UNIVERSITY OF IOWA HEALTH CARE   **Marketing and Communications Department**

Health Care Broadcast Email Guidelines for Dispatch Users

Dispatch access: apps.its.uiowa.edu/dispatch

Overview

Broadcast email in this document refers to email messages for general interest or emergency notices to a defined distribution list using Dispatch as the distribution tool (see below). Messages appropriate for broadcast distribution include department updates, newsletters, and event information. Dispatch should **not** be relied upon for emergencies or time-sensitive safety alerts.

Keep in mind, users have been designated to send these messages, often on behalf of UI Health Care leadership, to represent the organization in a professional manner.

> **Note:** Messages appropriate for enterprise-wide announcements should be distributed via *Noon News*. Submissions can be sent to noon-news@uiowa.edu.

Dispatch tool

Marketing and Communications has partnered with ITS and UI Health Care leaders to create guidelines for sending targeted email communications to various groups. Lists are generated using Dispatch, a program developed by UI Information Technology Services (ITS). After setting up a Dispatch account through ITS, designated users can request or create distribution lists and create broadcast communications via the Dispatch platform. Each Dispatch group account has designated staff ("super users") who have been trained to assist their leadership in sending broadcast messages.

Benefits of Dispatch:
- Dispatch generates automated distribution lists from up-to-date databases such as the active directory or HR database, which improves list integrity. List automation also saves time on list maintenance. (Users may also create manual lists themselves based on email addresses.)
- Dispatch enables senders to better understand whether recipients are reading messages by providing analytics on open rates, clicked links, and more.

Requesting a new Dispatch client (group account)
- Email ITS Dispatch Support at dispatch-support@uiowa.edu.
- Once you've been approved for a new Dispatch client, you will work with ITS to create your mailing lists (populations) and with MarCom to create your email templates according to your needs (e.g., research bulletins or other department-specific messaging).
- MarCom representatives will also have access to your client account for use if needed.

Adding/removing individual users

To add or remove super users to or from your Dispatch client, email dispatch-support@uiowa.edu with your request.

New users will need to complete a one-time **FERPA training** (Family Educational Rights and Privacy Act), which takes about 15 minutes. Visit registrar.uiowa.edu/faculty-and-staff-ferpa-information. If you have already taken FERPA, you do not need to take it again. After this is complete, email dispatch-support@uiowa.edu to get your account set up, and let them know which client you need access to (e.g., ccom.leadership).

Dispatch training

ITS will provide training to users as needed. Email dispatch-support@uiowa.edu.

ITS will provide all new UI Health Care users two documents: one on broadcast email guidelines/best practices (this document) and one with basic Dispatch instructions. Further Dispatch instructions can be found at apps.its.uiowa.edu/dispatch/help.

Creating populations (mailing lists)

1. **Populations pulling from data sources:** For super users wanting to create new populations made up of people primarily within their department or Dispatch client:
   - Work with ITS to get the population(s) created. Email **its-marcom-support@uiowa.edu**. Include the following information:
   - Your Dispatch client name (shown in the upper-right when you log into Dispatch)
   - Who exactly needs to be in your population(s): gather any known data sources that the population(s) would pull from (such as job codes, dept codes, MFKs, or other data sources that could be used), and contact the owner of that data (if needed).
   - Desired due date
2. **Manual populations:** Users can create their own manual population (a list of email addresses that needs to be updated manually). Click on "create new population," give your list a title, and paste the list of email addresses into the "members" field; then save.

Tip: To see a list of the email addresses currently in a population, click on "Populations," then on the population you want to see, then on the "Export" button.

For updates or questions regarding existing Dispatch populations, email its-marcom-support@uiowa.edu.

Additional requests

Staff members who either:
1. Want to send communications to people **outside** your area or
2. Are **not** Dispatch users

Should first contact your department's super users to have them send on your behalf. To find out who your department's super users are (if any exist), email the-loop@uiowa.edu.

MarCom can help send out messages if other super users are not available, but departmental communications should come from staff members within the department whenever possible.

Creating templates

Please contact your MarCom liaison or email the-loop@uiowa.edu to request a new header image for your new template (example below). This will ensure UI Health Care graphic and branding standards are met.

Best practices: Constructing an email message

Super users should keep these best practices in mind:

- Use only approved broadcast header templates for communications.
- Include "Broadcast:" in the **subject line** for your audience, followed by an active and specific description. (Example: "*Nursing Broadcast: Suture shortage affects all units*" or "*COM Faculty Broadcast: Distinguished Alumni Award Nominations*")
- All persons listed as senders are responsible for message content and must approve communications before they are sent.
- The message should clearly state on whose behalf the broadcast is being sent. The first line of all broadcasts must list **individuals responsible for the broadcast** with full titles and credentials and to whom the communication is being sent, e.g., APPs or non-clinical faculty. This text should be in **blue 12-point Arial**. ("This message is sent on behalf of . . . to . . .")
- Include a **name and contact information** for any questions stemming from the broadcast. ("For questions or additional information, contact . . .")

Contacts

- Account/client setup, general training: dispatch-support@uiowa.edu
- Population creation: its-marcom-support@uiowa.edu
- Templates/header creation, MarCom contact: the-loop@uiowa.edu