

Introduction

Through campus-wide consultations with university stakeholders who use email for both internal and external communications, it was identified that there are deficiencies with the way that mass emails are handled on campus.

Some key issues identified include:

1. There are many different mass email implementations - both open-source and commercial - used by areas on campus. Some areas maintain their own lists in applications such as Excel, Filemaker, Microsoft Access, Microsoft Outlook, and others.
2. There are many issues with formatting between different operating systems and software packages that cause mass emails to appear differently than how the sender designed the emails, and intended for them to be delivered.
3. Many unproductive hours are spent ensuring that mass emails are sent out properly and, in most cases, there are still errors that occur.
4. There is a need to make mass emails more personable.
5. Many departments have been using social media (e.g. twitter) for communicating with clients, and others are thinking about doing so. CPA is working on social media guidelines, and it is important that departments are aware of and adhere to the guidelines. This project will help with this awareness.

Objectives

To investigate campus-wide mass-email solutions that enable timely and efficient delivery of mass emails to internal and external university stakeholders. The solution should address the issues outlined above. As well, this project will raise awareness to University of Waterloo social media guidelines.

Scope

Research and recommend a mass-email technology for uWaterloo. Review mass communication solutions being used on campus, including the guidelines that are in place for these solutions (e.g. social media). Raise awareness about University of Waterloo social media guidelines.

Scope Exclusions

It is not within the scope of this project to implement a recommended mass email solution. A follow-up implementation project may be created to do that, and would include the implementation of the recommended technology, and develop a maintenance and training/support plan for the use of the technology at uWaterloo.