

How to send a mass mail message

Hamilton College employs a commercial software product called ListServ to send e-mail messages to large groups of recipients. Our mailing lists are of two basic types. The first are those we refer to as the "mass mailing lists". This includes the allcampus-a, allemployees-a, allstudents-a lists, the sub-lists that comprise them (admin-a, staff-a, faculty-a, maintop-a) and a list for each class year (e.g. 2011-a).

The second type of list includes those requested by individuals, departments or campus organizations. These lists generally reach smaller, targeted groups of recipients (e.g. alumni, department members, club members, etc.).

Usage guidelines (and penalties for misuse)

The mass mailing list guidelines are defined and maintained by the Committee on Information Technology (comprised of members of the faculty, student body and administration). They are enforced by ITS (Information Technology Services). Messages sent to the mass lists are not pre-approved. Instead, penalties are applied *after* the message is sent if it fails to adhere to the guidelines. The guidelines apply to the *mass mailing lists* but not to other types of lists. The guidelines are viewable on-line by visiting the following web site:

http://www.hamilton.edu/college/its/policies_standards_plans/sec_5_email.html

Sending mail to a "mass mailing list"

Before sending mail to any of the mass lists it is important that you understand the guidelines (see above).

Who can send mass mail

Employees (staff and faculty): automatically have the ability to send mail directly to any of the mass mailing lists.

Students:

1. Students can send mail directly to the mass lists if they belong to a campus organization registered with Student Activities and if their organization has approved them to send mass mail on its behalf.
2. Students can send mail directly to the mass lists if a member of the administration or faculty sponsors them or the organization they represent. The sponsor must contact Debby Quayle (dquayle@hamilton.edu) before the student is granted posting privileges.
3. Students may also send a mass mail message by addressing it to *exception@hamilton.edu*. The *exception* account is checked Monday-Friday mornings (generally by 9AM). The message content is reviewed for compliance with the mass mailing list guidelines (referenced above) and, if approved, it is posted to the allstudents-a mass list (unless a different recipient is requested). Note that mail posted to the mass lists in this manner will be "from" **mailpost@hamilton.edu**. At least 24 hours notice is required during the work week. Messages sent after 9AM on Friday will not be posted to the lists until the following Monday.

List of mass lists

The text in bold is the address of the list. The information appearing to the right of the arrow indicates the recipients of the list. Please read the entire list to make certain you have selected the most appropriate one for your mailing.

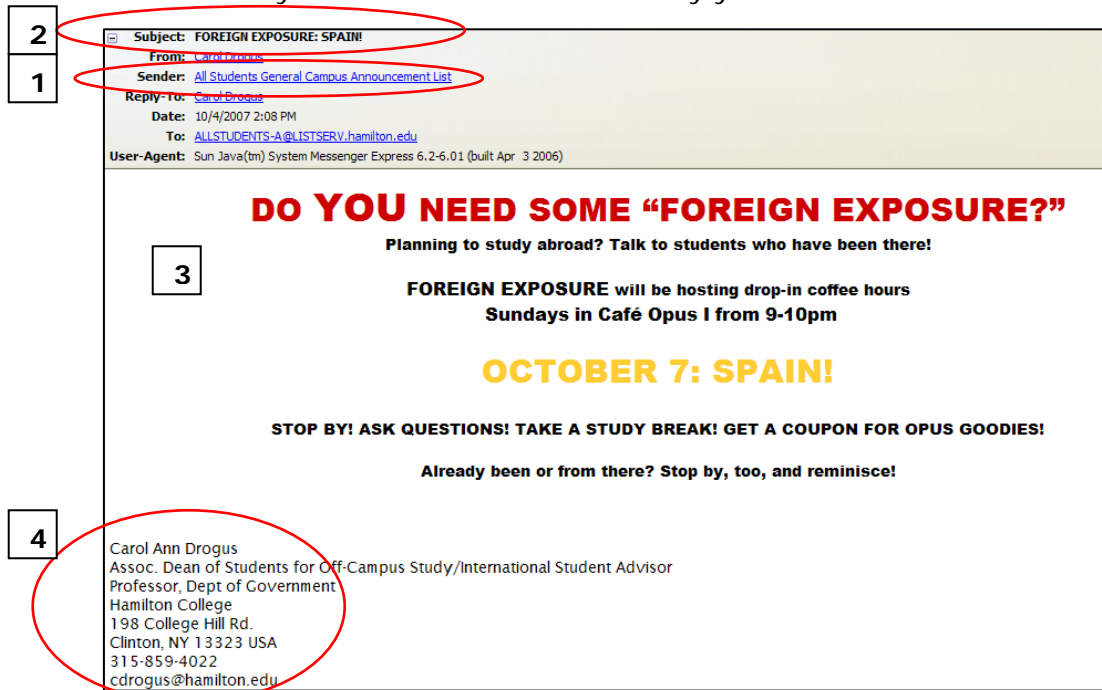
allcampus-a@listserv.hamilton.edu --> sends mail to allemployees-a, allstudents-a
allemployees-a@listserv.hamilton.edu --> sends mail to admin-a, staff-a, maintop-a, faculty-a

- allstudents-a@listserv.hamilton.edu --> sends mail to current students, e.g. 2011-a, 2010-a, 2009-a, 2008-a
- admin-a@listserv.hamilton.edu --> sends mail only to administrators
- staff-a@listserv.hamilton.edu --> sends mail only to staff
- maintop-a@listserv.hamilton.edu --> sends mail only to maintenance & operations
- faculty-a@listserv.hamilton.edu --> sends mail only to faculty
- 2013-a@listserv.hamilton.edu --> sends mail only to the class of 2013
- 2012-a@listserv.hamilton.edu --> sends mail only to the class of 2012
- 2011-a@listserv.hamilton.edu --> sends mail only to the class of 2011
- 2010-a@listserv.hamilton.edu --> sends mail only to the class of 2010

How to send a mass mail message

Remember: All Hamilton listserv list addresses end in @listserv.hamilton.edu.

1. Determine which list is the most appropriate for your announcement and then address your message to the list you have chosen (e.g. allstudents-a@listserv.hamilton.edu).
2. Add a subject line that is informative but brief (e.g. Spanish Club Meeting Tonight).
3. The body of your message contains your announcement. Please be sure to check it for accuracy. Remember(!) the content must comply with the mass mailing list guidelines if your message is sent to one of the lists mentioned above.
4. Sign your message with your complete name (required for mass mail). You should also list your affiliation with the organization or department you are representing. It is not sufficient to assume your return address will identify you.



5. After you send your message, you will receive a confirmation request from the *Hamilton College LISTSERV Server*. See the example at the top of page 3. You can manually retrieve it by refreshing your e-mail list (in Communications Express) or by manually checking your mail in your e-mail software.
6. Carefully review the content of your message in the confirmation request. It will often be represented both as plain text and (if you scroll down) as you intended it (with colors and font changes). This is your chance to catch any errors and omissions. If any are found, DO NOT approve the confirmation request. Simply correct the error in your original copy and re-send it to the same list. When that confirmation request arrives, you should review it and, if appropriate, approve the revised version.

7. **To confirm (approve) the message**, click on the web link that appears toward the top of the confirmation request message. This will open a web page on which text will appear stating your message was confirmed successfully.

The screenshot shows an email interface with the following content:

- 5** (Annotation): The header area containing:
 - Subject: ALLSTUDENTS-A: approval required (110B8CFB)
 - From: Hamilton College LISTSERV Server (14.5) (circled in red)
 - Date: 9/5/2007 10:29 AM
 - To: Web Subscriber
- Main body text: "This message was originally submitted by mkane@HAMILTON.EDU to the ALLSTUDENTS-A list at LISTSERV.HAMILTON.EDU. You can approve it using the "OK" mechanism (click on the link below), ignore it, or repost an edited copy. The message will expire automatically and you do not need to do anything if you just want to discard it. Please refer to the list owner's guide if you are not familiar with the "OK" mechanism; these instructions are being kept purposefully short for your convenience in processing large numbers of messages.
- 7** (Annotation): A line of text: "To APPROVE the message:" followed by a blue hyperlink: <http://listserv.hamilton.edu/scripts/wa.exe?OK=110B8CFB&L=ALLSTUDENTS-A> (circled in red).
- 6** (Annotation): A section of text: "Want to make a difference? Be a leader? Coach Soccer? Kids at the Martin Luther King Elementary School No Soccer Experience Necessary! For more information, come join us this Wednesday the 5th (TONIGHT) in the School Gymnasium. TWO days a week can make a lifetime difference. If you have any questions? email mkane" (circled in red).
- 6** (Annotation): A separate box containing text: "←This is the plain text version of the submitted message. If you scroll down past the plain text version, you will see a formatted version with colors & font changes."

8. **NOTE:** On occasion, receipt of the confirmation request message is slightly delayed (no more than 1-2 minutes). If you re-send your message to ListServ, you may, as a result, receive two confirmation requests. *Only reply to the first!* Otherwise, you will send your message twice and use up your "two message" quota for that event.

If you have any questions or problems sending mail to the mass lists, please contact the [ITS Help Desk](mailto:helpdesk@hamilton.edu) at 859-4181, M-F between 8:30AM - 4:30PM.