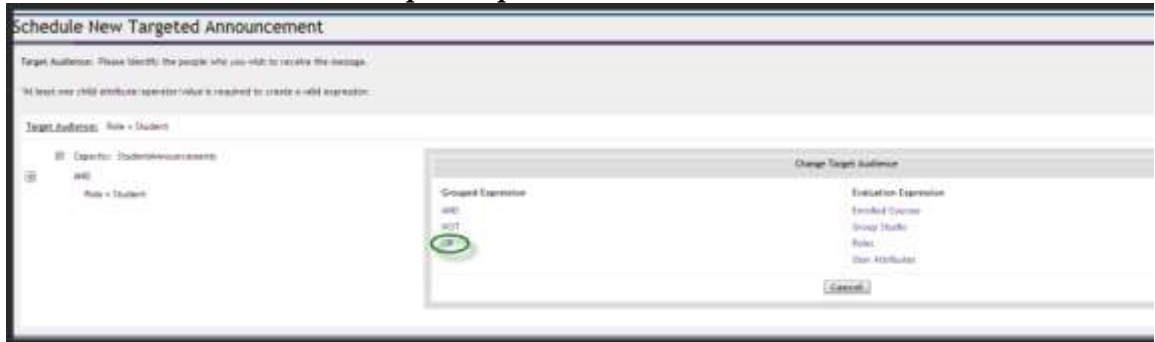
1. Click the **Portal Admin** link and select "**Manage Targeted Announcements**"
2. Click the down arrow for the Capacity option and chose "**Role=TASStudentXXX**"
3. Click the **New Announcement** button. Type a descriptive subject, and announcement message. Click **Next**.
4. Let's assume we want to send an announcement to class of 2011 and 212. Click the **Refine Audience** button.



5. Click the +(add) button.



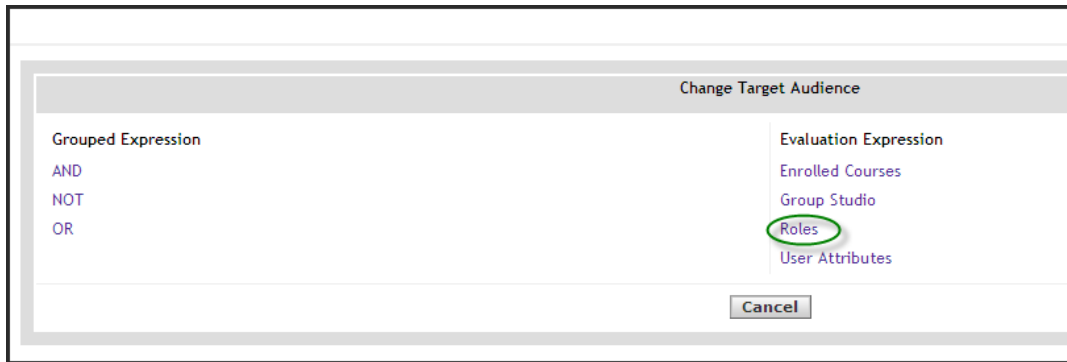
6. Click **OR** listed under the *Grouped Expressions*.



7. Click the + sign next to OR as displayed below.



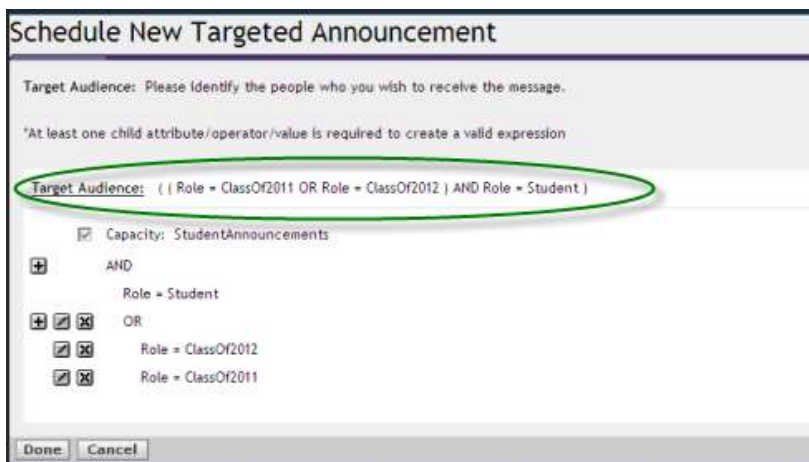
8. Click **Roles**.



9. Click **Members 13..24** then select Classof2011 and 2012 and scroll down to click **Select Marked**. You should see that both Class of options are selected as displayed below.



10. Click **Done**. You should now see the target audience defined as below: selecting students in both class years 2011 and 2012.



11. Click **Done**. Click **Next** to continue scheduling the announcement.

Sending Targeted Announcements to a selected Academic Major from two “Class of Lists”

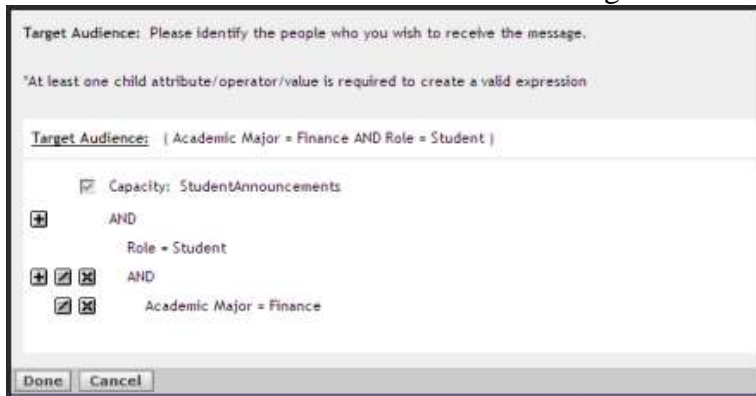
1. Click the **Portal Admin** link and select "**Manage Targeted Announcements**"
2. Click the down arrow for the Capacity option and chose “**Role=TASStudentXXX**”
3. Click the **New Announcement** button. Type a descriptive subject, and announcement message. Click **Next**.
4. Let’s assume we want to send an announcement to students that major in **Finance** in class years 2011 and 2012. Click the **Refine Audience** button.



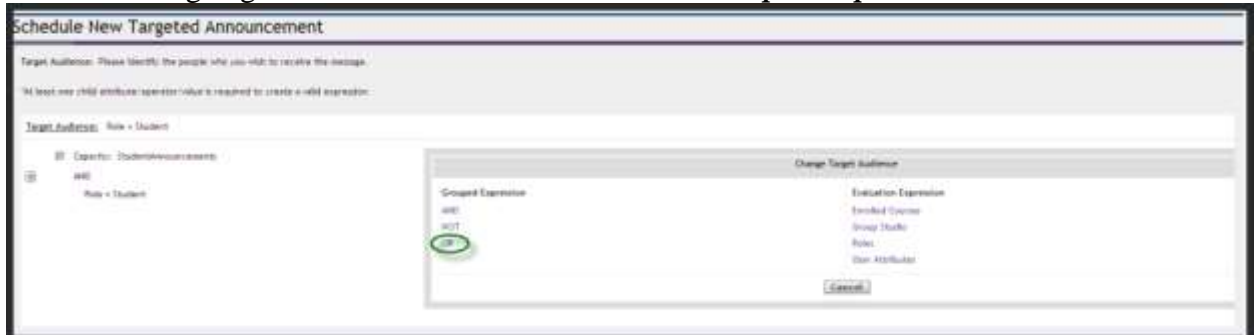
5. Click the +(add) button. Click **AND** listed under the *Grouped Expressions*.



6. Click the + sign again. Click **Attributes**, Select **Academic Year=Finance** and Click **Save Attribute**. Click **Done** and the following window is displayed:



7. Click the + sign again and Click **OR** listed under the *Grouped Expressions*.



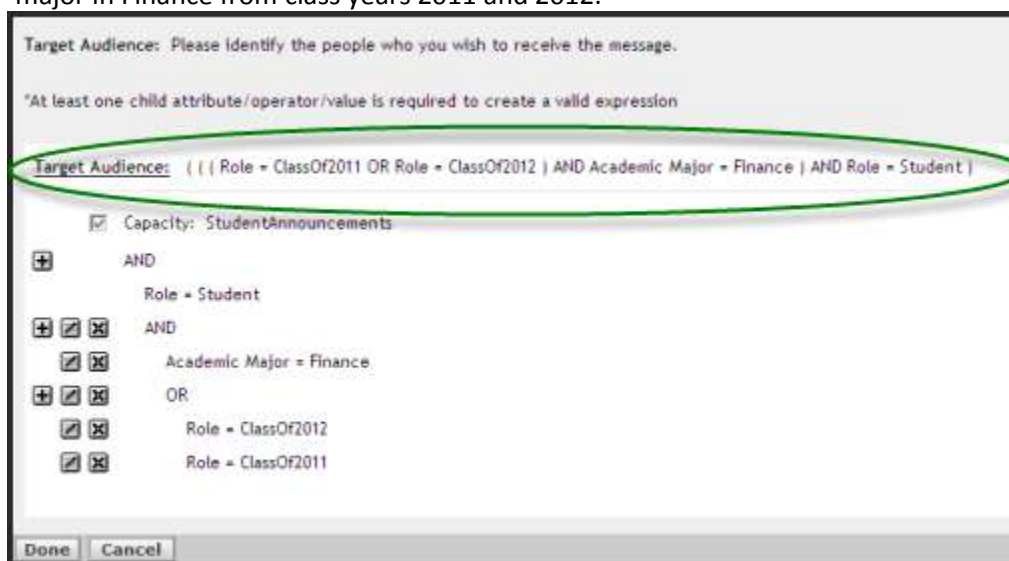
- Click the + sign again. Click **Roles**.



- Click **Members 13..24** then select Classof2011 and 2012 and scroll down to click **Select Marked**. You should see that both Class roles selected as displayed below.



- Click **Done**. You should see the target audience defined as below: selecting students who major in Finance from class years 2011 and 2012.

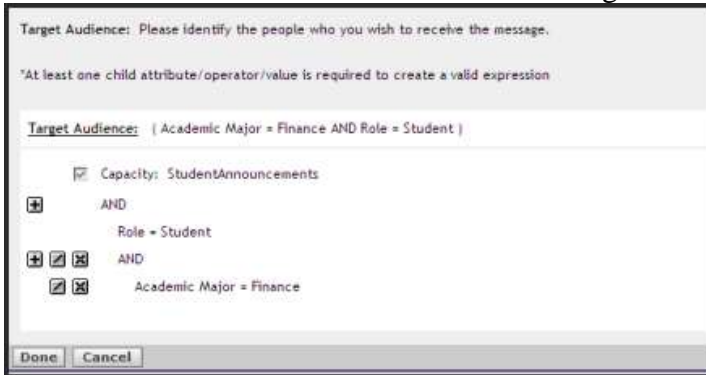


- Click **Done**. Click **Next** to continue scheduling the announcement.

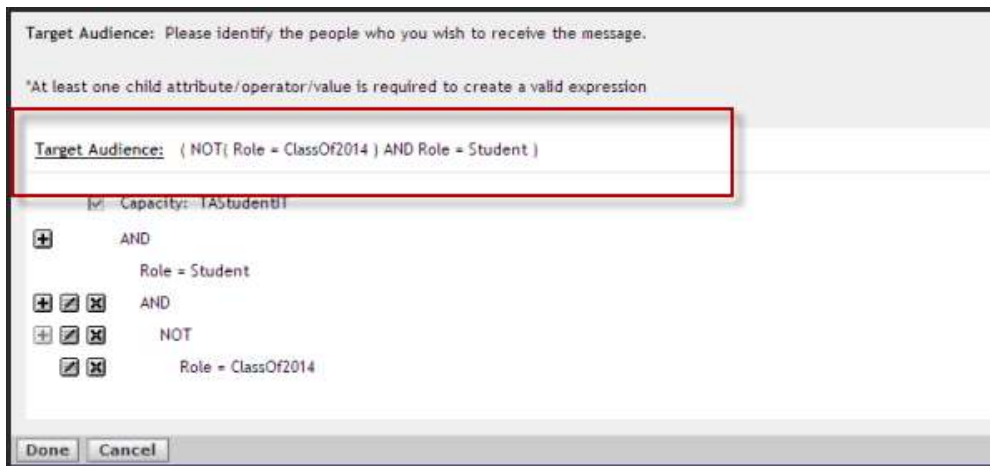
Sending TA to a selected Academic Major from three “Class of Lists”

To compose an announcement for a certain academic major for students with the exception of one of the class year, it is best to use the NOT as the Boolean operator.

1. Click the **Portal Admin** link and select "**Manage Targeted Announcements**
2. Click the down arrow for the Capacity option and chose “**Role=TAStudentXXX**”
3. Click the **New Announcement** button. Type a descriptive subject, and announcement message. Click **Next**.
4. Let’s assume we want to send an announcement to students that major in **Finance** in class years 2011 and 2012 and 2013.
5. Click the **Refine Audience** button. Click the +(add) button.
6. Click **AND** listed under the *Grouped Expressions*.
7. Click the + sign again. Click **Attributes**, Select **Academic Year=Finance** and Click **Save Attribute**. Click **Done** and the following window is displayed:



8. Click the + sign again and Click **NOT** listed under the *Grouped Expressions*.
9. Click the + sign again. Click **Roles**.
10. Click **Members 13..24** then select Classof2014 and click **Select Marked**.
11. Click **Done**. You should see the target audience defined as all students but not the students in class of 2014.



12. Click **Done**. Click **Next** to continue scheduling the announcement.