

EASTERN MICHIGAN UNIVERSITY

Email Marketing System Policies and Guidelines

PREPARED BY THE EMU DIVISION OF COMMUNICATIONS

REVISED 5/22/2015

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About Email Marketing at EMU

The iModules Encompass Email Marketing system, used to support advancement and engage alumni at EMU, is reserved for use by University entities that want to deliver HTML-based marketing messages to a primarily external audience with the expectation that the recipients will take an action (i.e., donate, register for an event, enroll, buy tickets, etc.) as a result of the message. Examples of communications sent via the system are alumni outreach event invitations, alumni chapter communications/surveys, donor events, newsletters (i.e., college, departmental, alumni, etc.), and crisis communications.

NOTE: The system is not a vehicle for sending file attachments (i.e., PDF newsletters). Alternative distribution methods (i.e., Listservs) are provided on page four.

Internal vs. External Communications

The system is reserved for communicating with external constituents. Users are discouraged from sending internal communications via iModules (i.e., department newsletters for faculty and staff, retirement party invites, etc.). If you wish to send a newsletter to faculty and staff, alternative methods are provided on page four.

NOTE: By law, users have the option to opt-out of emails sent via iModules. Keep this in mind when considering iModules for critical messages intended for an internal audience. For more information, read the CAN-SPAM Act: A Compliance Guide for Business at www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business.

Email Marketing Request Form

To request an email marketing message be produced, visit the Division of Communications website at www.emich.edu/communications and click on the green “Create a Service Request” graphic. Complete the required fields and check the “Send an HTML email message” box. In the text box, include the following information:



- A brief description of your email marketing needs and what action(s) you want recipients to take
- Indicate who the target audience(s) is/are and the potential number of recipients
- A valid emich.edu address that will appear in the ‘From:’ and ‘Reply:’ lines
- A desired email subject line

NOTE: If your email campaign requires a new template then please allow six weeks for new template design.

Scheduling

Please submit your request no later than four weeks before the intended release date.^{*} A maximum of seven (7) emails per week is permitted via the iModules system. Please review the scheduling calendar at

http://mail.emich.edu/home/imodules_support@emich.edu/iModules%20Email%20Blast%20Schedule.html to help give you a better sense of when your email can be scheduled for blast.

**Exceptions will be made in the case of athletic playoff games or crisis communications.*

NOTE: Email marketing requests must meet the criteria indicated on page three of this document.

Criteria

Below is the list of criteria that must be met in order for an email communication to be produced and distributed via iModules' Encompass Email Marketing System.

Target audience

The majority of your email communication's target audience must consist of one of the following constituent groups:

- Alumni
- Donors or prospective donors
- Students or prospective students
- Friends of the University

Data Queries (preferred method) vs. Client Supplied Distribution Lists

The preferred method for generating a distribution list for your email marketing campaign is to query Banner. When submitting your email marketing campaign, include relevant query criteria (i.e., class year, state, college affiliation, etc.).

In the event that we are unable to generate a distribution list via a Banner query, please provide a three-column (Email, First Name, and Last Name), comma separated value (CSV) file.

NOTE: The total number of recipients for any distribution list or data query must be greater than 300 total recipients to be considered for distribution via the Email Marketing System.

Call to Action

Email recipients should be compelled to take action such as:

- Donate
- Enroll
- Attend/register for an event
- Engage (i.e., Facebook Like or Twitter Follow)

Alternative Methods

Below are a few alternative methods for getting messages out that don't meet the criteria to be produced and blasted via iModules' Encompass Email Marketing System.

Design and Layout

- Compose an HTML email in Eglemail, Thunderbird, Outlook, etc. With HTML email, text can be hyperlinked and images can be inserted inline. If file hosting is an issue, upload your documents to a public, Eglemail Briefcase and link to the URL of the document(s) in the briefcase.
- Newsletters can be produced in Microsoft Publisher, a desktop publishing software product that comes standard on all University computers as part of the Microsoft Office Suite. The newsletter can be exported to Adobe Acrobat format and sent as an attachment via an email drafted in Eglemail.

Distribution

- Send your email to a distribution list within the Eglemail Global Address Book as well as to Listservs. For more information on how to create a Listserv, see the answer to the "What is EMU doing to help me send messages out to larger lists of people?" question at <http://www.emich.edu/it/services/email/other/why50.php>.

NOTE: in most cases, you will need to have prior authorization to send to an Eglemail distribution list or Listserv.

- Create a Contact Group in your Eglemail address book. Contact Groups allow you to send to multiple recipients using a single (group) name. When you select a group contact name, everyone whose address is included in the group is automatically added to the address field of the message. See support documentation at www.emich.edu/it/services/email/address/basics/list.php. Contact Groups cannot exceed 50 total email address. If your contact group has more than 50 email addresses, IT recommends creating more than one contact group and sending to each group separately. See support documentation at www.emich.edu/it/services/email/mail/advanced/pbasics-list.php.
- Do NOT use a third-party email marketing or event management application to send email to an internal OR external audience.
- Explore alternative methods to getting your message out – Facebook, Twitter, University Calendar, EMU Today or My.emich.

Mass Emails to @emich.edu Addresses

The following is a list of recommendations from the Division of Information Technology on when to send mass emails to recipients with @emich.edu addresses and the importance of limiting message size:

1. During the week, send mass emails to @emich.edu addresses before 7 a.m. or after 4 p.m.
2. Never send more than one, 110,000 recipient message blast per day without first consulting the Division of Information Technology.
3. The iModules Email Marketing System will only send messages on the hour. Given that, stagger your messages by at least one hour to give the mail system time to process the first batch before delivery starts for the second batch.
4. Be mindful of message size. The iModules Email Marketing System limits message size to 1MB. Keep your message size below 1MB as much as possible by using GIF image files as opposed to high-resolution PNG or JPG files. Only use 72 dpi images with dimensions optimized for the height/width of the space it will occupy in the message.

NOTE: As a general rule, always contact Rocky Jenkins at rjenkins@emich.edu or 734.487.3145, or Allan Edwards at aedwards@emich.edu or 734.487.6869, prior to scheduling any mass emails to recipients with @emich.edu addresses.

Unsubscribes

Please forward all unsubscribe requests to imodules_support@emich.edu.

NOTE: By law, unsubscribes must be honored within ten business days of the request. For more information, read the CAN-SPAM Act: A Compliance Guide for Business at www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business.

Technical Support

User support documentation is provided on the University Intranet at intranet.emich.edu/division-of-communications/email-marketing/index.php. To contact support at EMU, send an email to imodules_support@emich.edu.

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