January 7, 2003
Meeting Summary

Minutes (available on web and already distributed by listserv)

Attendees: Chair Chris Foote, Vice Chair Alfonso Cardenas, Cliff Brunk, Brian Copenhaver, Jim Davis, David Kaplan, Janice Koyama, Mike McCoy, Sam Morabito, Tom Phelan

Guests: Jackie Reynolds, AIS; Ruth Sabean, College/OIT; Michael Stone, University Communications; Nick Todd, Professional Development Program participant; Kent Wada, AIS; Esther Woo-Benjamin, OIT; Don Worth, AIS

1. Reports

   a) Janice Koyama, Interim University Librarian, is replacing Alison Bunting on the ITPB.

   b) Chris Foote, Alfonso Cardenas and Jim Davis met with Chancellor Carnesale and EVC Neuman to review ITPB vision, process for project reviews, and ITPB accomplishments.

   c) The BruinWalk.com professor evaluation issue was discussed at a recent meeting following faculty complaints. BruinWalk is a student-run facility under the direction of the ASUCLA Communications Board and has the same status as the Daily Bruin. They have modified some of their original professor evaluation practices, including requiring a BOL account for Professor evaluation submittals and restricting evaluations to one per person, as well as removing libelous or obscene postings. They have also apparently just started blocking search engine access, which will allay some complaints. It may be possible to allow them to use enrollment information to qualify for evaluation posting without raising privacy concerns.

2. Mass Email, Campus Communications and Electronic Business

   Jackie Reynolds, Michael Stone, Kent Wada, and Don Worth reported on the history, motivation, sponsorship, capabilities, and implementation status of the Mass Email Project. The Mass Email system is being developed in two phases. Phase one is the emergency email system - an email version of a ‘phone tree’, consisting of a campus wide list-of-lists that can be used to send messages directly to all faculty, students, and staff in the event of a campus-wide emergency. This capability has existed for some time as a manual, one person process, but the September 11th events
underscored the need for a more robust system. The chancellor provided partial
funding for the project and the first phase is now completed and in production.

The second phase of the system, which leverages infrastructure from the first phase,
is currently being planned and developed. Called BruinPost, it will be used for
‘Official’ and ‘Informational’ emails and will be available for use by mid-April.

Official messages are defined as University business-related communications
intended for transmission to the UCLA campus community, or specific segments
thereof. These messages are sent to targeted (through parameters in the Employee
Data Base - EDB or the Student Records Systems - SRS) audiences (faculty, students,
and/or staff or campus-wide) on a need-to-know basis. A ‘gatekeeper’ monitors the
messages for appropriateness, verifies accuracy of information, ensures that web links
work, etc. For faculty and staff, the gatekeeper is Mail, Document, and Distribution
Services (MDDS). For students, the gatekeeper is the Registrar’s Office.

Informational messages are defined as communications intended to help faculty and
staff learn about and use campus resources, or to enhance the process of doing
business on the campus. It is proposed that these be compiled into a weekly digest
and sent to audiences (campus-wide faculty and staff) on a nice to know basis, with
the option of unsubscribing. The gatekeeper is MDDS.

The project is guided by two advisory/oversight groups: 1) the Technical Advisory
Group, consisting of representatives from MDDS, University Communications, CTS
and AIS; and 2) the Policy Workgroup (a subgroup of the Web Policy Council),
consisting of wide campus representation.

Major open issues surfaced in the Policy Workgroup center around:

- Use of email as official notification (and the need for policy to require
everyone to have an email address)
- What to do for members of the campus community who do not have access to
university email services as part of their job
- The campus ‘book of record’ for email addresses
- The business model - whether or not to recharge and on what basis
- Incentives to encourage use of mass email versus paper mailings
- Incentives to encourage senders to narrowly tailor mailings to appropriate
audiences versus sending blanket ‘all campus’, ‘all faculty’, etc. mailings
- Disincentives to avoid overuse of the weekly digest

Some recommendations from the Policy Workgroup include:

- Opt-In/Out Strategy for messages
  - No Opt-In/Out for Official Messages
  - Opt-In available for Informational Messages
- Use of local technology as manufactured MDDS lists may need restructuring
• System will not supplant current departmental listservs
• Mandatory for cross-campus, non-listserv emails
• Only certain high level functionaries and designees can send Official Messages
• Book of Record (until Enterprise Directory)
  o For Faculty/Staff: CTS Campus Directory
  o For Students: Student Records System (SRS)
• Business Model
  o Informational Messages: charge small flat rate
  o Official Messages: rate based on number of recipients

3. ITPB Actions

The Board unanimously supported the Mass Email project with the following caveats:

a) Digest and Opt-Out Strategy
   The Board agreed with the concept of a weekly digest, but noted that it needs more work (e.g. a bare list of headlines does not sound useful). They suggested transferring design of the digest to University Communications (a group that would have different motivations than a policy group) and requested a digest page mock up so they can better visualize it.

b) Gatekeeper Strategy and Business Model
   There is currently not enough information to form a business model. The cost to run the system needs to be understood.

c) Mass Email Policies and Campus Goal to do Official Business via Email
   The Board endorsed the goal of doing official business via email and making paper mailings the secondary method of communication, therefore requiring everyone to have an email address. The Web Policy Council/Policy Workgroup was charged with returning to ITPB with a document articulating this policy. It was suggested that, in most cases, it is desirable to target messages as closely as possible. For this reason, the checklist of target groups should be highly individualized, and should probably not include “all”. This will require the sender to think about the targeted groups and discourage spamming.

The Board also generally approved the draft ‘UCLA Policy: UCLA Mass Email Policy & Guidelines’ document. Some minor modifications may be needed and can be made by a small ITPB subgroup. It was decided to first poll the Board for comments through the listserv and then form an ITPB subgroup to finalize the document.
4. Future Meetings:

- Tuesday, February 5, 3:00-5:00 @ 2325 Murphy
- Friday, March 21, 3:00-5:00 @ to be determined

5. Action Items

- Chris Foote to poll ITPB via listserv for comments on draft ‘UCLA Policy: UCLA Mass Email Policy & Guidelines’ document
- Web Policy Council/Policy Workgroup to develop a document articulating the policy that everyone must have an email address, and send to ITPB for endorsement
- Jim Davis to work with CSG on technical considerations
- Michael Stone to develop mockup of a weekly digest page and send to ITPB list for review and comments

6. Adjourn