Get Their Attention
Use HTML eMail to Build Better Communications

Mark Kremkow,
Applied IT Specialist | Clackamas Community College
March 20, 2017
SESSION ID 95211

The views and opinions in this presentation are those of the presenter and do not necessarily reflect the position of Ellucian.
Introduction

This session will demonstrate
• How to create and send professional HTML Emails by leveraging Colleague’s Communications Management using HTML best practices

Benefits of attending this session include
• Learning HTML basics
• Identifying Colleague-specific HTML requirements
• Tips & tricks
  • Designing for the inbox
  • Inserting images & links
  • Complex paragraphs
  • The mean & the ugly (AKA The Black List!)

Sample agenda slide

1 Overview
2 Getting Started
3 HTML Basics
4 Getting the Most out of Colleague
5 Tips, Tricks & Advanced Features
7 Summary
Overview

Creating and sending professional HTML Emails using Communications Management

Overview – The Old & UGLY

Dear Mark Kremkow,

Student ID Number: 0948671

Welcome to Clackamas Community College (CCC)! Our records indicate that you have already applied for admissions or have previously taken classes at CCC.

Below are the email addresses we have on file for you. The email address that ends with student.clackamas.edu is your myClackamas email account. If you do NOT see an email address that ends with student.clackamas.edu, PLEASE email us at admissions@clackamas.edu so we can get that set up for you.

mark.kremkow@clackamas.edu
mark_kremkow@yahoo.com

You have a few steps to complete in order to register for classes here at CCC. You can find more information about these steps at the following link: www.clackamas.edu/Admissions_Aid.aspx.

1. Email account information and myClackamas

   myClackamas is an online, secure site that allows you to check email, register for classes, communicate with your instructors and take care of all aspects of college business.

   Your CCC email account is the primary method of communication between you and the College. Be sure to check your email at least twice a week through your myClackamas account.

2. Transferring Credits?

   Submit your official transcripts to the Office of Admissions, Registration and Records and check your myClackamas student email account for further instructions.

3. Apply for Financial Aid (FAFSA) www.fafsa.gov

   Once you’ve submitted your FAFSA, begin checking your “My Documents” link in myClackamas regularly for additional forms you need to submit. Once we have all the forms, we will begin processing, which can take up to 12 weeks.

   Clackamas Community College FAFSA school code: 004878

4. Take your Placement Tests

   www.clackamas.edu/placement_testing.aspx

Placement tests are required prior to meeting with an academic advisor.
Overview – The New & Professional

- Basic Branding
- Basic Formatting
  - Bulleted lists
  - Text formatting
  - Embedded links and images
- Professional Look
  - Use of whitespace
  - Presentation is everything!

Getting Started

Planning and designing
Getting Started – Planning

Planning
• Identify existing / new communications to be sent
• Naming conventions
• Identify web links
• Branding and design mockup

Getting Started – Design for the Inbox

Start in Test
Know Your Audience
Electronic vs. Printed
ADA Compliance
Consider Technology
• Lowest common denominator
• Output medium
HTML Basics

Basic HTML coding, images, links, and Colleague-specific tricks.

HTML Basics – HTML Email Requirements

- **MIME Header**
  - First two lines are placed at top and are required
  - Other MIME commands can follow

- **Document Type**
  - Colleague supports `<!doctype HTML>`
  - Allows most HTML 5 formatting

- **HTML Tags**
- **Body Tags**
HTML Basics – Additional Mime Commands

Short list here, more can be found at: http://tools.ietf.org/html/rfc4021

IMPORTANT NOTE: Any items in the MIME header will override settings in EMLD (E-mail Document Options). Your school should decide on a best practice.

HTML Basics – Images & Links

Publicly Available URLs
Standard HTML
Embedding Email in Graphic – Just Say No!
‘Click Here’ vs. Full URL
Alt Text

Colleague-Specific Challenges
• Create and edit in text editor
• Do not copy and paste from Colleague – only into
• Hard enter after <a>…</a> and <img /> beginning tags
HTML Basics – Images & Links

<img src="http://www.nps.edu/Directory/EdgeWorkbench/Light.png" width="310" height="68" alt="North Penn College: Email Reader" style="border:0;" />

<a href="https://www.nps.edu/" target="_blank" style="color:#4f4f4f; text-decoration: underline; format: www.nps.edu/km"

After you review your current program and academic evaluation, please submit your online Petition for Graduation by clicking here:

<a href="https://my.northpenn.edu/Students/Epacs/WebAdvisor.aspx?title=86">

© 2017 ELLUCIAN. CONFIDENTIAL & PROPRIETARY
Getting the Most Out of Colleague
Inserting fields and working with multiple paragraphs

Colleague – Adding fields

- Set Merge File in DPAR
- Use @FIELD.NAME
- Space Must Follow
- Examples:
  - ID# @ID
  - @FIRST.NAME &nbsp; @LAST.NAME
Colleague – Custom HTML

• Can use information drawn from Colleague to create custom HTML
• For instance: A link to allow students to opt-out of an email
• Build mailto: link that includes Colleague fields
  
  This:
  
  • Generates this email

Colleague: Multiple Paragraphs

• Can Use Multiple Paragraphs
• For Example:
  
  – Standard Opening Paragraph
  – Followed by 6 Custom Paragraphs Triggered by Rules
  – Department-Specific Signature Paragraph
  – Standard Closing Paragraph
• Any Number of Custom Paragraphs
• Position Field 1-6 Only
• Same Numbered Paragraphs Included in Top-To-Bottom Order
Tips, Tricks & Advanced Features

Best Practices and Combining HTML with SQL for multi-valued fields

Tips – Best Practices

Use a text editor
- Create the HTML Email in a text editor
- Use a text editor to make changes
- Do not copy and paste from Colleague

Avoid getting your emails Black-Listed
- Use the subject line – Make sure it is representative of the content of the message
- Be sure to have Return and Reply-to Email addresses

Always test links

Use captions (alt text) for images

Testing
- Multiple browsers
- Different output devices (computers, tablets, phones, printed)
- Consider email clients
Tips – HTML & Computed Columns

• Multi-Valued Fields
• Unordered Lists
• Simple, but powerful

Computed Columns (Colleague Studio)

- Fairly straight forward, but beyond scope of this session
- Code that generated this field between the <ul>…</ul> related tags.
- Can reference CSS stylesheet
- Allows change in style without altering field
  • Use sparingly!
  • Remember, in-line styling is recommended
Session Summary

- Fully Branded & Formatted
  - Color
  - Images
- Professional
  - Embedded Links & Images
  - Information Presented in Separate Blocks – Use of Whitespace
  - Formatting Adjusts for Mobile Devices

Questions & answers
Thank you

We want to hear from you—feedback survey
Access session surveys by using the survey widget on the mobile app or by logging into your session schedule builder.

Mark Kremkow
Mark.Kremkow@Clackamas.edu

Session ID 95211