

Broadcast Message Source/Destination/Release

Welcome: bill.junor

Message Type: News Letter

Broadcast Message To: None (These are Broadcast Groups that require Officer's Approval)

Additional Addresses: (Any Address or DL on campus or off)
[15 Fulltime@purchase.edu; bill.junor@gmail.com]

BCC's: (Any Address or DL on campus or off)
bill.junor@purchase.edu

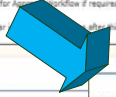
Broadcast Message From: cts.director@purchase.edu (Replies will go to this address/group)

Broadcast Release Date: 3/14/2011 (Please allow appropriate time for Approval workflow if required)

Broadcast Expire Date: 4/1/2011 (Unread Message will not appear after this date)

Message Subject Line: Fun With Broadcast Email

Next Step 2, create content




Please enter the body of your broadcast message (HTML structure may, some formatting tags allowed)

The **Message Type** can be either "News Letter" or "Broadcast Email". The difference between these two is that a "Broadcast Email" lets you create a free form text and message message that becomes the body of the message, and a "News Letter" prompts you to select events from the master Calendar that are included in the body of the message. A News Letter can also include an "Editors Note" field of text located above the event list, but the event list becomes the main body of the message.

The text "Broadcast Message" allows you to select the campus groups if any that you want to send the message to. This drop list contains options for "None", "Students, Faculty, Staff", or "Campus Community (Students-of-Worker-Staff)". Broadcast messages to these three groups or combinations thereof require approval of your director/officer.

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Is this just like 10 pounds of fun in a 5 pound bag or wut?



Events Newsletter

Broadcast Email



Big Mess of News here, lotsa big stories, lotsa cool events. The Aliens are coming. Big Mess of News here, lotsa big stories, lotsa cool events. The Aliens are coming. Big Mess of News here, lotsa big stories, lotsa cool events. The Aliens are coming. Big Mess of News here, lotsa big stories, lotsa cool events. The Aliens are coming. Big Mess of News here, lotsa big stories, lotsa cool events. The Aliens are coming.



Whoopee!

Alien Invasion! (General)
Description: Aliens invade Purchase College! They are Tall, Green, and Slimy, and they arrive bearing ill-will toward all humans and felines! Man's ostensible "best friend" the canine is reportedly in cahoots with the aliens, so don't trust your pooch. The situation is chaotic, but other rumours have it that the pooches are actually the aliens... some witnesses report seeing Aliens emerging from pooch...
Start Date: 06/01/2011 02:00
Location: TBA - TBA

Can I Top Cheesburger? (General)
Description: Why even now you can have cheesburger by attending the LOLcat festival... Wikipedia: A lolcat (usually pronounced /lɒl-kat, sometimes el-oh-el cat) is an image combining a photograph of a cat with text intended to contribute humour. The text is often misspelled and grammatically incorrect, and is set in the way we know as "lolpeak" or "kitzy pdogin". "Lolcat" is a compound w...
Start Date: 06/01/2011 03:00
Location: STRUC - 0038

What's Up? (General)
Description: This is some sort of high-profile event that the College wants to promote and advertise to ensure overflow crowds and media buzz.
Start Date: 06/01/2011 01:00
Location: OCEANS - TBA

Another Meeting (General)
Description: This is yet another meeting in a long interminable series of meetings. There is no real agenda for the meeting, and no expected outcome or action items will be assigned. We are going to discuss points which we have already covered in detail, but we should cover them again anyway. This is yet another meeting in a long interminable series of meetings. There is no real agenda for the meeting, and no...
Start Date: 06/01/2011 10:00
Location: TBA - TBA



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Revision History

<u>Date</u>	<u>Reason</u>	<u>Who</u>
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Purchase College Broadcast Email and Newsletter System – Version 1.0 – March 2011

What is it?

The Broadcast Email and Newsletter System (BEM) is a self-service web based system for creation, workflow approval, and distribution of campus-wide (Faculty, Staff, Students) HTML-email notices. BEM can be used to generate attractive email messages in a variety of general or department-specific templates.

All campus-wide broadcast messages (Faculty, Staff, Students, or Alumni) broadcast messages must use the BEM system – and require workflow approval. The workflow for approving these messages remains the same as it is now – your director and your sector officer must approve the message before it is released.

You may also use BEM for any other messages you want to send to individuals or groups (on campus or off) that you want to send attractive messages to using the BEM Templates – it is not limited to broadcast groups (all students, faculty, or staff) – you can use it for any messages to any individuals or groups.

Broadcast Messages and Broadcast Newsletters

The BEM system contains two distinct types of broadcast requests – Messages and Newsletters.

A **Broadcast Message** request allows you to select a template and embed any message and/or images into that template using a WYSIWYG text/html editor.

A **Broadcast Newsletter** request allows you to select events from the College's Master Calendar for a date range that you select (up to 90 days) – and pulls the images and description of that event into a newsletter format you can use to publicize your events. The Broadcast Newsletter also includes an "Editor's Note" section that appears above the events list where you can place text and or images describing the newsletter or the events it contains.

Rich Media HTML Messages and Attachments

The BEM system allows you to include images and attachments in your message. Images can be embedded in the message or included as attachments. Images and attachments are stored on the server to keep the message size small and efficient. Attachments and images are retrieved when the recipient opens the message and/or attachments.

The WYSIWYG editor allows you to embed pictures, links, and other rich media content in your message without having to know HTML.

Templates

BEM contains a number of HTML templates or wrappers for your message. Some templates are generic campus-wide templates, others are specific to one college unit. Your unit may already have a template – there are already over 50 in the system. Additional templates can be added upon request, or a new version of a template can replace an older one. If you need assistance with templates, please contact Communications and Creative Services at Webdev@Purchase.edu.

Workflow

Any member of the campus community can prepare and submit a broadcast message request.

If a broadcast request is directed at a group the creator has rights to send to – or to off-campus addresses - then no workflow approval is required, and the message is queued for transmission.

If a broadcast request is directed at a campus-wide constituency (Students, Faculty, Staff) then it requires supervisor/officer workflow approval.

In those workflow approval cases, an email notification is sent to the appropriate supervisor, and a "pending approval" entry appears on their dashboard. It also appears on the creator's dashboard so they can track it.

Supervisors can review and edit the contents of the broadcast message from their dashboard before approving it, or return it to the creator for modification. Once the message is approved by the supervisor and/or College Officer, it is placed in a queue for transmission..

Releasing Messages, and Setting Messages for Future Release on a Specific Date:

Each half-hour a batch process releases broadcast messages that are approved and whose Release date has arrived.

You can also prepare messages and get them queued and approved well in advance by setting the "Release Date" and "Release Time" to a future date/time.

Delegates:

If you are a Director/Chair/Officer and you want to delegate handling of these messages to your assistant, the BEM system contains a Delegate function for you to do that. You can also assign a Delegate to act on your behalf if you are going away on vacation or will be away for any reason.

For Help:

For assistance with the application itself, your "Send As" rights, and other technical issues, contact CTS.
For assistance with template design issues, contact Communications and Creative Services at webdev@purchase.edu

Where is it?

The testing version of BEM is available at <https://vswebstage06.purchase.edu/Restricted/BCS/login.aspx> (playground - no actual messages are sent)

And the live production version is at: <https://www.purchase.edu/Restricted/BCS/login.aspx> (workflow is invoked and messages are actually sent)

Project Goals:

1. Create a self-service broadcast message service for the campus community that can be used to create both one-time broadcast messages and periodic Event Newsletters
2. Incorporate self-service workflow approval from appropriate Directors and Officers.
3. Schedule messages in advance for release on a particular date/time.
4. Allows liberal use of images and attachments while preserving efficiency for messages that are viewable on all computers and mobile devices.
5. Efficiently and effectively market College events to both the College community and the external community through a listserv.
6. Reduce the delays and errors inherent in manually processing Broadcast email requests
7. Tap into rich media RMS Events – collect “This Week’s Events” and package as an HTML Newsletter and as a web page.
8. Increase awareness and participation in College events.

Project Scope:

Create a self-service web application to allow the campus community to create and generate rich media broadcast messages without manual intervention on behalf of technical staff. Provide a mechanism for generation of Newsletters consisting of Event Descriptions/Dates/Times for broadcast to the campus and external community. Newsletter should utilize rich media embedded in RMS Events (video, HTML, Images, Attachments, etc.) since RMS material is already stored and presented via web interface.

1. A self-service process will allow any member of the College community to create and submit a Broadcast Email request to campus and/or off campus addresses.
2. The creator will choose from a set of general and/or specific templates (“Campus-Wide”, “SotA” “LAS” “SAF”, etc.) providing a variety of attractive visual wrappers for messages.
3. The system will accommodate one-time Broadcast email messages and Event Newsletter messages drawing events from the Master Calendar.
4. A self-service process will populate a Newsletter with Campus and Public events from the RMS Master Calendar – and the user can select specific events for inclusion in their newsletter.
5. The Editor will have an option to include a brief text note or ‘highlights’ section for newsletters.
6. The application will select the default public image from the calendar entry if one exists.
7. Selected events will appear in chronological order.
8. HTML/CSS will be used to unify formatting entered by multiple RMS data entry sources to create a consistent “look” for the newsletter.
9. Events listed in a Newsletter automatically link to event descriptions in the online Public Calendar
10. A “Preview” function to review the contents of the broadcast message or newsletter before release.
11. Approved Broadcast and Newsletter messages are released at the designated time by a batch process and transmitted to the designated recipients via email.
12. Approved Broadcast and Newsletter messages are posted to an archive file.

Purchase College Broadcast E-mail Policy – 2011

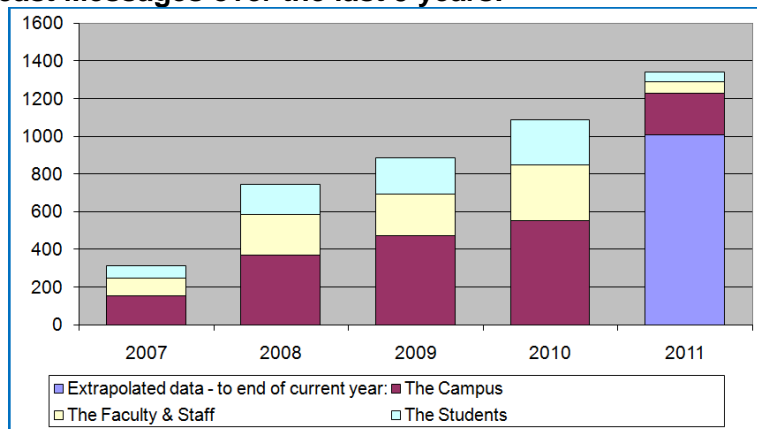
Email is a convenient way to communicate information to the campus community, and as a result there are a tremendous number of requests for campus-wide broadcast messages. Email is popular because you can **push** your message out to people who may be interested, thereby reaching a larger audience than you would by posting your message to a web site or blog where people have to **pull** the message by actively seeking it out (by visiting that page or site.)

The convenience of email must be balanced against the burden this places on the **time and attention** of the College community receiving these messages. Their time and attention is too **precious a resource** to subject to a fire-hose of email that is not timely, relevant, and of interest to the recipient.

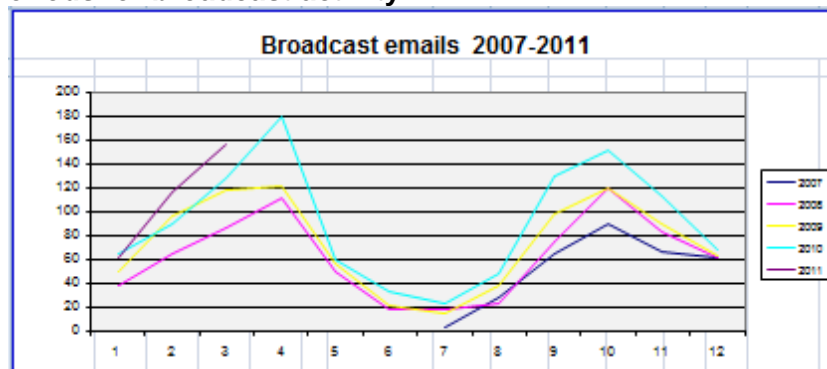
We have all heard complaints about the volume of messages we receive - and we have all heard others say they don't read any of our broadcast messages – and who miss important information as a result. It is essential that we avoid overuse of broadcast messages that diminish the effectiveness of this channel.

As Stamats notes, sending out an email message does not mean you have effectively communicated your message. Effective communication requires that you say the right thing, at the right time, to the right audience. The college offers a variety of push/pull communication channels including email, listserves, our web site, our portals, wikis and blogs. It is important that we reduce our over-reliance on email broadcasts and employ the right mix of channels, messages, and audiences to communicate effectively with the campus community.

Broadcast Messages over the last 5 years:



Peak Periods for broadcast activity:



As shown above, volume has **increased 400% in the last 5 years**, and most of it occurs during April and September – just **when people are busiest, we are bombarding them the most**. So while it is easy to use email as a communication channel, it is also easy to see why people might want to tune out.

Broadcast Email Etiquette

What is appropriate for broadcast messages?

Campus-wide e-mails should be sent out to inform the campus of important announcements, events, or alerts that affect the entire campus.

Campus broadcasts should only occur if there is a reasonable expectation that the message would be of interest to a significant portion of the college community. If your weekly meeting of the Obscure Society typically draws the same ten dedicated souls and meets in a small windowless room, sending an invitation to 14,000 people doesn't make sense – you're just annoying all of them with yet another piece of spam they have to delete.

Select your target audience carefully - with laser focus if possible. The **time and attention of the campus community is a precious a resource**. Sending messages and reminders to everyone in an attempt to build attendance can backfire easily, annoying people and causing them to stay away.

Avoid Corrections and Reminders

Avoid sending Corrections and Reminders – take the time to get the message right the first time, and promote your deadline or event using the Master Calendar, web site, portal pages, and your listserve.

Target the correct Audience

Start and promote a Listserve for those who have participated in similar activities or who have expressed an interest that allows people to Opt-in and opt-out of your weekly broadcast – and work to make sure that it is a source of valuable information. When you send your broadcast message, use the Listserve as the destination address, include instructions at the bottom for unsubscribing, and honor those requests in a timely fashion. Promote your listserve as a source of valuable information on your website, facebook page, etc.

Invitations and exclusivity work too – Facebook got its start as an invitation-only site, and Google+ is successfully employing that same tactic to build buzz today.

In any case, high quality content is far more important than how many copies you are distributing.

Tell us what is in the message

E-mail messages should always include **a descriptive subject line**. This serves to both entice people to open your message and read further, as well as to relieve them from opening the message if it clearly isn't something they are interested in.

What constitutes a “Broadcast” email?

Any message transmitted to the entire “campus Community” or to an entire cohort (all students, all faculty, all staff) or to any combination thereof is considered a “broadcast message” requiring workflow approval.

School and divisional distribution lists (i.e. LAS students, NS Majors, Sociology Board of Study, a specific class list, etc.) are NOT considered broadcast messages since the heads of each area already have the necessary rights to distribute those messages themselves, without workflow approval.

Similarly, off campus distribution lists (i.e. Friends of Music, Friends of the Library, etc.), are NOT considered broadcast messages since the heads of each area already have the necessary rights to distribute those messages themselves, without workflow approval.

Who can request a campus-wide e-mail message?

Any member of the Purchase College community can request that a campus-wide message be sent out by submitting a request through the Broadcast Email Messaging (BEM) System. Broadcast requests are automatically routed to the department head for approval, and to the appropriate Vice President or College Officer. Only the six VPs/Officers can authorize broadcast emails.

For broadcast requests created by Students, those requests are routed to Student Affairs for workflow approval.

Who will receive a campus-wide broadcast e-mail message?

Campus-wide messages can be sent to all campus-wide e-mail server users. Campus-wide messages can also be sent to other e-mail servers or to external e-mail addresses if the requestor includes external addresses (individuals or Lists) as part of their request.

The request must specify the audience to receive the message. Broadcast messages can be sent to 1) all **faculty** 2) all **staff**, or 3) to all **students**. These three categories (and others such as residents by wing or students by division) can be combined as necessary to reach the desired audience.

The BEM system allows the originator to specify as many destination addresses as necessary, and those addresses can be a combination of campus addresses and off campus addresses.

Please note that Deans/Directors/Chairs of academic divisions already have the ability to send messages to students and/or faculty/staff within their division themselves.

What can be sent out in a BEM e-mail message?

The BEM system allows creation of rich media HTML email messages that are compact and efficient. You can embed graphics, links, and attachments as necessary. In addition, the BEM system contains a variety of general and specific graphical templates for various campus organizations that help to create an attractive presentation wrapper for your message.

Please note that many email servers on the recipient end restrict attachment size to 10mb.

When should I use Email versus the website, the Portal, and the Master Calendar?

You should use these channels in conjunction. Before sending a broadcast email request, consider the other communication options available to you.

- Make sure your message is on your website. You can include far more extensive information on web pages with photos, video, etc than you can in an email. If you can't edit the website yourself, find out who the content manager for that area is, and either ask them to post the information, or ask them to create a page that you can edit and maintain. If you do decide to use the broadcast email channel, your brief email message should include a link to this additional information on your web site.
- There is an Announcements section on the Portal pages. These announcements can be added by Content Managers within each office/academic division using the Web-based Content Management System (CMS). Later this year, a new Portal is being launched with significantly more communication options for clubs, organizations and individuals.
- Events should be created and promoted thorough the RMS Master Calendar system. RMS allows creation of attractive rich-media event pages, and RMS events can (upon request) be flagged for highlighting on the Portal pages and on the College's home page. Don't use email to promote an event that you haven't put into the calendar – people won't be able to locate your email message as the event approaches, and will look for it on the calendar.
- Consider using the Listserve for a particular segment of the community. There are existing listserves for each school, each board of study, campus residents, commuters, etc. If you don't have the rights to send to the right listserve, find out who does and ask them, or start your own listserve.
- Select your audience carefully - with laser focus if possible. If your message applies to students in certain majors with a certain range of credits who live on campus, CTS can work with you to create a list for that audience.

The BEM Dashboard:

The screenshot shows the 'Broadcast Message Menu' interface. At the top, it says 'Purchase College STATE UNIVERSITY OF NEW YORK'. Below that, there's a 'Welcome: bill.junior' message and a search bar. The main content is divided into two columns: 'My Pending Broadcast Messages' and 'Pending Broadcast Messages Waiting my Approval'. Each column has a table with rows for 'Pending', 'Approved', 'Rejected', 'Sent', and 'Cancelled', each with a 'view' link. On the right side, there are links for 'Create New Broadcast Request', 'Assign a Delegate', 'Login as Delegate', and 'Templates'. Below these are 'Calendar links' for 'Master Calendar', 'Event Search', and 'Public Calendar'.

Callout boxes provide the following information:

- Welcome message shows current credentials**: Points to the 'Welcome: bill.junior' message.
- These are the Broadcast Requests I created, arranged by status.....**: Points to the 'My Pending Broadcast Messages' table.
- If you are a supervisor you can approve or reject the broadcast messages in this area.**: Points to the 'Pending Broadcast Messages Waiting my Approval' table.
- Create a NEW Broadcast Message or Broadcast Newsletter Request..**: Points to the 'Create New Broadcast Request' link.
- Assign a Delegate to act on your behalf**: Points to the 'Assign a Delegate' link.
- If you are a Template Editor you can use this link to create, edit, and publish templates using this link**: Points to the 'Templates' link.

When you log onto the BEM system, you are greeted with the Broadcast Message Menu.

At the top of the screen, below the “**Welcome First.Last**” message are two columns of links. The **Left-hand column** summarizes the requests that you have made of others, and the **Right-hand column** are things that others have requested from you.

Left-hand Side: Pending Broadcast Messages

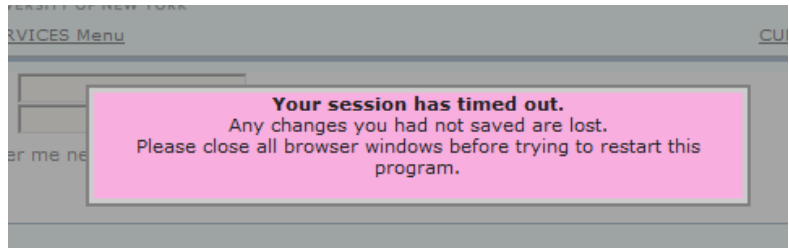
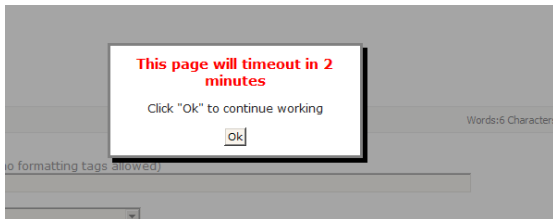
- **Pending**: These are your requests that are still PENDING (awaiting confirmation by a supervisor/officer)
- **Approved** - messages that have that have been APPROVED by a supervisor/officer and are awaiting their release date.
- **Rejected**: these are your requests, that have been REJECTED by other room managers
- **Sent** – these are messages you created that have already been sent.
- **Cancelled**: These are messages that were cancelled (by you or a workflow supervisor)

Right-Hand Side (top): Broadcast Messages Awaiting my Approval

- **Pending**: OTHER PEOPLES requests for messages that I have NOT YET APPROVED
- **Approved**: Other People’s Messages that I HAVE APPROVED and which are in the queue awaiting their release date.
- **Rejected**: OTHER PEOPLES requests for MY ROOMS that I have REJECTED
- **Sent**: These are OTHER PEOPLES requests for messages that have ALREADY BEEN SENT

System Inactive Timeout:

If you leave your BEM page unattended for 30 minutes, a Timeout Warning will appear 2 minutes before your session is disconnected:



Message Groups on the BEM Main Menu

Groups of messages appear on the BEM Menu as “Pending” messages awaiting approval by myself or by someone else...

...or “Awaiting my Approval”

Messages in this list can be sorted using the drop lists above the column headings bar.

Create a New Broadcast Message – Step 1: Target/date/subject

If you want to create a new broadcast message, choose “Create New Broadcast Request” from the BEM Main Menu.

The screenshot shows a web form titled "Broadcast Message Source/Destination/Release". The form includes the following fields and callouts:

- Message Type:** A dropdown menu set to "BroadcastEmail". Callout: "Message Type is either Broadcast Email <or> Newsletter".
- Broadcast Message To:** A dropdown menu set to "None". Callout: "Target audience for this broadcast Message (Campus Community broadcast groups)".
- Additional Addresses:** A text field containing "bill.junor@purchase.edu; bill.junor@gmail.com;". Callout: "The 'Additional Addresses' field accepts both campus addresses and Off-campus addresses, DL's, Listserves, etc -".
- CC's:** A text field containing "Noah.Bahdey@aol.com; Anne.Onymous@hotmail.com;". Callout: "The 'CC' field – accepts both campus addresses and Off-campus addresses."
- BCC's:** A text field. Callout: "The 'BCC' field – accepts both campus addresses and Off-campus addresses."
- Broadcast Message From:** A dropdown menu set to "cts.director@purchase.edu". Callout: "Select the Source address for this message – this drop list contains the groups you belong to."
- Broadcast Release Date:** A date field set to "6/15/2011".
- Broadcast Release Time:** A dropdown menu set to "Not Required".
- Message Subject Line:** A text field containing "Big Phun wif Broadcast Email". Callout: "Subject Line for Message goes here".
- Next: Step 2, create content** button. Callout: "Press 'Next' to continue".

At the bottom of the form, there is a footer with links: Site Map | Events Calendar | Email | Employment | Campus Directory | Directions | Privacy & Accessibility | © 2005 Purchase College | Contact Us | 735 Anderson Hill Road, Purchase, NY 10577.

The field “**Message Type**” can be either “News Letter” or “Broadcast Email.” The difference between these two is that a “Broadcast Email” lets you create a free-form text and images message that becomes the body of the message, and a “News Letter” prompts you to select events from the master Calendar that are included as the body of the message. A News Letter can also include an “Editors Note” field of free-form text above the event list, but the event list becomes the main body of the message.

The field “**Broadcast Message To**” allows you to select the campus groups (if any) that you want to send this message to. This drop list contains options for “None,” Students, Faculty, Staff, or Campus Community (Students+Faculty+Staff). Broadcast messages to these three groups or combinations thereof) require approval of your director/officer.

You can create a broadcast message for external distribution or selected individuals and groups by leaving the “Broadcast Message To” set to the value “None” and entering the addresses in the “Additional Addresses,” “CC,” or BCC fields.

Set the **Release Date** and **Release Time** that you want this message to go out. You can create messages in advance and set them to go out at the right time.

Create a New Broadcast Message – Step 2 – Content

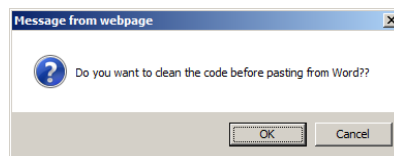
The second step in creating a new broadcast message is providing the content for the body of message.

The example below is for a “Broadcast Email” type message (not a News Letter)

The screenshot shows the 'Purchase College' website interface for creating a broadcast message. The page title is 'Purchase College STATE UNIVERSITY OF NEW YORK'. The main heading is 'Step 1: Please enter the body of your broadcast message:'. Below this is a text area with a rich text editor toolbar. The toolbar includes options for font face (Times New Roman), font size, bold, italic, underline, text color, background color, bulleted list, numbered list, indent, outdent, link, unlink, insert image, and insert attachment. The text area contains the following text: 'The field "Message Type" can be either "News Letter" or "Broadcast Email." The difference between these two is that a "Broadcast Email" lets you create a free-form text and images message that becomes the body of the message, and a "News Letter" prompts you to select events from the master Calendar that are included as the body of the message. A News Letter can also include an "Editors Note" field of free-form text above the event list, but the event list becomes the main body of the message. The field "Broadcast Message To" allows you to select the campus groups (if any) that you want to send this message to. This drop list contains options for "None," Students, Faculty, Staff, or Campus Community (Students+Faculty+Staff). Broadcast messages to these three groups or combinations thereof) require approval of your director/officer. You can create a broadcast message for external distribution or selected individuals and groups by leaving the "Broadcast Message To" set to the value "None" and entering the addresses in the "Additional Addresses" or BCC fields.'

Callouts in the image point to various features: 'Formatting controls' points to the toolbar; 'Normal and HTML views' points to the 'Normal' and 'HTML' tabs at the bottom left; 'Controls for Inserting Images and Attachments' points to the image and attachment icons in the toolbar; 'Character and Word Count' points to the 'Words: 176 Characters: 1086' display at the bottom right; and 'Use this blue triangle to stretch the window to see more of the message' points to a blue triangle icon at the bottom right.

If you paste content into the editing window from Microsoft Word or Outlook, you may get a warning dialog box about “cleaning the code.” This is because Microsoft word and most other programs include their own proprietary markup languages – which are not recognized by the editor. Press “OK” to continue.



The Editing Window – Cute Editor

This screen contains an embedded Cute Editor WYSIWYG (What you see is what you get) function for editing text. The edit window contains a series of controls across the top that let you mark up the text, change fonts, and insert images.

For Broadcast Messages, the message body field in the database is a maximum of 24,000 characters (about 6-7 pages of text). The edit window has both a character count and a word count in the bottom right corner.

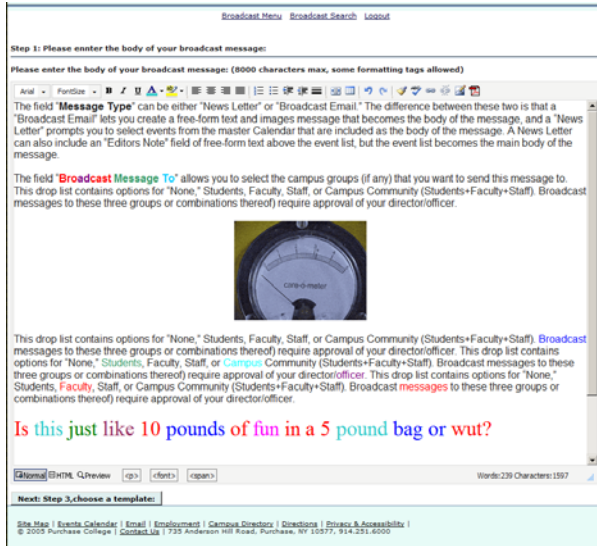
If you happen to know HTML, you can toggle between normal (WYSIWYG) mode and HTML mode using the control on the bottom left of the edit panel.

If you are creating a long message, you can stretch the editing window longer or wider so you can see the whole message (and avoid scrolling) by using the blue triangle control in the lower right corner.

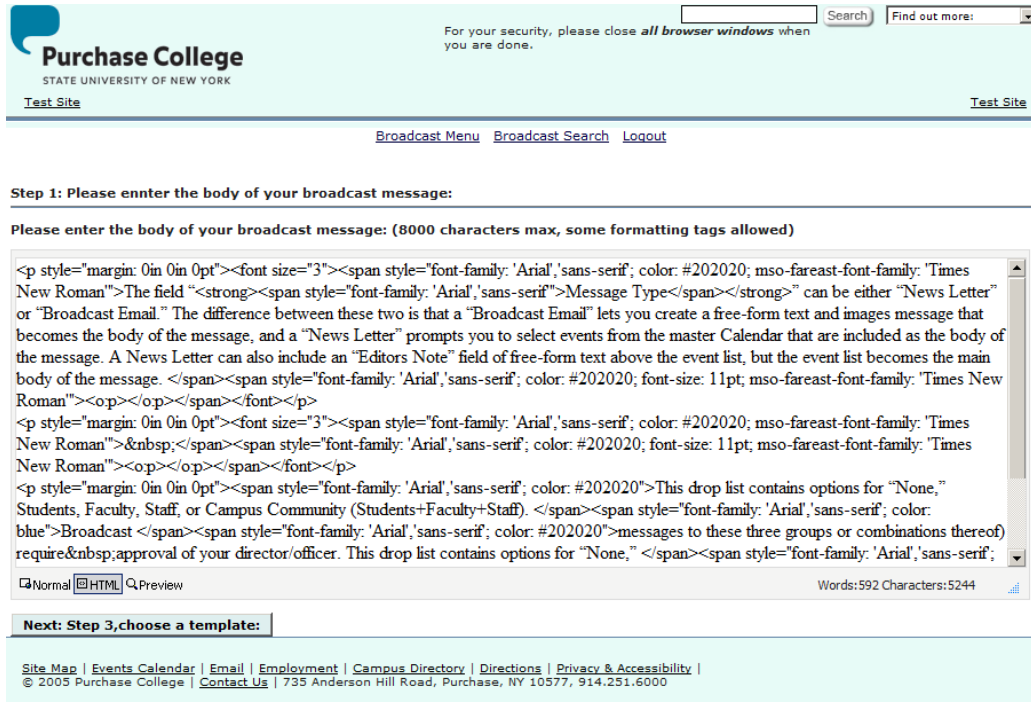
Inserting HTML Markup

If you happen to know HTML, and you want to adjust the markup the WYSIWYG editor is creating for you using its controls, you can toggle into HTML mode using the control on the lower left:


This is the normal view of the page:



And this is the HTML behind it. You can toggle back and forth as much as you want.

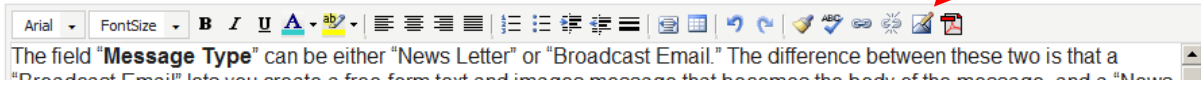


Inserting an image using the Cute editor

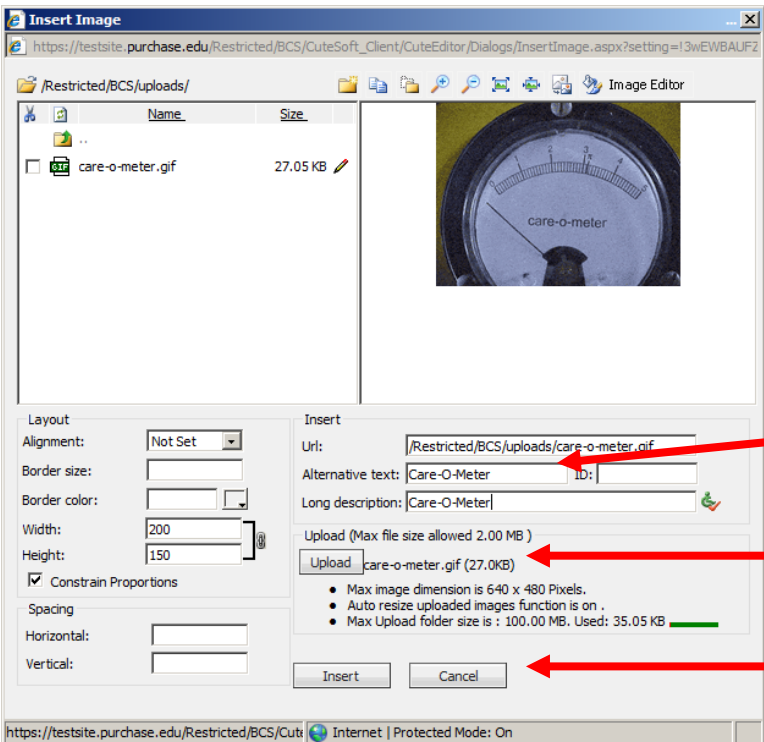
To insert an image, select the “insert Image” icon  from the Cute toolbar

Insert an Image

Please enter the body of your broadcast message: (8000 characters max, some formatting tags allowed)



That will bring up the image selection/upload window.

The 'Insert Image' dialog box is shown with several annotations. A box on the left explains that after pressing 'Upload', the image will be listed in a temporary library and shown in a preview. A box on the right explains that the 'Alternative Text' label is required for ADA compliance. A box at the bottom right notes maximum dimensions and file size restrictions. A box at the bottom left explains that image dimensions can be specified. A box at the bottom right explains that the 'Insert' button adds the image to the message. A box at the bottom right explains that the 'Upload' button uploads the image to the system.

After pressing “Upload” the image will be listed in this TEMPORARY library – and it will show a preview on the right side. You can then press “Insert” to include the image in your message

You can resize images here by specifying their Width or Height in pixels

Alternative Text label ensures ADA compliance for visually impaired recipients who are using screen readers

Upload an Image to the system

Note maximum dimensions and file size restrictions

Press “Insert” to add the selected image to your message

To upload a file from your computer, press the Upload button and specify a text label for the image. Including an “Alternative Text” label is required for web accessibility compliance – visually impaired recipients of your message may be using a screen reader, and this text label describes the image for them.

It is very important that if you use images containing information, you have to make sure you put that same information into the Alternative Text field.

After pressing “Upload” the image will be listed in a TEMPORARY library shown in the top left quarter of the Insert Image window – and the image you just uploaded will show in a preview on the right side. You can then press “Insert” to include the image in your message – or you can upload additional images.

Please note that this is a temporary storage area for your images. Once you proceed to saving the message in the template, the system moves your images from this temporary location in the application to a publically accessible library where recipients of your message retrieve them from as they are viewing your message.

The Cute Insert Image utility allows you to insert .JPG or .GIF files, including animated GIF files. However, when using animated GIF files, note that recipients reading your message in programs other than a web browser may not see the animation (animated GIFs don't play in Outlook or many other mail programs).

Once you finish entering content, inserting images and attachments, press **Next: Step 3, choose a template:**

Inserting File Attachments for your Message

You can also attach files to your messages by doing the following:

The screenshot shows the 'Purchase College' broadcast message editor. A red arrow points to the 'Insert' icon in the toolbar, labeled '1) Press the PDF'. Another red arrow points to the 'Title' field in the 'Insert' dialog box, labeled '2) The "Title" you enter here becomes the text shown as a link on the message (see #5 below)'. A third red arrow points to the 'Upload' button in the dialog box, labeled '3) Press "Upload" and identify and describe the file'. A fourth red arrow points to the 'Insert' button in the dialog box, labeled '4) Press "Insert" to insert a link to the file'. The dialog box shows a file named '10lbs-Inna-5Lb-Bag.pdf' (24.48 KB) being uploaded. The main editor area contains the text 'Is this just like 10 pounds of fun in a 5 pound bag or wut?' and a link to the file.

1) Press the PDF

2) The "Title" you enter here becomes the text shown as a link on the message (see #5 below)

3) Press "Upload" and identify and describe the file

4) Press "Insert" to insert a link to the file

The screenshot shows the final result of the file upload process. The text 'Is this just like 10 pounds of fun in a 5 pound bag or wut?' is displayed in the editor. Below it, the text 'For More Information see: [10Lbs-Inna-5Lb-bag](#)' is shown. A red arrow points to the link, labeled '5) Linked file appears in message'. The editor status bar shows 'Words:218 Characters:1499'.

5) Linked file appears in message

Attachment Types

You can attach .PDFs, Excel files, Word documents, plain text files, and rich text files. If possible, you should stick to PDF files since that is the closest thing to a universally accessible format that is currently available. If you attach a Word document, and the recipient is using a computer or device without MS Word, they will not be able to open or view your attachment.

Once you finish entering content, inserting images and attachments, press **Next: Step 3, choose a template:**

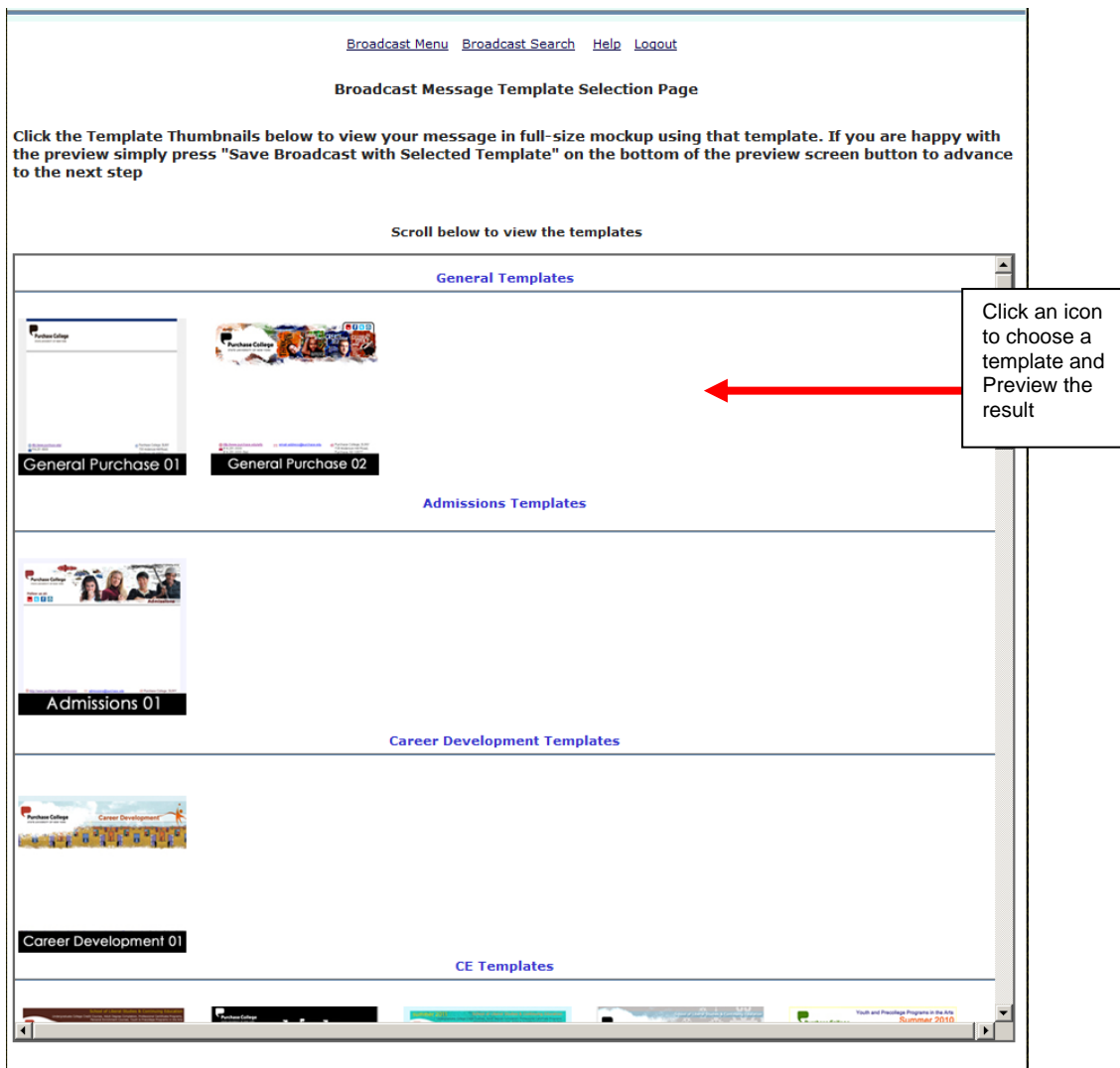
Step 3: Choose a Template

The BEM system contains a variety of general and specialized HTML Wrappers for your messages. Once you have entered your content, you are presented with a thumbnail view of the available templates that you can use. These templates were prepared by CTS, and you can create your own unique templates or ask CTS to develop special templates for you.

In general, the templates have a header containing the college logo and other graphics, and a footer containing contact information for the college or a specific unit. Between the header and the footer there are two <ContentRegion> tags. (see example on next page – Preview your Message)

Regular Broadcast Messages only use one content region, but News Letters use two content regions (one for the Editor’s note, and one for the event list).

The Template Thumbnail Screen:



To choose a thumbnail, click on it, and you will see a copy of your content in that template. If you don’t like the template you chose when it shows you the preview on the next screen, you should “Save” the message (on the next screen), and then use the “**Return to Edit**” button to return to Step 1 (addresses, dates, subject) to continue editing the subject, content, or any other components of the message.

Previewing your Message and Sending a Test Email

Header section with College Logo

Content Region containing message, images and attachments

Footer section with contact information

Save my Message with this template

Return to editing (step 1 addresses etc.)

Send a test copy of this message to this address

Once you select a template from the thumbnail page, you will see the preview screen shown above.

To save this message, press the button.

You can also send a test email using this template using the function. (don't forget to save it too.) Your own address is shown by default, but you can change the address to a supervisor or collaborator just by typing over it.

Sending a sample email and looking over the result is STRONGLY ADVISED – this page shows an approximation of the result.

If you don't like the template you chose when it shows you the preview on the next screen, you should "Save" the message (on the next screen), and then edit it and go to the template step to choose a different one. You can also use the "Return to Edit" button to return to Step 1 (addresses, dates, subject) to continue editing the subject, content, or any other components of the message.

Broadcast News Letter – Step 1 – Target/Source/Release/Subject

If you want to create a new broadcast Newsletter, choose “Create New Broadcast Request” from the BEM Main Menu.

Newsletters include two sections - an “Editor’s Note” section you create by hand - and a set of events you choose from the Public events in the Master Calendar.

The screenshot shows a web form titled "Broadcast Message Source/Destination/Release" with the following fields and callouts:

- Message Type:** A dropdown menu set to "News Letter". Callout: "Choose Message Type 'News Letter'".
- Broadcast Message To:** A dropdown menu set to "Campus Community". Callout: "Target audience for this broadcast News Letter (Campus Community broadcast groups)".
- Additional Addresses:** A text input field. Callout: "The 'Additional Addresses', 'CC' and 'BCC' fields accepts both campus addresses, DL's, and Off-campus addresses."
- CC's:** A text input field.
- BCC's:** A text input field.
- Broadcast Message From:** A dropdown menu set to "cts.director@purchase.edu". Callout: "Select the Source address for this message – this drop list contains all the groups you belong to."
- Broadcast Release Date:** A date input field set to "6/24/2011". Callout: "Select the 'Release Date' and 'Release Time' (optional)".
- Broadcast Release Time:** A time dropdown menu set to "09:00 AM".
- Message Subject Line:** A text input field containing "We has big Events!!! We can has Cheezburgahs now?". Callout: "Subject Line for Message goes here".
- Next:** A button labeled "Next: Step 2, create content". Callout: "Press 'Next' to continue".

Message Type “News Letter” prompts you to enter an “Editors Note” using the Cute Editor, and then prompts you to select events from the master Calendar by date range that are then included as the body of the message.

The field “**Broadcast Message To**” allows you to select the campus groups (if any) that you want to send this message to. This drop list contains options for “None,” Students, Faculty, Staff, or Campus Community (Students+Faculty+Staff). Broadcast messages to these three groups or combinations thereof) require approval of your director/officer.

You can create a broadcast message for external distribution or selected individuals and groups by leaving the “Broadcast Message To” set to the value “None” and entering the addresses in the “Additional Addresses” or BCC fields.

Broadcast News Letter – Step 2 – Content – Editor’s Note

The second step in creating a new broadcast News Letter is providing the content for the Editor’s Note portion of the message. The Editor’s Note is an optional (but recommended) section you can use to introduce the events you are going to select.

The example below is for a “News Letter” type broadcast:


[Broadcast Menu](#) [Broadcast Search](#) [Logout](#)

Step 1: Please enter the body of your broadcast message:

Please enter the “Editors” Note: (Optional) that appears at the top of the Newsletter: (8000 characters max, some formatting tags allowed)

Times New Roman FontSize **B** *I* U A ab

We Have **Big** Events in the Offing! These are exciting times - there's so much to see and so much to do that it will make the hairs on the back of your neck tingle! I can Has Cheezburger now? No, silly cat, you cannot. I can Has Cheezburger now? No, silly cat, you cannot. I can Has Cheezburger now? No, silly cat, you cannot. I can Has Cheezburger now? No, silly cat, you cannot.



Normal HTML Preview <div>

Words:84 Characters:438

Next: Step 3,choose events from the calendar

[Site Map](#) | [Events Calendar](#) | [Email](#) | [Employment](#) | [Campus Directory](#) | [Directions](#) | [Privacy & Accessibility](#) |
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As you can see in the above example, you can embed images, add attachments, and mark up the text.

When you are done with the Editors Note, press **Next: Step 3,choose events from the calendar**

New Broadcast News Letter – Step 3 – Content – Event Dates

The next step is to specify the Date Range for the events you want to include in your newsletter.

The screenshot shows the 'Create or Edit Broadcast NewsLetter' form. At the top, there is a search bar and a 'Find out more:' dropdown. Below that, the form title is 'Create or Edit Broadcast NewsLetter'. The main section is titled 'Select a date range of Events to include:'. It contains a label 'Retrieve Events from Master Calendar for Date Range:' followed by 'Start Date' and 'End Date' fields. The 'Start Date' field is set to '3/15/2011' and the 'End Date' field is empty. A calendar widget is open, showing 'March, 2011' with the 15th selected. A red arrow points from a text box to the 'Start Date' field. The text box says 'Select Start and End date range for events to be selected'. Below the date range fields is a label 'Select the # of Characters you wish to display for each event:' followed by a text input field containing '200'. A red arrow points from a text box to this field. The text box says 'Select size of 'preview' text to include about event in your newsletter, will be followed by "More..." link'. At the bottom of the form, there is a footer with links: 'Site Map | Events Calendar | Email | Employment | Campus Directory | Directions | Privacy & Accessibility | © 2005 Purchase College | Contact Us | 735 Anderson Hill Road, Purchase, NY 10577, 914.251.6000'.

You can select any date range up to 90 days.

Specify the size of the “preview” text to be included for each event. This determines how many characters from the event description that will appear before the “More...” link is inserted.

This screenshot shows the same 'Create or Edit Broadcast NewsLetter' form as above, but with different values. The 'Start Date' is '6/1/2011' and the 'End Date' is '6/8/2011'. The number of characters is set to '400'. A red arrow points from a text box to the 'View Events' button. The text box says 'View Events'.

After selecting the date range and preview characters, press the **View Events** button...

Selecting Events

When the Event list for your date range appears, check off the events you want to include in your newsletter.

The screenshot shows the 'Create or Edit Broadcast NewsLetter' interface. At the top, there are links for 'Broadcast Menu', 'Broadcast Search', and 'Logout'. The main heading is 'Create or Edit Broadcast NewsLetter'. Below this, there are several form fields and buttons:

- 'Select a date range of Events to include:' with 'Retrieve Events from Master Calendar for Date Range:' and 'Start Date' (6/1/2011) and 'End Date' (6/8/2011) fields.
- 'Select the # of Characters you wish to display for each event:' with a dropdown menu set to '400' and a 'View Events' button.
- 'Sort events in the list using these controls' callout points to the 'Start' dropdown and 'Ascending' sort options.
- 'Specify a different date range or preview character count' callout points to the date range fields.
- 'Proceed to the Template Selection Step' callout points to the 'Next: Step 4, choose a template:' button.
- 'Select an Event by checking off its box' callout points to the checkboxes in the event list.
- 'Preview Events in the Master Calendar by clicking the Event Title' callout points to the event titles in the list.

The event list table has the following columns: Include, Event, Description, Start, End, BLDG, Room, and HighLighted. The events listed are:

Include	Event	Description	Start	End	BLDG	Room	HighLighted
<input type="checkbox"/>	Project Focus: An Introduction Mentoring	Project Focus: An Introduction Mentoring	06/06/2011 02:15	06/06/2011 04:00	LIBRY	0001	
<input checked="" type="checkbox"/>	Alien Invasion!	Aliens Invade Purchase College! They are Tall, Green, and Slimy, and they arrive bearing ill-will toward all humanoid and feline! Man's ostensible "best friend" the canine is reportedly in cahoots with the aliens, so don't trust your pooch. The situation is chaotic, but other rumours have it that the pooches are actually the aliens - some witnesses report seeing Aliens emerging from pooch -...	06/01/2011 02:00	06/01/2011 05:00	TBA	TBA	
<input checked="" type="checkbox"/>	Can I Haz Cheesburger?	Why yes, now you can has cheesburger by attending this LolCat festival... Wikipedia: A lolcat (usually pronounced /lɒlkæt/ LOL-kat, sometimes el-oh-el cat) is an image combining a photograph of a cat with text intended to contribute humour. The text is often idiosyncratic and grammatically incorrect, and its use in this way is known as "lolspeak" or "kitty pidgin". "Lolcat" is a compound w...	06/03/2011 01:00	06/03/2011 02:00	SSBLG	0038	
<input checked="" type="checkbox"/>	What Evah	This is some sort of high profile event that the College wants to promote and advertise to ensure overflow crowds and media buzz.	06/07/2011 01:00	06/07/2011 02:00	OFCEVENT	TBA	
<input type="checkbox"/>	Technology Information Session	Hallo There Prospective Students! Condu representative, this 50 minute session w prospective students with an overview o resources and facilities available to Pur Conducted by a CTS representative, this session will provide prospective students of the technology resources and facilities avaiab...			SSBLG	0025	
<input checked="" type="checkbox"/>	Another Meeting	This is yet another meeting in a long interminable series of meetings. There is no real agenda for the meeting, and no expected outcome or action items will be assigned. We are going to discuss points which we have already covered in detail, but we should cover them again anyway. This is yet another meeting in a long interminable series of meetings. There is no real agenda for the meeting, and no...	06/06/2011 10:00	06/06/2011 12:00	TBA	TBA	
<input type="checkbox"/>	Regents Review	Review courses for high school for regents review	06/04/2011 08:00	06/04/2011 05:00	HUBLG	1064	

To include an event in your newsletter, check off the box next to its title.

The Event Titles are links to that Event's Event Details page in the Master Calendar system, and will open in a new window.

You can use the **Check All** **Uncheck All** buttons to select or deselect everything in the list.

News Letter Step 4: Choose a Template (see P. 14)

Newsletters use the same template point-and-click selection process as regular Broadcast Messages, which is shown on P. 14. **After selecting your template you will advance to the Newsletter Preview page.**

Newsletter Preview

The screenshot shows a browser window displaying a newsletter preview for Purchase College. The browser address bar shows the URL: <https://testsite.purchase.edu/restricted/bcs/PreviewPage.aspx>. The newsletter content includes a header with the college logo and social media icons, an editor's note, an event description with a drawing of a cat playing a violin, a list of event highlights with descriptions and dates, and a footer with contact information. Red arrows point from callout boxes to these various elements.

Page Header with College Logo

For this template, Social Networking links appear in Header

Editor's Note Section with Text, images, links, attachments, etc.

Event Description for this event (See RMS)

Event Highlight Section with Text and images pulled from Master Calendar

Default public image for this event (See RMS)

This event has no default public image

Page Footer with Contact Information

Save message using this template

Send a test email for review

Workflow for a Message

If you are sending a broadcast Message or a Broadcast Newsletter to all Students, Faculty, Staff, or any combination thereof, then your message will require workflow approval from a Director and an Officer for your area.

If you are a Student, the PSGA President or VP for Student Affairs is your workflow. For faculty and staff, your Director/Chair and Sector Officer’s approval is required.

When you finish creating your message (Broadcast Message or Broadcast Newsletter) you advance to the Workflow Status screen.

This screen shows the Requestor’s name, what approval is required, who the target broadcast audience is, the message type (Message or Newsletter), the subject line, status, and release date.

[Broadcast Menu](#) [Broadcast Search](#) [Logout](#)

WorkFlow for Event: We Has Big Events!

Welcome: bill.junor

Requestor	Approver Name	Target	Type	Subject Line	Status	Release Date
bill.junor	bill.junor	None	News Letter	We has Big Events!	Approved	3/15/2011

In the case shown above, the “target” broadcast audience is “none” (I am sending it to an off-campus listserve), so no approval is required, and the status shows as “Approved” as soon as I finish creating the message.

In the example below, the Workflow screen shows a Target audience of “Staff” (a broadcast group), so my Officer’s approval is required, and their name is shown under “Approver Name”.

[Broadcast Menu](#) [Broadcast Search](#) [Help](#) [Logout](#)

WorkFlow for Broadcast: We Has Big Events

Welcome: bill.junor

Requestor	Approver Name	Target	Type	Subject Line	Status	Release Date	View	Reject	Approve
bill.junor	bill.junor	Staff	News Letter	We has Big Events	Pending	6/17/2011	<input type="button" value="View"/>	<input type="button" value="Reject"/>	<input type="button" value="Approve"/>
bill.junor	Damian.Fernandez	Staff	News Letter	We has Big Events	Waiting	6/17/2011	<input type="button" value="View"/>	<input type="button" value="Reject"/>	<input type="button" value="Approve"/>

Since I have not yet “approved” the message, the status by my name is set to “Pending” – and the “Reject” and “Approve” buttons are available.

This message requires an Officer’s approval since it is going to a broadcast group (The Staff) – and the managing officer is shown as the second line in the workflow. Once I “Approve” the message, the managing officer receives an email notice so they can review, edit, reject, or approve the message for release.

Managing Message Workflow

When you log onto the BEM system, you are greeted with the Broadcast Message Menu.

Below is the format of the main menu category lists. Everyone on campus will see lists of Broadcast Message Requests that they submitted under the **“My Pending Broadcast Messages”** heading on the left.

If you are a Director/Chair, Officer, or delegate for one of those individuals, you will also see a list of Broadcast Message Requests that others submitted for your approval under the **“Pending Broadcast Messages Awaiting My Approval”** heading on the right.

The screenshot shows a web browser window displaying the "Broadcast Message Menu" for Purchase College. The interface includes a navigation bar with "Broadcast Menu" and "Broadcast Search" links. A red warning message states "Ignore for Testing - This page will time out in 2 minutes". The main content area is titled "Broadcast Message Menu" and includes a welcome message for "bill.junior". A checkbox labeled "Show All Past Broadcast Messages:" is present. Below this, there are two main sections: "My Pending Broadcast Messages" and "Pending Broadcast Messages Waiting my Approval". Each section has a "view" button and a count of messages. The "My Pending Broadcast Messages" section shows counts for Pending (7), Rejected (0), Cancelled (0), and Sent (0). The "Pending Broadcast Messages Waiting my Approval" section shows counts for Pending (4), Rejected (0), and Sent (0). There are also links for "Create New Broadcast Request", "Assign a Delegate", and "Login as Delegate". A "Calendar links" section is visible at the bottom right, with links for "Master Calendar", "Event Search", and "Public Calendar".

“Show all past requests” checkbox will add all past requests to the categories below

The “My Pending Broadcasts” section shows all requests I created.....

The “Pending Broadcast Messages Awaiting My Approval” section shows all requests submitted for my approval by a subordinate. Supervisors can approve or reject the broadcast messages in this area.

Groups of messages appear as **“Pending”** action by others or **“Awaiting My Approval.”**

Selecting the “View” button for any of these categories will bring you to a detailed list of messages fitting that criteria (pending, Rejected, Cancelled, or Sent).

Approval workflow is determined by your supervising unit. For **faculty and staff**, this is determined by your primary supervisor as shown in the HRETS system.

For **students**, PSGA and Student Affairs are considered the supervising unit.

If you are a Director/Chair (or delegate for a Director/Chair), the workflow consists only of your sector Officer (VP).

Important Note: Directors/Chairs, Officers, or delegates for those individuals have the rights to edit Broadcast Message Requests before approving them. Significant edits should be discussed with the original requestor.

Managing Workflow

The following messages are shown in the “My Pending Broadcast Requests” group under the “Pending” section because they are either awaiting approval or awaiting their release date/time

Purchase College
STATE UNIVERSITY OF NEW YORK

For your security, please close *all browser windows* when you are done.

Test Site

Broadcast Menu Broadcast Search Logout

My Pending messages

Welcome: bill.junior

Requestor: bill.junior, Type: BroadcastEmail, Subject Line: hokey dokey, Status: Approved, Release Date: 2/17/2011

Requestor: bill.junior, Type: News Letter, Subject Line: Wha Eva, Status: Approved, Release Date: 2/17/2011

Requestor: bill.junior, Type: News Letter, Subject Line: Aliens killed the cherub, Status: Approved, Release Date: 2/17/2011

Requestor: bill.junior, Type: News Letter, Subject Line: My New Sletter, Status: Pending, Release Date: 6/1/2011

Callouts:

- Name of the person who created this broadcast request (points to Requestor column)
- Message Type will show either “Broadcast” or “Newsletter” (points to Type column)
- The View button will display this message for review in a new window (points to View button)
- The Edit button will display that message for editing in a new window. If Edit button is grayed out, you must recall to remove existing approvals before editing (points to Edit button)
- The Cancel button will cancel this Broadcast Message Request (points to Cancel button)
- The Recall button will remove existing approvals for this message and allow you to open it for editing. (points to Recall button)
- The Approvals button will show you the approval workflow and status (Director/Officer) for that message (points to Approvals button)

For messages you requested, you can check on their approval status, view the message, edit the message, cancel it, or recall it. If a message has already received one or more required approvals, you must recall the message to edit it.

“Awaiting my Approval” section

Broadcast Menu Broadcast Search Help Logout

Messages waiting on me

Welcome: bill.junior

Sort this list using these controls (points to Requestor, Ascending, Sort)

Requestor: bill.junior, Type: BroadcastEmail, Subject Line: Fubarsnafu, Status: Pending, Release Date: 6/23/2011

Requestor: bill.junior, Type: BroadcastEmail, Subject Line: SnaFubar, Status: Pending, Release Date: 6/23/2011

Requestor: larry.lanni, Type: BroadcastEmail, Subject Line: Testing New Work Flow, Status: Pending, Release Date: 5/28/2011

Requestor: larry.lanni, Type: BroadcastEmail, Subject Line: Testing Work Flow, Status: Pending, Release Date: 6/3/2011

Callouts:

- Message Type will show either “Broadcast” or “Newsletter” (points to Type column)
- In both cases, the View button will display that message for review in a new window (points to View button)
- The Edit button will display that message for editing in a new window. (points to Edit button)
- The Recall button will remove existing workflow approvals. (points to Recall button)
- The Approvals button will show the Workflow approval and status (Director/Officer) for that message (points to Approvals button)

Important Note: Directors/Chairs, Officers, or delegates for those individuals have the rights to edit Broadcast Message Requests before approving them. Significant edits should be discussed with the original requestor.

Workflow Example

The following message has been created by the Director of TA (Gregory.Taylor). Since it is being sent to a broadcast group (staff), the message is subject to workflow approval. The number of steps in the workflow varies depending on the number of supervisors between yourself and the sector Officer. At a minimum one self-approval step will be shown. In this case, three steps are shown.

1. After creating the message, Greg must himself "Approve" the message after he creates it before it is submitted, so the status for Greg's workflow is shown as **Pending**. Once he approves, it will change to **Approved**.
2. Once Greg approves the message, the second workflow signature for Kenneth.Tabachnick will change from **Waiting** (shown below) to **Pending** approval. Once Ken 'Approves' the message, the status will change to "**Approved**".
3. The third workflow signature shown is for the sector Officer (Damian.Fernandez). In the example below, the status on Damian's workflow line is "Waiting" because Ken has not yet approved. Once Ken 'Approves' the message, the status on Damian's workflow line will change to "Pending". Once Damain approves the message, the status on Damian's workflow line will change to "Approved"

Requestor	Approver Name	Target	Type	Subject Line	Status	Release Date	View	Edit	Reject	Approve
gregory.taylor	gregory.taylor	Staff	BroadcastEmail	The Conservatory of Theater Arts presents Gorky's Lower Depths	Pending	6/23/2011	<input type="button" value="View"/>	<input type="button" value="Edit"/>	<input type="button" value="Reject"/>	<input type="button" value="Approve"/>
gregory.taylor	Kenneth.Tabachnick	Staff	BroadcastEmail	The Conservatory of Theater Arts presents Gorky's Lower Depths	Waiting	6/23/2011	<input type="button" value="View"/>	<input type="button" value="Edit"/>	<input type="button" value="Reject"/>	<input type="button" value="Approve"/>
gregory.taylor	Damian.Fernandez	Staff	BroadcastEmail	The Conservatory of Theater Arts presents Gorky's Lower Depths	Waiting	6/23/2011	<input type="button" value="View"/>	<input type="button" value="Edit"/>	<input type="button" value="Reject"/>	<input type="button" value="Approve"/>

Note that all of the buttons for the second and third workflow step are grayed out (unavailable) because the first workflow step is not yet completed.

In addition, once each party to the workflow approves, a notice is sent via email:

From: DoNotReply@purchase.edu [mailto:DoNotReply@purchase.edu]
Sent: Thursday, May 05, 2011 10:13 AM
To: Junor, Bill
Subject: Notification of Broadcast Approval

Broadcast Approved - TITLE: The Conservatory of Theatre Arts Presents Gorki's The Lower Depths
 Broadcast Approved by: Damian.Fernandez
 Explanation for Approval - None Given
 To view the status of the message follow the link below
[Broadcast Email System](#)

Cancelling and Recalling Messages

The Date for this message has already passed, and the message was never "approved" for release...

[Broadcast Menu](#) [Broadcast Search](#) [Help](#) [Logout](#)

My Pending messages

Welcome: bill.junor acting as thomas.schwarz

Requestor	Type	Subject Line	Status	Release Date	View	Edit	Cancel	Recall	Approvals
thomas.schwarz	BroadcastEmail	Commencement exercises	Approved	5/19/2011	View	Edit	Cancel	Recall	Approvals
thomas.schwarz	BroadcastEmail	New Banners on Campus	Pending	5/3/2011	View	Edit	Cancel	Recall	Approvals

Press Cancel to cancel and delete this broadcast message request

From: DoNotReply@purchase.edu [mailto:DoNotReply@purchase.edu]
Sent: Thursday, May 19, 2011 1:00 PM
To: Junor, Bill; Lanni, Larry
Subject: Notification of Broadcast Cancellation

Broadcast Cancelled: New Banners on Campus
Broadcast Cancelled by: bill.junor
Explanation for Cancel - None Given
To view the status of the message follow the link below
[Broadcast Email System](#)

If workflow approvals have already been applied to a broadcast request, the originator (or anyone in the workflow) can use the Recall button to remove subsequent approvals and edit the message (or cancel/reject the message entirely).

Delegates

To Assign a Delegate

Anyone can name a delegate to process Broadcast Message Requests on their behalf. Delegates are named for specific periods of time.

Directors/Chairs and Officers are encouraged to name delegates to ensure the smooth and timely flow of communication through the broadcast system.

Directors/Chairs and Officers and their Delegates have the ability to edit Broadcast Message Requests before approving them. Significant edits should be discussed with the original requestor.

To assign a Delegate, choose "assign a Delegate" from the BEM main menu, and the Delegate window appears:

1) Enter all or part of the name of the person you want to act as your delegate here, then press the Search button

2) Specify the Date Range you want this delegate authority to be in effect for. The default period is one week.

The screenshot shows the 'Assign a delegate' form. At the top, there are links for 'Broadcast Menu', 'Broadcast Search', and 'Logout'. Below these is the title 'Assign a delegate' and a green welcome message 'Welcome bill.junior'. The form includes a search field with the text 'Search for a person (first.last)', a 'Search' button, and a date range selector with 'From date (mm/dd/yyyy)' and 'To date (mm/dd/yyyy)' fields. Below the date range is a table with columns 'Edit', 'Delegate', 'User Id', 'Begin Date', and 'EndDate'. A dropdown menu is open, showing a list of names: bill.baskin, bill.bresson, bill.deere, bill.guerrero, bill.junior, bill.lundmark, bill.needham, bill.salter, billy.ruiz, and eleanor.brackbill. An 'Exit' button is located in the top right corner.

You can remove delegates by pressing "delete" button.

4) After selecting your delegate and assigning a date range, press "Add" to add the to the list of delegates appearing below.

The screenshot shows the 'Assign a delegate' form after a delegate has been added. The search field now contains 'doreen' and the 'Search' button is highlighted. The date range is set to '3/17/2011' to '3/24/2011'. The dropdown menu is closed, and the 'Add' button is highlighted. The table below now contains two rows of delegate information. An 'Exit' button is in the top right corner.

Edit	Delegate	User Id	Begin Date	EndDate
Delete	1100447802	doreen.rossi	3/17/2011 12:00:00 AM	3/24/2011 12:00:00 AM
Delete	1100822749	larry.lanni	1/19/2011 12:00:00 AM	3/26/2011 12:00:00 AM

Acting as a Delegate

If you are assigned as a Delegate for another user, when you log on you will be asked whether you want to use the BEM system on their behalf:

Purchase College
STATE UNIVERSITY OF NEW YORK

For your security, please close *all browser windows* when you are done.

Search Find out more:

Test Site Test Site

[Broadcast Menu](#) [Broadcast Search](#) [Logout](#)

Please select a user

Welcome bill.junior

Please choose the Role you wish to perform as a delegate from the list below, or the proceed as 'bill.junior' button at the bottom.

	Person selected you as delegate	Begin date	End date
Select	judy.nolan	1/11/2011	4/18/2011
Select	robin.kaufman	1/11/2011	4/18/2011
Select	thomas.schwarz	1/11/2011	4/18/2011
Select	lisbeth.wesley-furke	1/11/2011	4/18/2011
Select	dennis.craig	1/11/2011	4/18/2011
Select	damian.fernandez	1/11/2011	4/18/2011

If you don't want to work behalf of somebody please click here to proceed --> [Proceed as bill.junior](#)

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These are the individuals who have named you as their delegate

Press "Select" to act on behalf of this person

These are the start and end dates for your delegate authority for each of these individuals.

To proceed as yourself, press here

If you log in as a delegate, the Welcome message shows that

And your Broadcast Manager roles change as well.

[Broadcast Menu](#) [Broadcast Search](#) [Help](#) [Logout](#)

Broadcast Message Menu

Welcome: bill.junior acting as dennis.craig

Show All Past Broadcast Messages:

Broadcast Manager: dennis.craig (View or Edit Broadcast Requests as this Manager/Group)

My Pending Broadcast Messages

view	Pending: 0
view	Rejected: 0
view	Cancelled: 0
view	Sent: 0

Pending Broadcast Messages Waiting my Approval

view	Pending: 0
view	Rejected: 0
view	Sent: 0

[Create New Broadcast Request](#)

[Assign a Delegate](#)

[Login as Delegate](#)

Calendar links

- [Master Calendar](#)
- [Event Search](#)
- [Public Calendar](#)

To change delegate role, choose Login as Delegate again

You can also return to this screen from the BEM Main menu choice

Searching and filtering Broadcast Requests

The search function appears on the header of all pages in the BEM system. You use this feature to search for a word or phrase in the title and/or body of messages.

The Search function will search all past and future Broadcast Messages in the system.

The screenshot shows a web browser window displaying the 'Broadcast Message Search' page. The page header includes the Purchase College logo and navigation links. The main content area features a search input field with the word 'alien' entered, a search button, and radio buttons to filter the search by 'Search Title', 'Search Body', or 'Search Title and Body'. Below the search options, a table of search results is displayed, with columns for Requestor, Type, Subject Line, Release Date, and a View button. Three red callout boxes provide instructions: 1) Enter a word or phrase here and press Search; 2) Limit the search to title only, body only, or Both; 3) View the Broadcast Messages containing that word or phrase.

1) Enter a word or phrase here and press Search

2) Limit the search to title only, body only, or Both

3) View the Broadcast Messages containing that word or phrase

Requestor	Type	Subject Line	Release Date	View
bill.junior	News Letter	CTS NewsLitter	1/14/2011	View
bill.junior	News Letter	Aliens killed the cherub	2/17/2011	View
larry.lanni	News Letter	ttt	1/30/2011	View
bill.junior	News Letter	Fubar	2/3/2011	View
bill.junior	News Letter	My New Sletter	6/1/2011	View
bill.junior	News Letter	Wha Eva	2/17/2011	View
bill.junior	News Letter	We has Big Events in the Offing!	3/15/2011	View
bill.junior	News Letter	We has Big Events!	3/15/2011	View

Acting as a Delegate:

In the example below, when I log on, I see that four individuals have named me as their delegate, and I can either proceed as their delegate by selecting the person, or continue as myself using the button at the bottom.

Purchase College
STATE UNIVERSITY OF NEW YORK
[STUDENT SERVICES Menu](#) [CURRENT STUDENTS](#)

For your security, please close *all browser windows* when you are done.

[Help](#) [Logout](#)

Welcome **bill.junior**

Please choose the Role you wish to perform as a delegate from the list below, or the proceed as 'bill.junior' button at the bottom.

Select	Person selected you as delegate	Begin date	End date
Select	judy.nolan	9/1/2011	9/8/2011
Select	robin.kaufman	9/1/2011	9/8/2011
Select	thomas.schwarz	9/1/2011	9/8/2011
Select	dennis.craig	9/1/2011	9/8/2011

If you don't want to work behalf of somebody please click here to proceed --> [Proceed as bill.junior](#)

[Site Map](#) | [Events Calendar](#) | [Email](#) | [Employment](#) | [Campus Directory](#) | [Directions](#) | [Privacy & Accessibility](#) |
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You proceed using your delegate authority by selecting one of these.

You can proceed as yourself

Approving Messages as a Delegate

If you are named as a delegate for a Dean/Director/Officer, then you can approve messages for release on their behalf.

To do that, log into the system when you log into the system, it will ask you which role you want to proceed in.

In the example below, I am acting as Dennis Craig's delegate, and I can approve release of messages on his behalf:

Broadcast Message Menu

Welcome: bill.junior acting as dennis.craig

Show All Past Broadcast Messages:

My Pending Broadcast Messages

- [view](#) Pending: 0
- [view](#) Approved: 0
- [view](#) Rejected: 0
- [view](#) Sent: 0
- [view](#) Cancelled: 0

Pending Broadcast Messages Waiting my Approval

- [view](#) Pending: 1
- [view](#) Approved: 0
- [view](#) Rejected: 0
- [view](#) Sent: 0

[Create New Broadcast Request](#)

[Assign a Delegate](#)

Calendar links

- [Master Calendar](#)
- [Event Search](#)
- [Public Calendar](#)

By viewing messages pending approval by Dennis.Craig, I see one

Messages waiting on me

Welcome: bill.junior acting as dennis.craig

Requestor: Ascending Sort

Requestor	Type	Subject Line	Status	Release Date	View	Edit	Cancel	Recall	Approvals
stephanie.mccaine	BroadcastEmail	Orinetation Schedule	Pending	9/1/2011	View	Edit	Cancel	Recall	Approvals

By pressing "Approvals" I can see the workflow for this message to date:

WorkFlow for Broadcast: Orinetation Schedule

Welcome: bill.junior acting as dennis.craig

Requestor	Approver Name	Target	Type	Subject Line	Status	Release Date	View	Edit	Reject	Approve
stephanie.mccaine	Stephanie.McCaine	Faculty and Staff	BroadcastEmail	Orinetation Schedule	Approved	9/1/2011	View	Edit	Reject	Approve
stephanie.mccaine	Dennis.Craig	Faculty and Staff	BroadcastEmail	Orinetation Schedule	Pending	9/1/2011	View	Edit	Reject	Approve

Approval Note(Optional) - Explanation of Action: (Will be included in email notification to broadcast creator)

Creating, Editing, and Maintaining Templates

The selection of templates available when you log into BEM is determined by group membership. There are several generic templates available to everyone, and many units have one or more specially designed templates.

If you would like a special template, or need adjustments made to your templates, please contact the **Office of Communications and Creative Services**. (For a complete list of templates in the system, see Appendix A.)

If you are a member of the group <BEM.Manangers> you will have access to the section of the application that allows you to create new templates and edit or maintain existing templates. The system uses the same “Cute” editor to allow you to add or edit templates.

When working on templates, it is strongly recommended that you create the template in your favorite editor, and then simply paste the entire template into the cute editor using HTML-mode. Please also note that you should carefully review your HTML code after pasting to ensure that no extraneous junk is included (i.e. Skype injects code into HTML if you have that installed, etc.) If you are doing simple maintenance like changing a phone number or repairing a link, you can do that directly in the cute editor using HTML mode.

Template Requirements

Templates require a minimum of two image files – the full-size header image, and a small thumbnail image to be used by the template-chooser function that allows users to select the template they want. The thumbnail image must also contain a band at the bottom to identify the thumbnail since the writing on the image will likely be too small to read.

You also must assign a title for the template, a department for the template, and an Active Status.

Images for Templates:

All image files – headers and thumbnails should use .jpg file format to ensure universal compatibility.

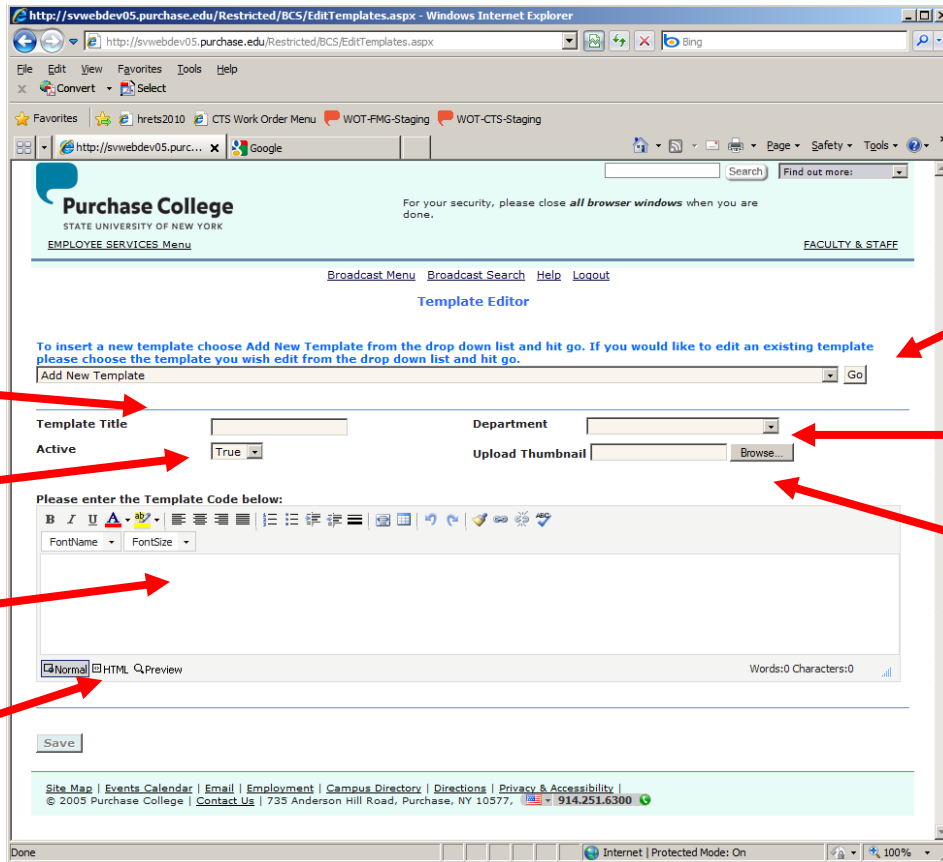
The **main “header” image** for the template should be 700 pixels wide and about 160 pixels high. This narrow size is designed to strike a happy medium for people who are viewing these messages on a wide variety of devices – computers, tablets, and smart phones.

However, it is created, the main header image for the template should be created and saved to the public web server **SharedMedia** folder using the Content Management System (CMS).

```
<a href="http://www.purchase.edu/Departments/CTS/"></a>
```

The **thumbnail** should be 180 pixels wide and 166 pixels high. It should contain a banner across the bottom for identification since departments can have multiple active templates available for use.





Give the new Template a title here

Mark Templates as Active (true) or Inactive (False)

Editing window for template content

Choose HTML View to create or edit templates

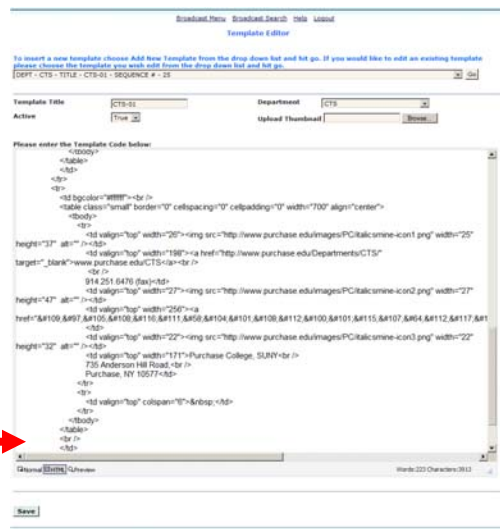
Choose "Add New Template" and press go -<OR> Choose template you want to edit from Drop List

Identify the Department/Unit this template is for here

Use Browse/Upload to attach the thumbnail image here

The Department you choose from the Departments drop list determines who will have permission to use this template. If you do not see the department listed, please contact CTS and ask that a new department be added to the system. CTS will then create the (BEM.ABC123) mail-enabled distribution list and add it to the department's list.

Example showing existing template being edited:



Save When Done

Appendix A- BEM Templates

Department	DL and Owner	Template Title	Thumbnail
ADMISSIONS	<BEM.Admissions> S..McCaine	ADMISSIONS-01	images/ADMISSIONS-01.jpg
BUDGET-PLANNING	<BEM.BPC> Bill.Junor	BUDGET-PLANNING-01	images/BUDGET-PLANNING-01.jpg
CAMPUS LIFE	<BEM.CampusLife> Ernie.Palmieri	CAMPUSLIFE-01	images/CAMPUSLIFE-01.jpg
CAREER DEVEL	<BEM.CarDev> Wendy.Morossof	CAREER-DEVELOPMENT-01	images/CAREER-DEVELOPMENT-01.jpg
CONSERV. OF DANCE	<BEM.Dance> Wallie.WolfGruber	Dance-01	images/Dance-01.jpg
CONSERV. OF THEATRE ARTS	<BEM.Theatre> Greg.Taylor	TAF-01	images/TAF-01.jpg
CONTINUING EDUCATION	<BEM.LSCE> Danielle.Dagosto	CE-FALL-01 CE-RETHINK-01 CE-SUMMER-01 CE-WINTER-01 CE-YOUTH-PRECOLLEGE-01	images/CE-FALL-01.jpg images/CE-RETHINK-01.jpg images/CE-SUMMER-01.jpg images/CE-WINTER-01.jpg images/CE-YOUTH-PRECOLLEGE-01.jpg
CTS	<BEM.CTS> Bill.Junor	CTS-01	images/CTS-01.jpg
ENROLLMENT SERVICES	<BEM.EnrollServices> Patricia.Bice	ES-01	images/ES-01.jpg
EOP	<BEM.EOP> Paul.Nicholson	EOP-01	images/EOP-01.jpg
FILM AND MEDIA STUDIES	<BEM.FMS> Michelle.Stewart	FMS-01	images/FMS-01.jpg
FMG	<BEM.FMG> Christopher.Gavlick	FMG-01	images/FMG-01.jpg
GENERAL	<BEM.General> Bill.Junor	PC-GENERAL-01 PC-GENERAL-02 PC-GENERAL-03	images/PC-GENERAL-01.jpg images/PC-GENERAL-02-NEW.jpg images/PC-GENERAL-03.jpg
HELATH SERVICES	<BEM.Health> Nancy.Ruben	HEALTH-01	images/HEALTH-01.jpg
HUMAN RESOURCES	<BEM.HR> Kathleen.Farrell	HR-01	images/HR-01.jpg
INTERNATIONAL	<BEM.International> Deirdre.Sato	INTERNATIONAL-01	images/INTERNATIONAL-01.jpg
ITALICS	<BEM.ItalicsMine> Louise.Yelin	ITALICS-MINE	images/ITALICS-MINE.jpg
NATURAL / SOCIAL SCIENCE	<BEM.NSS> Ronnie.Halperin	NSS-GENERAL-01	images/NSS-GENERAL-01.jpg
NEUBERGER MUSEUM	<BEM.Neuberger>	NEUBERGER-01	images/NEUBERGER-01.jpg
ORIENTATION	<BEM.Orientation> Sheryl.Secor	ORIENTATION-01	images/ORIENTATION-01.jpg
PARENTS	<BEM.Parents> John.Delate	PARENTS-01	images/PARENTS-01.jpg
PASSAGE-GALLERY	<BEM.Passage> Bill.Junor	PASSAGE-GALLERY	images/PASSAGE-GALLERY.jpg
PERFORMING ARTS CENTER	<BEM.PAC> Wiley.Hausam	PAC-02 PAC-GENERAL-01	images/PAC-02.jpg images/PAC-GENERAL-01.jpg
PHYSICAL EDUCATION	<BEM.Physed> Ernie.Palmieri	PHYSED-01	images/PHYSED-01.jpg
PRESIDENT-OFFICE	<BEM.President> Besy.Robertson	PRESIDENT-OFFICE-01	images/PRESIDENT-OFFICE-01.jpg
PROVOST	<BEM.Provost> Barbara.Dixon	PROVOST-02 PROVOST-IT	images/PROVOST-02.jpg images/PROVOST-IT.jpg
SCHOOL OF ART+DESIGN	<BEM.SAD> Ravi.Rajan	ART+DESIGN-01	images/ART+DESIGN-01.jpg
SCHOOL OF THE ARTS	<BEM.SotA> Ken.Tabachnick	SOA-GENERAL-01 SOA-MUSIC-01 SOA-VISITING-ARTISTS-01 SOTA-02 SOTA-03	images/SOA-GENERAL-01.jpg images/SOA-MUSIC-01.jpg images/SOA-VISITING-ARTISTS-01.jpg images/SOTA-02.jpg images/SOTA-03.jpg
SENATE	<BEM.Senate> Bill.Junor	GOVERNANCE-01	images/GOVERNANCE-01.jpg
STRATEGIC PLANNING COMM.	<BEM.SPC> Bill.Junor	SPC-01	images/SPC-01.jpg
STUDENT AFFAIRS	<BEM.StuAffairs> John.Delate	STUDENT-AFFAIRS-01	images/STUDENT-AFFAIRS-01.jpg
SUSTAINABILITY	<BEM.Sustain> Joseph.Tripodi	SUSTAINABILITY-01	images/SUSTAINABILITY-01.jpg
UNIVERSITY POLICE	<BEM.UPD> Joseph.Olenik	UPD-01	images/UPD-01.jpg
WELLNESS	<BEM.Wellness> John.Delate	WELLNESS-01	images/WELLNESS-01.jpg
CTS	<BEM.CTS> Bill.Junor	CTS-02	images/CTS-02.jpg
PASSAGE-GALLERY	<BEM.Passage> Bill.Junor	PASSAGE-GALLERY-02	images/PASSAGE-GALLERY-02.jpg
Humanities	<BEM.Hum> Louise.Yelin	Hum-01	images/HUM-01.jpg
Library	<BEM.Library> Patrick.Callahan	LIB-01	images/LIB-01.jpg
Social Science	<BEM.NSS> Ronnie.Halperin	NSS-SocSci-01	images/NSS-SocSci-01.jpg
TLTC	<BEM.TLTC> Keith.Landa	TLTC-01	images/ TLTC -01.jpg
Purchasing	<BEM.Purchasing> Nik.Lentner	Purchasing-01	images/ Purchasing -01.jpg