

University of Central Oklahoma

Targeted Announcement Procedures

1. **Application:** These procedures apply to all announcements sent by UCONNECT to portal constituents.
2. **Introduction:** UCONNECT has the ability to communicate with specific groups of campus entities through the use of Campus or Personal Announcements by means of a Targeted Announcement process. In order for this service to be effective, certain procedures are necessary to define communication parameters. Training for use of the Targeted Announcement process is mandatory. See IT Academic Technologies and Training website, <http://blue.ucok.edu:8080/training/schedule.asp>, for training schedule.
3. **Purpose:** The purpose of these procedures is to set guidelines for the UCONNECT announcement administrators having access to this process.
4. **Procedures:**
 - a. Appropriate Use of Announcements. Although Targeted Announcements are “internal” in the sense that they are only received by faculty, staff, students, alumni, and other University related entities, care should be taken to ensure that text is composed using an appropriate tone or attitude. Targeted Announcements are meant to be both informative and cordial in their composition. Blunt statements and brash directives should be avoided. Announcement Administrators having access to create announcements are responsible for their content and must also consider the appropriate use of the media. Images are not allowed in Targeted Announcements. In general, announcements should not be made for activities or events concerning entities, clubs or organizations not chartered or approved by the University. Announcements that are fraudulent, harassing, defamatory, obscene, threatening, or in violation of University policies, local, state and federal laws will not be posted.
 - b. Campus Announcement. Campus Announcements are sent to the entire University community and appear on the UCONNECT default page as content announcements linked within the Campus Announcements channel. Information that qualifies as a Campus Announcement must be of interest to multiple roles, i.e. student, faculty, and employee, which includes such topics as major campus events, weather related or closing information, campus health and safety issues, technology alerts and outages. Campus Announcements shall be distributed by University Relations. In order to regulate the volume of announcements in effect

at any give time on the system, a limit of 12 effective announcements should be followed. Each announcement will follow these standard guidelines.

- i. Title – The title of the announcement shall be short (limited to 50 characters), but clear enough to convey the subject of the announcement linked to it. Since it is a title, proper punctuation rules apply.
 - ii. Announcement body – The text of the announcement shall be brief, generally around 50 to 75 words, and include all necessary items such as time, location, room, etc. A point of contact (name, department and phone or University email address) for more information is required. Links to full announcement information are encouraged.
 - iii. “By line” – In addition, a “by line” stating who posted the announcement shall be included within each announcement, i.e. *Posted Wednesday, July 20, 2005 by Billy Karter*. The “by-line” shall be the last sentence of the announcement.
 - iv. Expiration date – All announcements must have an expiration date no longer than seven (7) days after posting or not past the date of the event, deadline or activity being announced.
- c. Personal Announcement. Personal Announcements are delivered to entity subsets based on selected role, major, course, and/or group attributes and appear within the Personal Announcements channel and/or entity mailbox. In order to regulate the flow of announcements to entities, individual departments or organizations on campus will be limited to posting no more than two (2) Personal Announcements per business day. Each announcement will follow these standard guidelines.
- i. Title – The title of the announcement shall be short (limited to 50 characters), but clear enough to convey the subject of the announcement linked to it. Since it is a title, proper punctuation rules apply. The title also serves as the subject of Personal Announcements delivered as email.
 - ii. Announcement body – The text of the announcement shall be brief, generally around 50 to 75 words, and include all necessary items such as time, location, room, etc. A point of contact (name, department and phone or University email address) for more information is required.
 - iii. “By line” – In addition, a “by line” stating who posted the announcement shall be included within each announcement, i.e. *Posted Wednesday, July 20, 2005 by Billy Karter*. The “by-line” shall be the last sentence of the announcement.

- iv. Attributes for delivery information – Announcement Administrators may target announcements using the selection criteria available on the “Build Attributes” tab in the announcement process interface.
 - 1. The use of the “Imported Group” attribute must be handled carefully and used by individuals properly trained defined within each group.
 - 2. The use of the “Role” attribute shall occur when the announcement affects or is of interest to 30% of the role’s members.
 - 3. The use of the “Major” attribute shall occur when the announcement affects or is of interest to students enrolled in the identified major. The use of this attribute requires the posting party to be familiar with the major may be identified.
 - 4. The use of the “Enrolled Course” attribute shall occur when the announcement affects or is of interest to 90% (why so high) of the course members. The use of this attribute is strongly discouraged via the Targeted Announcement process utility except when the announcement affects an entire department’s courses.
 - 5. The use of the “Community Group” attribute shall occur when the announcement affects or is of interest to entities with a stated interest in the topic as evidenced by their group membership. The use of this attribute is strongly discouraged via the Targeted Announcements process utility. Announcements of this nature shall be sent via the Community Group Announcement tool by the Community Group leader.
- v. Method of delivery – By default, Personal Announcements are to be sent for display in the Personal Announcements channel of UCONNECT. This method should be used for most announcements related to activities or other general information. Email shall only be used when the announcement requires the recipient to take action, respond or meet a deadline. ***Posting an announcement to both email and the channel is redundant and shall be avoided.***
- vi. Expiration date – All announcements must have an expiration date no longer than seven (7) days after posting or not past the date of the event, deadline or activity being announced. Announcements delivered via email do not expire.

- d. Requesting Announcements. Requests for announcements are to be submitted to the University Relations with the required elements no later than 2 business days before the posting is to be effective.
 - e. Reposting Announcements. Reposting of an announcement shall occur in the case of rescheduled events or correction of relevant information. "Countdown" postings will be avoided.
 - f. Approval Authority. Campus Announcements shall be approved and distributed by University Relations. Personal Announcements (excluding announcements sent via Group or Course Studio tools) shall be approved by Division, College, or Area designees and distributed by University Relations. Designees shall be approved from the following divisions, colleges or areas: Administration and Finance, Academic Affairs, Athletics, College of Arts Media and Design, College of Business Administration, College of Education, College of Liberal Arts, College of Math and Sciences, Graduate College, Enrollment Management, Information Technology, and Student Affairs. Designees will be selected by the Vice Presidents and posted at <http://technology.ucok.edu/oit/policies.html>.
 - g. Maintenance. Global delete and modify permissions for announcements are available to every administrator. The Announcement Administration tool will not be available to designees until after the mandatory training session has been completed. Announcement Administrators will be trained by the Information Technology Division.
5. **Enforcement:** Announcements posted outside of these guidelines will be removed immediately and the posting administrator will be warned via written notification of the procedure violation. Failure to comply with these procedures can result in an additional training requirement or revocation of access to the Targeted Announcement process within UCONNECT.
6. **Related Policies and Guidelines: Related Policies and Guidelines:**
- a. UCO Computer and Network Usage Policy
<http://technology.ucok.edu/oit/networkusagepolicy.htm>
 - b. UCO Principles and Guidelines for the Use of the World Wide Web
http://technology.ucok.edu/oit/web_guidelines.htm
 - c. UCO Mass Email Policy
http://technology.ucok.edu/oit/mass_email_policy.pdf
 - d. Student Organization Policy
http://www.ucok.edu/campus_life/building.pdf

- e. UCO Code of Student Conduct
[http://www.ucok.edu/ssvp/conduct/CoSC%202005-2006%20\(Final%20Website%20Adobe%20Version\).pdf](http://www.ucok.edu/ssvp/conduct/CoSC%202005-2006%20(Final%20Website%20Adobe%20Version).pdf)
- f. Employee Handbook
http://administration.ucok.edu/employeerelations/employee_handbook.htm
- g. Faculty handbook
<http://www.busn.ucok.edu/academicaffairs/FacHanbook03-04OFFICIAL1405.pdf>

7. **Revision History:**

- a. Established August 2005
- b. Effective January 2006
- c. Revised February 2006

8. **Glossary:**

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

Content – Content is the information and services displayed in a channel containing links, text, and images.

Custom – The term custom is used to describe a tab or channel that is not out-of-the-box.

Layout – Layout is the term used to describe what the content of portal page looks like. It is a combination of tabs, columns, and channels.

Luminis – the name of the suite of software products, developed by SunGard SCT, that runs the UCONNECT portal.

Predefined – Predefined is a term that refers to those tabs and channels that the portal administrator has placed in each user's layout. When a user first logs in to UCONNECT, the users sees a set number of predefined tabs with predefined channels. This layout was created by portal administrators with content relevant to all users and to the user's specific role (student, faculty, and staff). Users can add new tabs to their layouts and populate them with other channels to which they are able to subscribe.

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

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 contains channels with a common theme. Predefined Tabs appear in the portal according to the user's role. Users can also create their own tabs.

Targeted Content Channels – *Content for channels can be targeted at users based upon their role(s) or access group.*