HUIT Broadcast Email Process: Phase 1

July 1, 2020
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# New Process for Broadcast Emails

## Intake
1. **Service owner** sends inquiry to HUIT Comms through [intake form](#) (2 weeks prior for standard event / 4 weeks for major change)

2. HUIT Comms reviews inquiry against editorial calendar, makes recommendations for channel and timing, and gathers further info if required

3. **Service owner** demonstrates step-by-step change / action process to HUIT Comms (if required)

## Design
1. HUIT Comms crafts message based on initial intake form entry; sends draft to service owner for review

2. **Service owner** forwards draft to other stakeholders (e.g. business partners) for review and feedback

3. HUIT Comms applies feedback / revisions and completes final copyedit

## Delivery
1. **Service owner** finalizes audience and obtains email list

2. HUIT Comms enters email into Acoustic (email marketing tool), uploads finalized list, and sends test to service owner for final review

3. HUIT Comms sends approved message via Acoustic
## Phased rollout

<table>
<thead>
<tr>
<th></th>
<th>Phase 1: Pilot and Discovery [Q1 FY21]</th>
<th>Phase 2: Standardize [Q2 FY21]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Process Management</strong></td>
<td>Central (HUIT Comms)</td>
<td>Central (HUIT Comms)</td>
</tr>
<tr>
<td><strong>Templates</strong></td>
<td>Pilot new templates</td>
<td>Refine and standardize templates</td>
</tr>
<tr>
<td><strong>Tool</strong></td>
<td>Acoustic [research alternative tools]</td>
<td>Standard tool</td>
</tr>
<tr>
<td><strong>Audiences / Criteria</strong></td>
<td>End users [priority audiences: faculty, staff, students]</td>
<td>End users + IT / business partners</td>
</tr>
<tr>
<td><strong>Departments</strong></td>
<td>EUS, InfoSec, TPS [end-user focused]</td>
<td>Add: ATS, Academic Technology [business / IT partner focused], TPS [business / IT partner focused]</td>
</tr>
</tbody>
</table>
# Phase 1 Criteria

<table>
<thead>
<tr>
<th>Included</th>
<th>Not included</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Broadcast</strong></td>
<td><strong>Day-to-day</strong></td>
</tr>
<tr>
<td>• 1:many</td>
<td>• 1:1 / 1:few</td>
</tr>
<tr>
<td>• Scheduled</td>
<td>• Ad-hoc</td>
</tr>
<tr>
<td>• From organization</td>
<td>• From individuals</td>
</tr>
<tr>
<td>• Edited and styled</td>
<td>• No edit process</td>
</tr>
<tr>
<td>• Sent via email marketing tool</td>
<td>• Sent via Outlook / personal account</td>
</tr>
<tr>
<td><strong>Audiences</strong></td>
<td></td>
</tr>
<tr>
<td>• Large (typically hundreds +)</td>
<td>• Smaller</td>
</tr>
<tr>
<td>• End users</td>
<td>• Business partners / governance committees / day-to-day colleagues</td>
</tr>
<tr>
<td>• Grouped around shared characteristics <em>(e.g. all students, HUIT-managed Windows users, all Zoom users, etc.)</em></td>
<td>• Intended for specific individual recipients</td>
</tr>
<tr>
<td></td>
<td>• Direct-to-school</td>
</tr>
<tr>
<td><strong>Types of email</strong></td>
<td></td>
</tr>
<tr>
<td>• Service alerts <em>(action)</em></td>
<td>• Major incidents <em>(separate process)</em></td>
</tr>
<tr>
<td>• Service advisories <em>(no action)</em></td>
<td>• ‘Tier 2’ service advisories <em>(administrators)</em></td>
</tr>
<tr>
<td>• Leadership messages</td>
<td>• Other existing newsletters <em>(e.g. Academic Tech)</em></td>
</tr>
<tr>
<td>• Digests / newsletters <em>(e.g. Information Security)</em></td>
<td></td>
</tr>
</tbody>
</table>
Examples: Included in Phase 1

- **From:** HUIT org (EUS)
- **Audience:** large group of end users (*HUIT-managed Windows / Mac users*)
- **Type:** service advisory

**To:** Stephanie Gumble  
**From:** HUIT User Services

Dear Colleague,

Starting on Thursday, June 18, the HUIT Endpoint Systems Management group will be sending out Microsoft monthly OS patches for Windows computers as well as updates to the following applications. For Windows: Adobe Flash Player, Adobe Acrobat DC, Google Chrome, Notepad++, Firefox 77.0, Firefox ESR 68.9, TeamViewer and Zoom. For Mac: Adobe Flash Player, Google Chrome, Cyberduck, Zoom and Firefox ESR 68.9. It is important that we keep our computers up-to-date with the latest patches. If you have any of these applications open, you will be prompted to close that application before the upgrade can proceed. After these patches are downloaded, you will see a notification asking you to reboot your computer. You will have the option to defer the reboot for a more convenient time.

Please report any issues to the HUIT Service Desk at 495-7777 or via IT Help Portal.

Thank you,  
HUIT End User Services
Examples: Included in Phase 1

From: HUIT org (EUS)

Audience: large group of end users (HUIT-managed Zoom users)

Type: service alert
From: HUIT org (TPS)

Audience: large group of end users (Android / Linux users connecting to Harvard Secure)

Type: service alert
Examples: **Not Included in Phase 1**

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**From:** Reardon, John &lt;john_reardon@harvard.edu&gt;  
**Sent:** Friday, June 5, 2020 1:45 PM  
**To:** Reardon, John  
**Cc:** Selsby, Noah Samuel; Prendeville, John; Sobel, David M.  
**Subject:** Upcoming Maintenance Tomorrow: VPN Service Improvements

You are receiving this email because you are listed as a tunnel administrator for the HUIT VPN service.

Over the next two weeks - **at 8pm on both Saturday, June 6, and Saturday, June 13** - HUIT will upgrade the VPN service to increase capacity.

We expect minimal disruption during each maintenance window. Users will be disconnected from the VPN service, but will be able to immediately reconnect. We expect no additional user impact during these two events.

We again thank you for your support in helping us to enable the Harvard community to remain productive and safe during these trying times. If you or your users experience issues resulting from this change, please contact IT Help at 617-495-7777 or ithelp@harvard.edu. We will send a reminder notice the Friday before each maintenance event.

HUIT Network Services

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- **From:** Individual HUIT staff member (TPS)  
- **Audience:** business partners (group administrators)  
- **Type:** ‘tier 2’ service advisory – administrators able to pass along message to users if required
Examples: Not Included in Phase 1

Subject: FINDINI 4.0.17 Release has been successfully completed....

Hi Support Teams & Business Partners,

The FINDINI 4.0.17 release installation has been successfully completed. The nightly Financial cycles and the HDW load were successfully run last evening.

The application will be available at 7am Monday morning as planned. We have updated our application Splash and Home pages as well.

More information regarding this release can be found at https://oracle.fss.finance.harvard.edu/oracle-ebs-findini-4017-release-notes.

Beginning tomorrow and leading up to 4/29, the B2P Release team will now continue on with our efforts to prepare for the 4/29 Cohort 0 launch of eProcurement/AP.

If you have questions, please do not hesitate to contact the HUIT Service Desk at 5-7777.

Thanks,

Chris

• **From:** Individual HUIT staff member (ATS)
• **Audience:** business partners
• **Type:** ‘tier 2’ service advisory / release notes
If in doubt…

• Contact us at huit_communications@harvard.edu to discuss
## Objective: Broadcast emails

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
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<tbody>
<tr>
<td><strong>Inconsistency of message design and delivery</strong></td>
<td><strong>Consistent design standards and delivery process</strong></td>
</tr>
<tr>
<td>• <strong>Language and tone:</strong> Variable message quality, inc. use of jargon</td>
<td>• <strong>Language and tone:</strong> Central review and alignment. Plain language with concise, clear headers.</td>
</tr>
<tr>
<td>• <strong>Tool:</strong> Different sending tools / platforms</td>
<td>• <strong>Tool:</strong> Standardized tool for consistent delivery.</td>
</tr>
<tr>
<td>• <strong>Style:</strong> Templates, typefaces, format, headers, etc.</td>
<td>• <strong>Style:</strong> Standard templates with refreshed visual identity.</td>
</tr>
<tr>
<td>• <strong>Brand:</strong> Logos, naming conventions, reply-to addresses</td>
<td>• <strong>Brand:</strong> All messages from HUIT / ithelp [with exceptions for leadership messages]</td>
</tr>
<tr>
<td><strong>Limited coordination of outgoing communications</strong></td>
<td><strong>Centrally coordinated editorial calendar</strong></td>
</tr>
<tr>
<td>• <strong>Scheduling:</strong> Similar or contradictory messages sent in close proximity; lack of cross-organizational awareness</td>
<td>• <strong>Scheduling:</strong> Use of editorial calendar to prioritize high-impact messages; scheduling coordination across departments</td>
</tr>
<tr>
<td>• <strong>Volume:</strong> Too many messages; varying levels of priority; audience fatigue</td>
<td>• <strong>Volume:</strong> Moving lower priority messages to alternative platforms (e.g. scheduled maintenance page) or formats (e.g. newsletter)</td>
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