

What is 49er Express Targeted Announcements?

There are 2 areas within 49er Express' Targeted Announcements System: **Campus** and **Personal** announcements.

Campus Announcement:

- This channel is currently not being used.

Personal Announcement:

49er Express Targeted Announcements allows you to send a “text-based message” to a specific group of users based on five (5) attributes:

- **Roles**
- **User Attributes** – Academic Major, DOB, Name, Display Name, Email, Login ID, Preferred Language, Role, UDC ID
- **Enrolled Courses**
- **Group Studio**
- **Custom XML Imported List**

Messages may be sent in a combination of two ways:

- **Personal Announcement Channel**
A channel within 49er Express called Personal Announcements, lists current announcements targeted to that user. The message is stored once within 49er Express' Database and retrieved per user upon login.
- **49er Express Email**
Electronic message sent using Exchange email system but will not be saved in the Sent box.

NOTE:

To reduce performance strain, all targeted announcement messages should be scheduled to be sent the next day. Emergency Messages will be exempt from this ruling. Emergency messages are to be sent only by ITS staff in accordance with the Campus Alert System priority in conjunction with MissionMode and Campus Police notifications.

Who can send a Targeted Announcement?

Who can send Target Announcement and what content can be sent must follow directly in accordance with “Electronic Mail Policy - Statement #20” (<http://www.legal.uncc.edu/policies/ps-20.html>) and “Responsible Use of University Computing and Electronic Communication Resources -Policy Statement #66” (<http://www.legal.uncc.edu/policies/ps-66.html>)

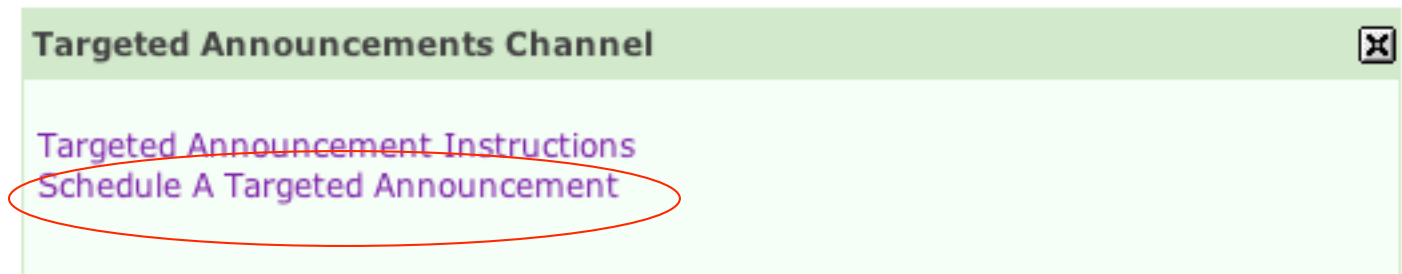
How to send Targeted Announcement:

To compose a Targeted **Personal Announcement**, use the following procedure:

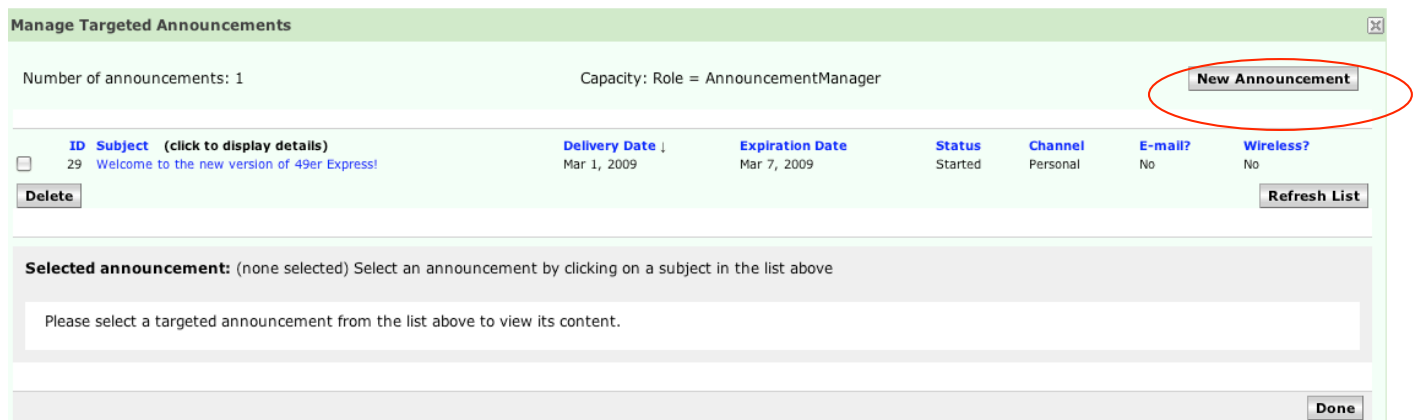
1. Click the **HELP CENTER** tab.



2. In the **Help Center Layout** there is a **Targeted Announcements Channel**, select **Schedule A Targeted Announcement URL**.



3. Click the **New Announcement** button to create the targeted announcement.



Targeted Announcements

Training Guideline



4. You will then see the **Schedule New Targeted Announcement** window.

Compose the main message:

- a. **Announcement Subject:**
A brief Descriptive no more than 255 characters
- b. **Announcement Message:**
Although there is no space limitation, it is recommended that you follow the following guidelines:
 - i. Messages should be brief and detailed.
Announcements can use HTML or plain text.
 - ii. Images are not available.
 - iii. Links will be created automatically if you start with <http://> before any URL

5. Click the **Next** button to continue to select your **Targeted Audience**. If you select imported groups, then click the **Imported Group** button and select the imported group(s) in the box. If you select the Refine Audience button, it will bring you to a screen where you click on the plus sign and you can choose between enrolled courses, group studio, roles, or user attributes.

Targeted Announcements

Training Guideline



Note: If you would like for your announcement to be sent to all users, select role = public. An Imported Group is a set of users that have been associated with a group through an XML import process. Once this import has been conducted, administrators can use the Imported Groups attribute type option to send an announcement to one or more groups. Application Support will maintain an updated import of Current Students each month, or if asked to refresh sooner.

6. Once you define your audience, click the **Next** button to continue to the Delivery Options. Enter in the following:

a. **Delivery Destination:** [checkbox]

You can have your announcement appear in the recipients' announcement channel and/or through e-mail. Select all that apply, but you must select at least one.

b. **Delivery Date and Time**

c. **Expiration Date and Time:** (Announcement Channel Only)

NOTE: Users have the option of deleting messages from their personal announcement channel. If they do not delete the message by this date, it will be automatically removed.

7. After you finish, click the **Next** button to review the announcement. If you need to make any changes to the announcement, click the Back button to do so.

8. Click the **Schedule Announcement** button to send the announcement and/or email.

Custom Imported Group

Imported Group

A set of users that have been associated with a group through an XML import process. Once this import has been conducted, administrators can use the Imported Group attribute to send an announcement to one or more groups.

To generate a Custom XML Feed for Targeted Messaging:

- 1) Get a list of external system ID's from whatever source you have access to.
- 2) Go to the following Page: <https://secure.uncc.edu/express/xml-feed/>
- 3) Paste the ID's in the form and select if it is a comma or return delimited list.
- 4) Fill out the rest of the form and click "Create the XML for Me" button.
- 5) Copy the content inside the form field... and save it inside a blank .txt file
- 6) Name the file the name specified by the tool
- 7) Send the text file via email to: **appsupplum@uncc.edu**
- 8) Application Support will import the file and notify you when it is ready for you to use.
- 9) The Requester would then send the message as described in the previous section, selecting the imported group option where appropriate.

Naming Convention:

Imported groups will follow a Naming Convention. In order to quickly identify which imported XML list is which, we have established a system to label each imported group uniquely. This will be done by Application Support in coordination with the requesting departments.

Below is a description of some of the elements within this file name:

Department- These 4 characters will represent the division or college that maintains the list. This field of characters is used to group all of the imported lists from one division or college together in the administrator interface. Example: RECS would be Records and Registration; COMP would be Information and Technology Services.

File Descriptor- To help identify the difference between each list. This can be either a number or character as long as the department understands the file and its functional use.

Extract Date- The date the data was last extracted...Month, Day, and Year – 2 digits each.
Example: September 11th, 2003 would be listed as 091103

Import Errors

When a custom imported XML file is imported by Application Support, all IDs that do not match an existing ID in 49er Express will produce an error. This list will be manually transferred to a text file and sent back to the user requesting the import. A HelpDesk ticket will be opened by the requesting party to look into why these ID's are not associated with 49er Express accounts. **Note:** A Targeted message may still be sent to the rest of the users that did import correctly. A manual message must then also be sent to the failing list of Users, while the problem ticket is being looked into and hopefully resolved.

Contact Information

If you are having problems with Targeted Announcements and could not resolve the issue using this manual, please Contact the Help Center at ext. 73100 to submit a HelpDesk Ticket.