MyWellesley Community

WELLESLEY COLLEGE ALUMNAE ASSOCIATION

WELLESLEY
ALUMNAE

Contents

Getting Started

Beginning from the top to the bottom, the page banner consists of your logo (left), the title of your website (center), the WCAA logo (right), the main navigation, and your banner image.

The WCAA offers 3 types of websites:

1. **Class Website:** class websites are geared toward the events classes care most about: Reunion and mini-reunions, and classes can collect class dues through the site (if they so choose).
2. **Club Website:** through club websites, club officers can easily manage membership and plan events.
3. **Shared Interest Group (SIG) Website:** through SIG websites, SIG officers can easily manage membership and plan events.

Each alumna has a personalized homepage that shows which sites you belong to. Changing photos, adding news items, sending email blasts, renewing memberships, and collecting revenue will all be in your control.

TIP: For news or event articles, when you add restriction to the article it will not prevent the article thumbnail, headline, or subhead from appearing on your homepage. So if you have information you want to keep private in any of those fields, make sure to not include it there.

A Note about Privacy

The privacy of your confidential Class, Club, or SIG information is a priority of the WCAA. Privacy is defined as the ability to limit access to content based on some criteria. On your website, different areas and features can be restricted. By default, most of the items on your website are public. However, as an administrator, you can turn privacy settings on.

Privacy Settings

The two main privacy settings included in the Wellesley Community are:

1. **Public:** Anyone can see all the information.
2. **Public/Private:** Anyone can see the headline, but would need to log in and be of the appropriate group/membership level to see the detail.

- Alumnae Directory: Defaults to private. This cannot be changed.
- Generic Articles: Defaults to public. Can be changed to public/private at the article level.*
- Event Articles: Defaults to public. Can be changed to public/private at the article level.*
- News Articles: Defaults to public. Can be changed to public/private at the article level.*
- Photo Albums: Defaults to private. This cannot be changed. However, on the homepage Photo Album pod and Photo Albums page, the photo album title and the last photo in the album will always be seen publicly.
- Store Items/Event Tickets: The privacy settings are set by the user when the store item/event ticket is set up.

*See the section on "Making a Web Page Private" on page 11 for how to restrict your generic, event, or news article.

Home Page Overview

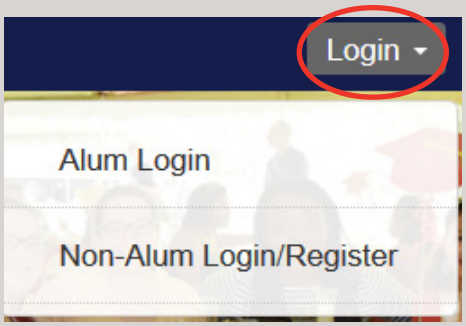
To the left is an example of a Class's main homepage layout. Whether you are managing a Class, Club or SIG, the organization, format and administration of the website is very similar. The key elements have been called out in red.

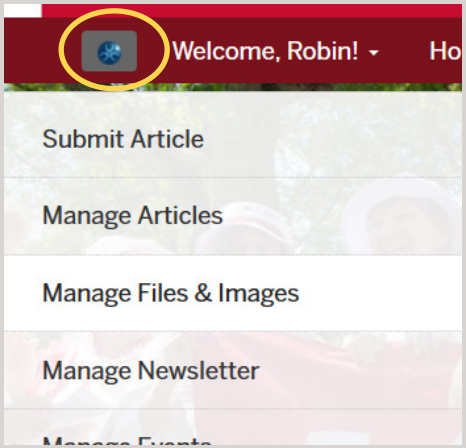
Beginning from the top to the bottom, the page banner consists of your logo (left), the title of your website (center), the WCAA logo (right), the main navigation, and your banner image.

Below the page banner is the homepage content:

- Column 1: For classes with reunions scheduled within the next two years, a Reunion Countdown, followed by a list of upcoming events. For Clubs and SIGs, a list of your upcoming events. To view additional events, visit the Events page.
- Column 2: Lists brief descriptions of any news items you've published recently. To view additional news, visit the Latest News page.
- Column 3: Shows your latest photo albums, listed in the order in which they were created (from newest to oldest). To view additional photo albums, visit the Photo Albums page. Also includes the directory search function (specific to your group), and links to your social media. You can edit which social media are linked in that area.

IMPORTANT: If you want to change your banner image or add/delete a main navigation item, you can request it by sending an email to Robin Marshall at rmarshal@wellesley.edu. It needs to be an image that can be cropped to 1200 x 335 pixels.





Getting Started Managing Your Site

Logging In

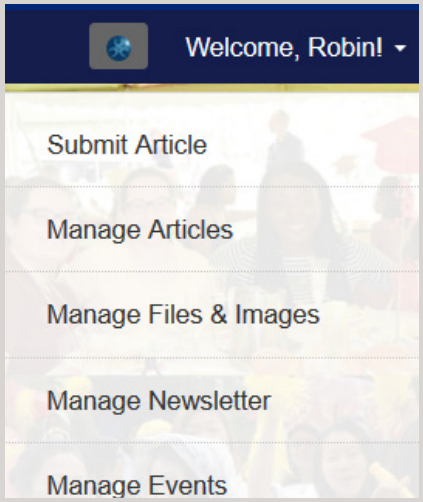
1. It is strongly recommended that you access your site using the Mozilla Firefox web browser. While you may access your site in other browsers, certain functions of your site only work in Firefox. To download this free browser, visit https://www.mozilla.org/en-US/firefox/new/.

2. The URLs for the websites all have the same naming convention. It is https://(name of class, club or sig).alum.wellesley.edu. On the homepage of your website hover over Login in the main navigation and a drop down of options will appear. As an alumna, you should click the Alum Login option.

3. Enter your Wellesley Login username and password.

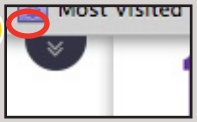
TIP: If you have forgotten your Wellesley Login username or password you can request your username and a temporary password online using Wellesley College's Library & Technology Services' new, automatic password reset feature. Please click https://webapps.wellesley.edu/alum_pwd_reset/ to access the reset app. If you do not receive a temporary password email from us or you have trouble resetting your password using the link above, please check in with the Wellesley College Help Desk at 781.283.7777 or helpdesk@wellesley.edu. They are open Monday through Friday from 8:30 am to 4:30 pm.

1



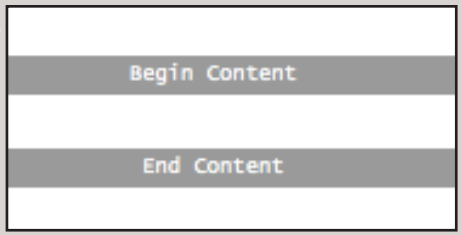
2

3



4

5



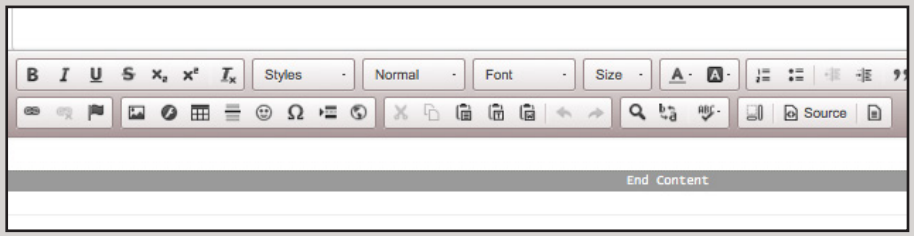
Article Basics (News, Events, or Mini Reunions)

Article Editor Overview

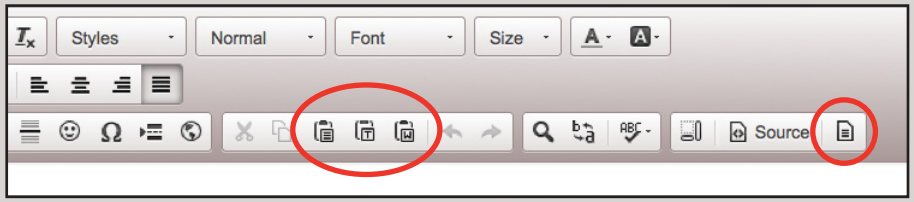
The article editor is used whenever you want to create a new article or simply edit an existing one. This is the most frequently used component because it is also the basis for your e-newsletter.

1. To begin, click on the blue dot in the home page main navigation. A drop down menu will appear. From the drop down menu, click **Manage Articles** and then go to the upper right and choose **Create Article**.
2. The article editor is split into four distinct sections: the vault, the collection information (this is what you will see on the home page for News and Events), the content section, and the article details section. Let's look at the vault first.
3. The vault contains everything you need to create visually appealing content. When you are in the article editor, the vault is accessed by clicking the little black semi-circle in the top left-hand corner of your page. From top to bottom, the three you will be using are: your keyboard tools, your photo vault, the photo uploader. You can drag and drop any text element from the keyboard tools into your article. This is also where the **Magnet Widget is for the Event map feature**. If you click the little image icon in the black bar, the vault refreshes and you can now see all the pictures you have in your vault—which you can also drag and drop into your article. Using the photo uploader, you can upload a photo to your photo vault directly from your computer.
4. The second of the four sections in the article editor is the collection information. It is at the very top of the article editor, directly under the main navigation bar. Think of the collection information as a preview or teaser about your News or Event article on the homepage.
5. The third of the four sections is the content section. This is where the text and images you want to include in your article will be entered. You can drag and drop text blocks, headlines, other content types, and images directly from the toolbar (discussed in Step 3) into the area between the two gray bars labeled "Begin Content" and "End Content."

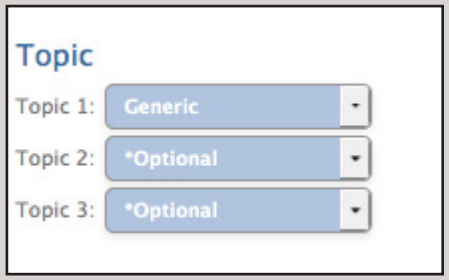
6



7



8



12

Important!

If you leave the article topic as the default, Generic, your article will not show up anywhere on your site when published. You must designate a location such as News or Events.

Important!

If you click the blue box with the camera icon to the far left of the Begin Content bar, you can view a helpful video tutorial on how to create an article.

6. If you click anywhere between the two gray bars, a text formatting box will appear. This box gives you many of the traditional text editing tools you will be familiar with: bold, italics, underline, font size, font color, justification, hyperlinks, insert table, and many more.

TIP: To create a break between two paragraphs, hit Shift + Return/Enter on your keyboard. Only hitting Return/Enter does not create a paragraph break in the text editor.

7. Two of the most important areas of the text formatting box are the paste tools and the template tool. The three paste tools are called "Paste," "Paste as Plain Text," and "Paste from Word." We recommend using Paste from Word if you're copying content from a Microsoft Word document, and using Paste as Plain Text for all other instances. (Otherwise, you may get strange formatting that Microsoft Word embeds in documents.) The template tool is located to the right of "Source" on the toolbar.

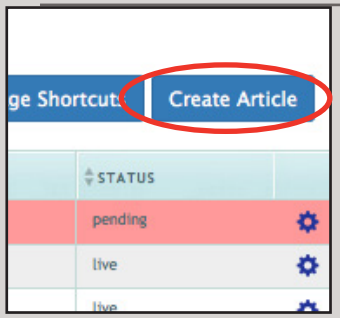
TIP: Always start with a template. This will give your page visually appealing margins and make it easy to set up.

8. Choosing a topic from the drop-down list determines where on the site your article will appear. For example, if you want the item to appear in home page column 2 under Latest News, choose News.

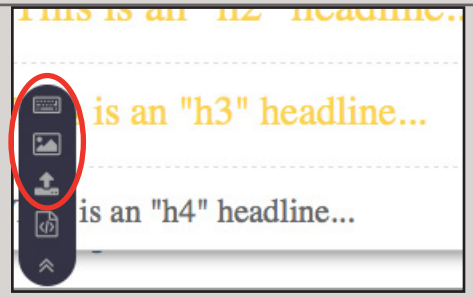
9. Event Parameters are only applicable to event articles (so, you don't need to add an event start and end date to your news articles).

10. Add a location so the Google map of your event will appear in your event article. You will need the Event Dashboard widget. The dashboard will include a summary of your event date, time, and location, plus an interactive Google map for your readers to access directions. **To add the Event Dashboard widget, open the toolbar, choose the keyboard tools, and scroll all the way down until you see the Event Dashboard widget. Click and drag the widget into your article where you want it to appear.**

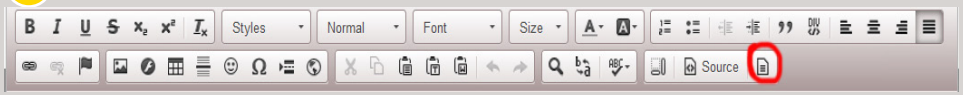
1



2

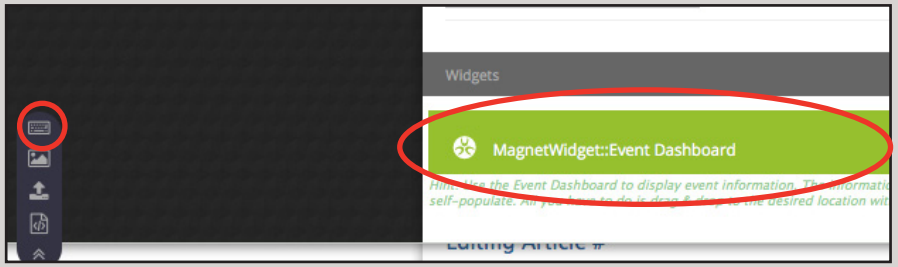


3



4

5



Creating a New Article

Before you create a new article for the first time, familiarize yourself with the article editor interface, discussed in detail in the previous section of this guide.

1. To begin, click on the blue dot in the home page main navigation. In the drop down menu, click **Manage Articles** and then choose **Create Article** in the top right corner.

2. Have your photo(s) ready to upload. Click on the black half moon in the top left hand corner and open your vault. You will see an upward pointing arrow. Select the arrow to open the Photo Uploader. Simply drag the photos from your desktop into the photo uploader. They will now reside in the Photo Vault.

3. If you click anywhere between the two grey bars that Begin Content, End Content, your toolbar will pop up. To enter your content, start with one of the predesigned templates, found in the text formatting box (located next to "Source" on the toolbar). Replace the dummy text in the template with the text you want to include in your article. Drag and drop your new image from your vault next to the template image, then simply delete the template image. You can resize your image by moving the corners in or out.

4. If your article is a News or Event article, enter a headline, sub-head, and thumbnail image. This is the information that will show up on the home page. You can drag and drop your image into the article thumbnail area directly from your Photo Vault.

5. If creating an Event, one of the elements in the toolbar that you will need is the Event Dashboard widget. The dashboard will include a summary of your event date, time, and location, plus an interactive Google map for your readers to access directions. To add the Event Dashboard widget, open the toolbar, choose the keyboard tools, and scroll all the way down until you see the Event Dashboard widget. Click and drag the widget into your article where you want it to appear.

6

7

6. Fill out the additional details section, including your topic (usually News or Events), visibility (if you would like to add an expiration date), and event parameters (if your article is an event), which include date, time, and location. Note: If you leave the topic as Generic, when published, it won't appear anywhere on your site. It will be visible only if someone is given the direct URL of the article. Location is required for the Event Dashboard widget to function properly.

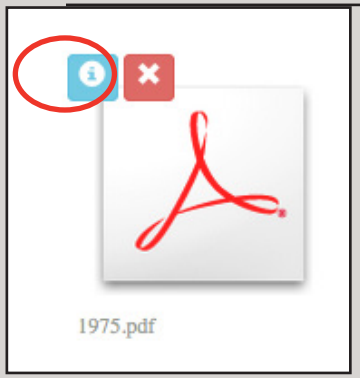
7. Once you've entered all information, click "Publish!" Publishing your article means it can be seen on your website, in accordance with the privacy settings.

Making Changes to an Existing Article

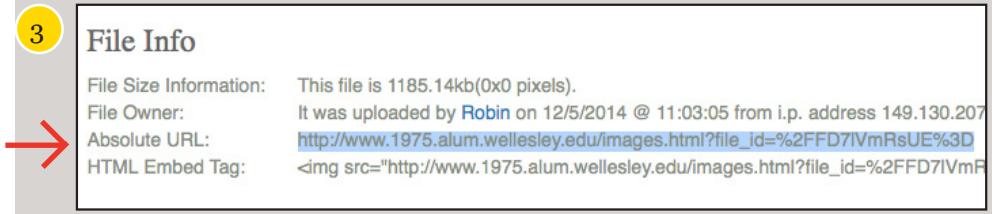
To make changes to an existing (already published) article, you can open the article editor in two different ways. You either click the blue Admin button, choose **Manage Articles**, then find the article you wish to change, or you can open it straight from the article (if you know where it is on your site). There is a small green pencil icon in the bottom right corner of every page. If you click that, the article editor opens for that article.

Once you are in the article editor, make your changes, and the scroll down to the bottom of the page. Click **Publish**.

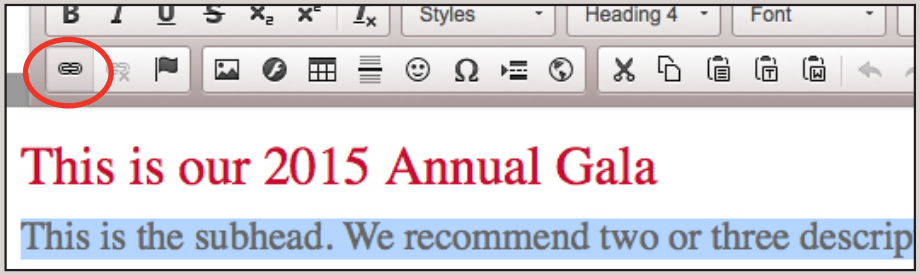
2



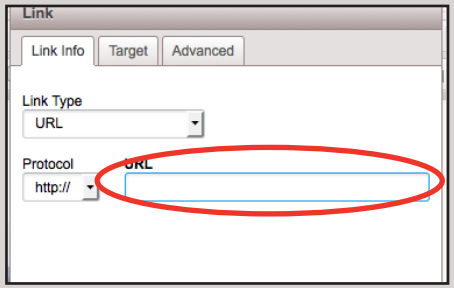
3

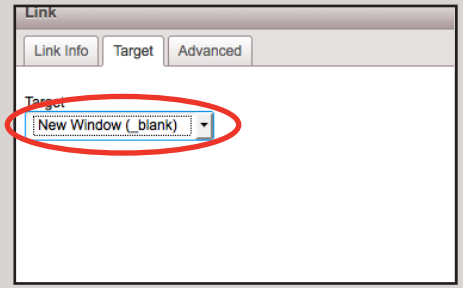


5



6



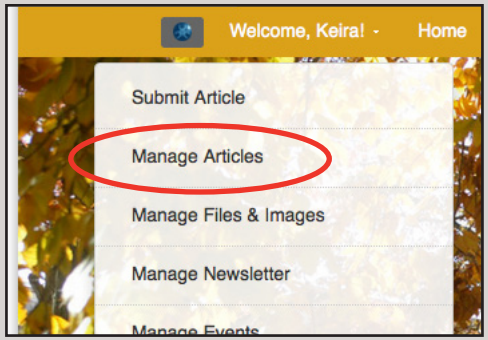


Linking a Document

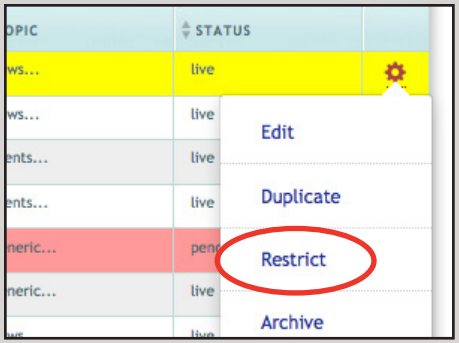
Documents can be linked directly to articles. For example, for a club board meeting, you might want to link an agenda to the Event that attendees can review and print out in advance.

1. To begin, upload the document from your computer by going to the blue button and choosing **Mange Files and Images**. Click on the **Upload Files** tab and then simply drag your document from your desktop or file manager.
2. Click on the **Manage Files** tab and list of the files and images stored in your vault displays. Find the file you wish to link, and click the blue information box.
3. On the next page, there will be a "File Info" section at the bottom, which includes an "Absolute URL" and a coinciding hyperlink. You will need to copy the hyperlink into your article so the article knows where to find the linked file. This is a two-step process. Step one is to copy the hyperlink, and step two is to paste the link into the article. To begin, highlight the one under "Direct Link" and copy the URL.
4. Next, open the article editor for the article in which you wish to add the link.
5. In the content section, highlight the text you want to use as the hyperlink. While the text is still highlighted, in the text formatting box click the "Link" button.
6. A dialog box will appear. Paste the document URL you copied earlier into the URL field. In the Target tab field, our preference is for you to change it to "New Window (_blank)." Click "OK." Note: You can also choose Email from the Link Type drop down and put in an email address instead of a URL.

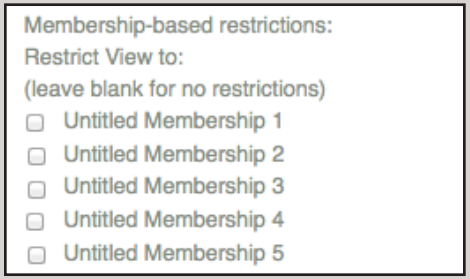
1



2



3



5

Making a Web Page Private

1. To begin, after you create your article, go to the blue admin button in the top left hand corner of your main navigation, and choose **Manage Articles**.

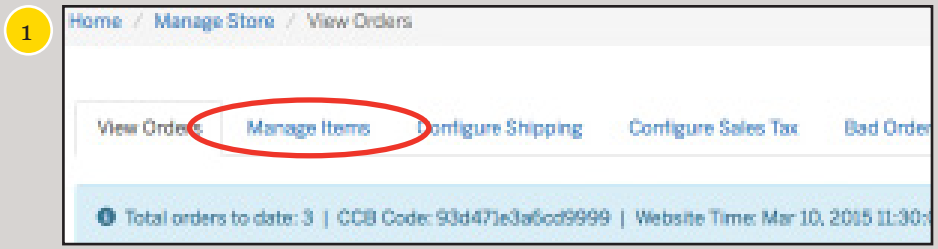
2. You are then brought to your Article Repository. Find the article you already created, and click the gear icon on the far right. Choose "Restrict."

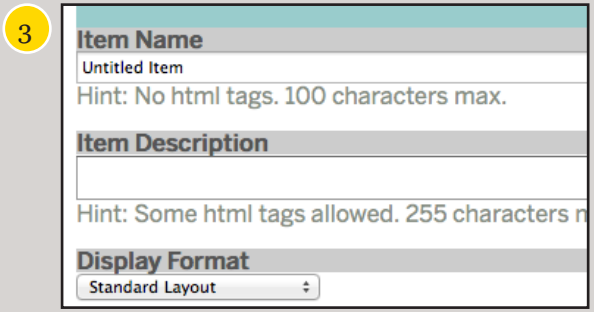
3. On the Restrict Article page, you can restrict access to your article in two ways: by membership or by group. Membership restriction will likely be most useful for Clubs (for example, you can restrict the article so that only paid members can read it—if you are hosting a member-only event, that might be something you would like to do).

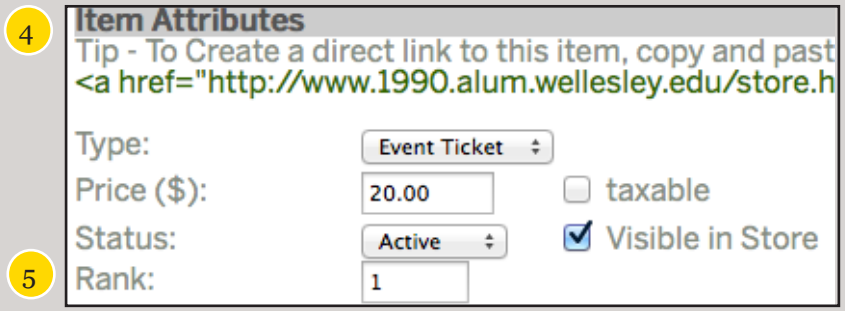
4. All Classes, Clubs, and SIGs can use the following group restriction:

    - All alumnae: Group code 1001

    If you want to restrict your article to only alumnae, type 1001 in the box under group-based restrictions.







Creating an Event

To create an Event, you should follow the same instructions for creating a new article in "Creating a New Article" on page 9 of this guide.

Setting Up a Paid Event Ticket

An event ticket is used for ticketed, not free events you host for your Class, Club, or SIG. (For example, if you are hosting a faculty speaker event for your club, and you want to sell tickets to the event.)

Once you have created your event article, you can then create the event ticket that corresponds to that event. Your event ticket can then be purchased. It's necessary to create the event article first, then the event ticket, because you will need to link the ticket to the event using the event article ID #. Your article ID # can be found in the Manage Articles tool.

1. Start by clicking the blue dot in the main navigation, then choose **Manage Store.** On the next page, click the **Manage Items** tab.
2. From the Manage Items tab, click the blue + icon in the top right corner.
3. Each time you add a new store item, it is given a unique Sku#. The Sku# acts as a unique identifier for the item on your website. On this screen you should give your item a name and brief description. Leave display format as "Standard Layout."
4. Next, you will fill in the item attributes section. For type, you will want to choose Event Ticket. That will make it so that RSVP information is automatically requested from the purchaser. Then enter your price (you must include two places after the decimal, e.g. 20.00), and change the status to Active. (If it were inactive, it wouldn't be available on the site for purchase.) Leave "Visible in Store" checked if you want the ticket to be sold in your store.
5. The rank field is needed if you are selling different types of tickets for a single event, such as a member ticket and a non-member ticket. The rank puts the different tickets in order. If it is the only ticket for your event, leave the rank as 1.

6

Linked Event: 275

Qty limit: 100

Max per user: 2

7

Availability date:
Date: 2015 1 1 Time: 00 : 00
Expiration date:
Date: 2015 2 1 Time: 18 : 00

8

In Categories:
Featured Items
General Merchandise
Event Tickets
Donations

9

Restrict Purchase to:
- Lifetime Membership
- Annual Dues
- Untitled Membership 3
- Untitled Membership 4
- Untitled Membership 5
- Untitled Membership 6

10

Item Image 1	Browse...	No file selected.
Item Image 2	Browse...	No file selected.
Item Image 3	Browse...	No file selected.
Item Image 4	Browse...	No file selected.

6. Next, in the Linked Event field, enter the event article ID that corresponds to this event. In the Qty limit field, you can add a total number of tickets that can be sold for this event. You can also define the maximum number of tickets each user can purchase in the Max per user field.

> **IMPORTANT:** Go to "Manage Articles" under the blue dot in the main navigation to locate your event article and its ID. Note: Once 1 ticket has been sold, your linked event is locked and this field cannot be changed.

7. In the Availability Date section, enter the date you want tickets to go on sale along with the date you want tickets to no longer be available for purchase. You can also enter a time that the ticket purchasing period opens and expires.

8. For the "In Categories" section, choose "Event Tickets".

9. The last attribute in this section has to do with purchase restrictions. You can restrict purchase to only people who have purchased certain membership levels through your site. (This will come in handy if you are selling member and non-member tickets.) Leave them all unchecked if there are no restrictions on your ticket, and anyone can purchase them.

10. The next optional step is to assign an image (up to 4) for the ticket. Note that the recommended size for store item images is 800 x 800 pixels. If you do a smaller size, it may not fit well on your home page store.

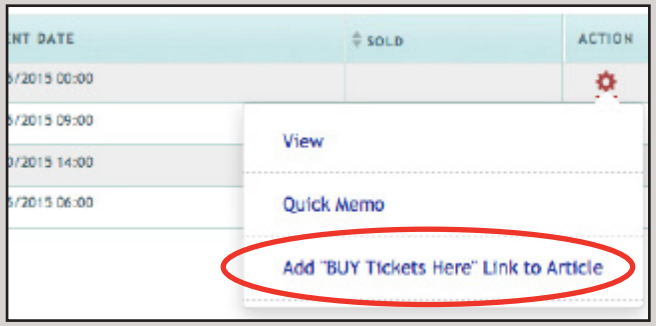
11. Click Save Changes.

12. If you checked "Visible in Store" in Step 4, your ticket will show up automatically on your store page under the category "Event Tickets." (If you were creating a "comp" ticket that is only available for certain people, you would have unchecked "Visible in Store," and it wouldn't appear there.)

13. To create another ticket based on the ticket you just created, you can simply duplicate it.

1

2



3

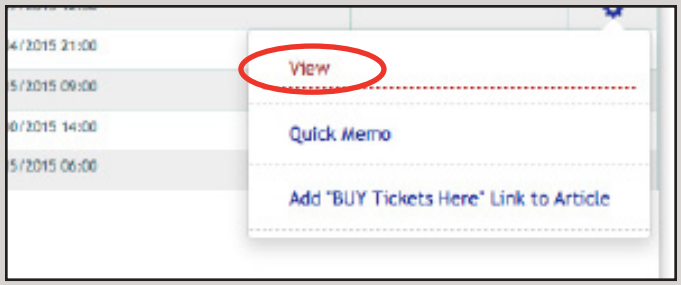
Adding a Buy Button to Your Event Article

1. To have your ticket appear with your Event article, there is one last step. Go to the blue button in your homepage navigation, and choose **Manage Events**. You will see a list of all your events. Find the event that corresponds to your ticket, and click the gear icon in the Action column.

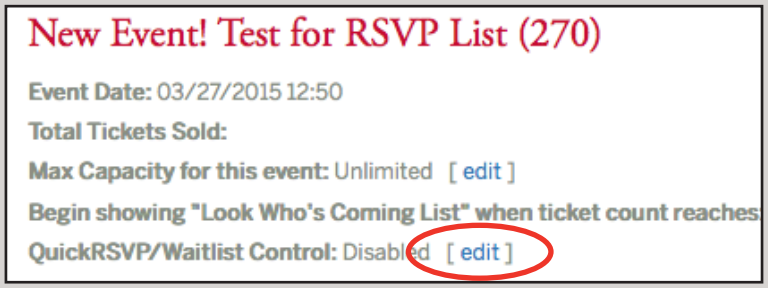
2. Choose "Add 'Buy Tickets Here' Link to Article." You will be asked to confirm if you want to add the link; click "Do it!"

3. You will now be brought to your updated event article, where you can see the link that was added for your ticket. You can copy or move this link to another location in your article if you open the article editor.

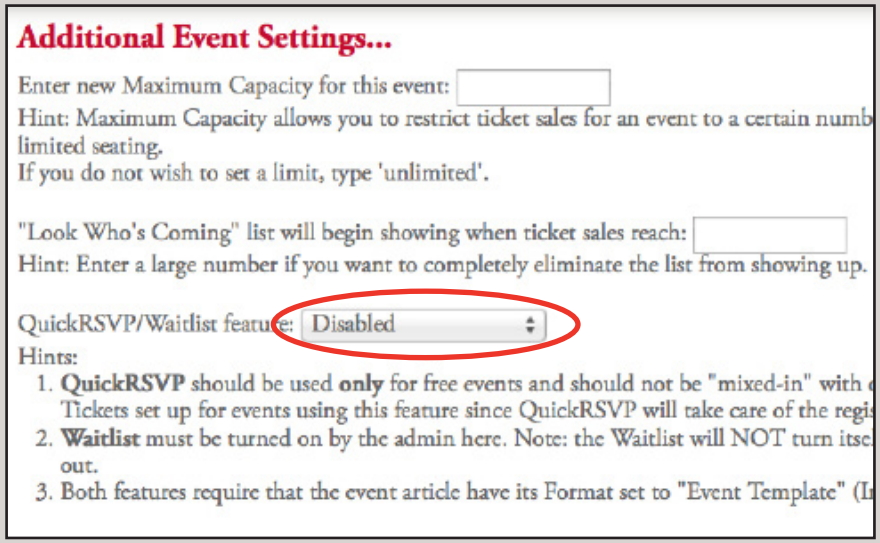
2



3



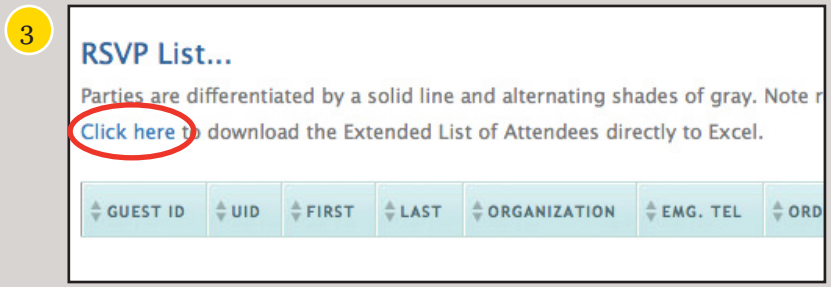
5

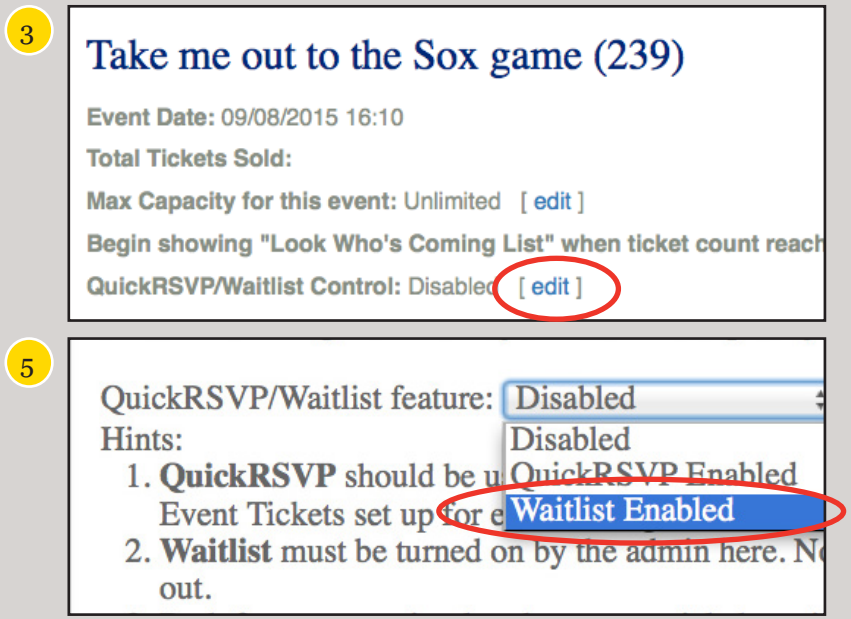


Setting Up an RSVP List for a Free Event

For free events, you do not have to create a $0.00 event ticket. Instead, there's a handy widget that you can drop directly into your article which allows your guests to RSVP without going through a purchasing process. In order for this feature to work, you must already have included the MagnetWidget: Event Dashboard to your event article. See "Creating a New Article on page 9, steps 4 through 6, for instructions on how to add the Event Dashboard.

1. Click the blue admin button from the main navigation bar, then choose **Manage Events.**
2. Choose your event from the list and click the blue gear icon to the right, then "View."
3. Next, go to QuickRSVP/Waitlist Control: Disabled [edit], and choose "Edit."
4. This brings you to Additional Event Settings. There are three options to choose from: You can set the maximum capacity for your event, activate a "Look Who's Coming" list after a certain number of people have RSVP'd, and activate the Quick RSVP/Waitlist feature. Please note that you need to set up the waitlist feature once the number of attendees has been met. It will not automatically come on when the maximum capacity is reached.
5. Choose QuickRSVP "Enabled" to have the RSVP widget added to your event. The other two settings (maximum capacity and "look who's coming list") are optional.
6. Click Save.
7. If you then visit your published event article, you will see that an RSVP widget is now available to be filled out.





Viewing an Attendee List for an Event

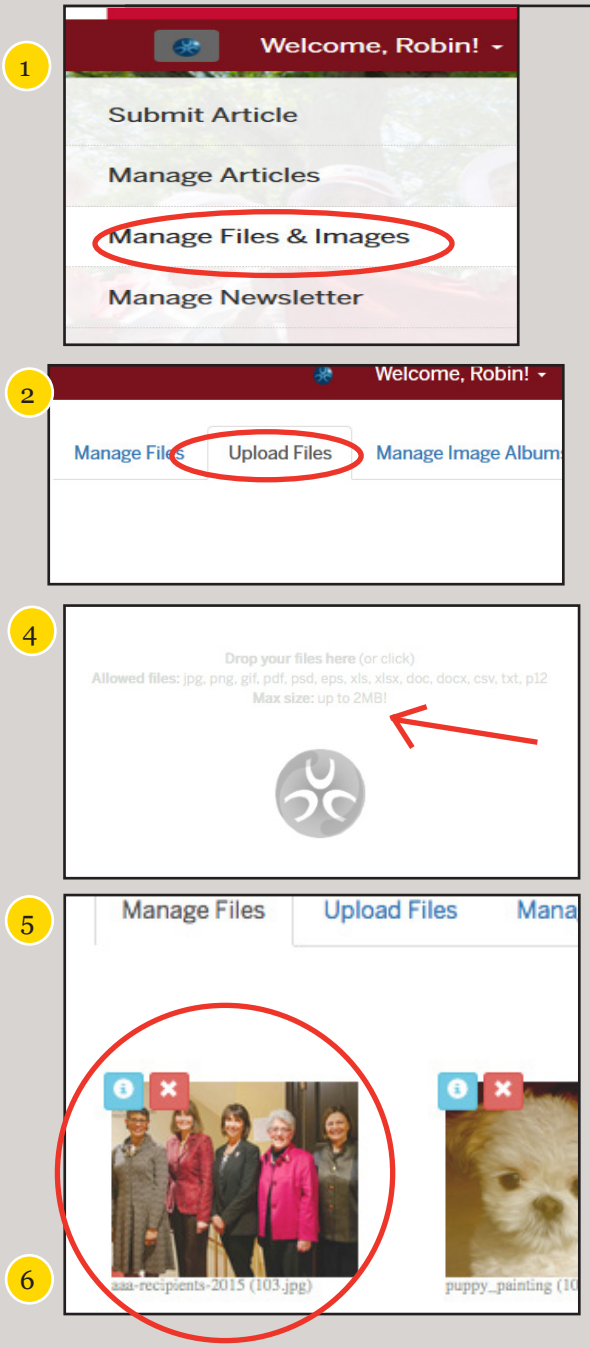
Whether your event is a paid event or a free event, you can download an Excel spreadsheet of your attendees. (With a free event, you must add the "Quick RSVP" widget to your event in order to collect attendee names. See the previous section of this guide for instructions.)

1. Click the blue admin button from the main navigation bar, then choose **Manage Events**.
2. Choose your event from the list and click the blue gear icon to the right, then "View."
3. On the next page, there will be a section titled "RSVP List." There, click the link in the sentence "Click here to download the Extended List of Attendees directly to Excel."

Creating a Waitlist for an Event

1. Click the blue admin button from the main navigation bar, then choose **Manage Events**.
2. Choose your event from the list and click the blue gear icon to the right, then "View."
3. At the top of the next page, there is a feature that says "QuickRSVP/Waitlist Control." Click edit.
4. In the Additional Event Settings page, first set the maximum capacity of tickets for the event. Once the number you enter here has been reached, you can turn on the Waitlist Control.
5. Next, toggle the QuickRSVP/Waitlist feature to "Waitlist Enabled." Then click "Save New Settings."

Now you will be able to view and download an Excel report of any waitlisted guests. Follow steps 1 - 2 above, and scroll down to the Waitlist section to download the report.



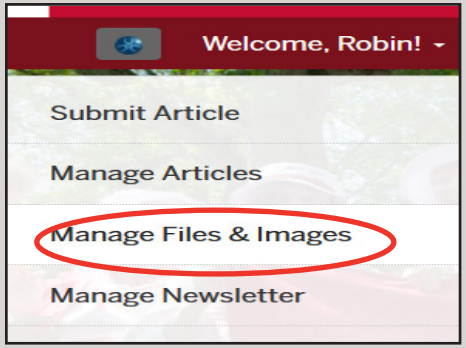
Files and Images

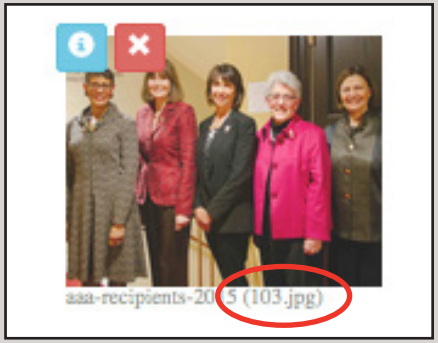
In your website, you have the ability to upload and save images or files (such as PDFs) to be used in other parts of your website, such as events, news, or photo albums. Follow the steps below to add a new image or file to your site. Files and images are stored in your "vault".

Adding an Image or File to Your Site

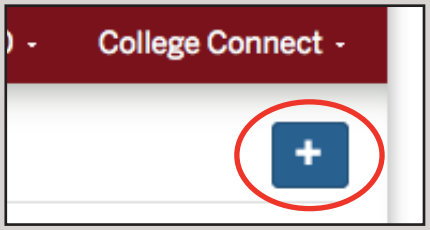
1. Click the blue dot in the home page main navigation. A drop down menu will appear. In the menu, click **Manage Files and Images**.
2. From the Manage Files and Images dashboard, click "Upload Files".
3. As you'll see on the Upload Files tab, you can upload most file types. The maximum file size is 2 MB. If your photo or file is too large, the file should be saved as a smaller size using an image editing program like PhotoShop. If you don't have PhotoShop, you could also use a free online photo editing tool located here: http://pixlr.com/express/.
4. Drag and drop your photo or file directly onto the Upload Files area. You can add multiple files or images at once.
5. When you are done uploading your files, click "Manage Files" to view your uploaded files. The new file(s) will appear in the top left of your list of files.
6. Each image file that you upload is assigned an image ID #. (In the example to the left, the image ID is located directly under the picture, #103.) The image IDs are later used when creating photo albums. Each non-image file (Word doc, PDF, etc.) is assigned a unique URL that can later be used if you want to link to a document from within an article.

2



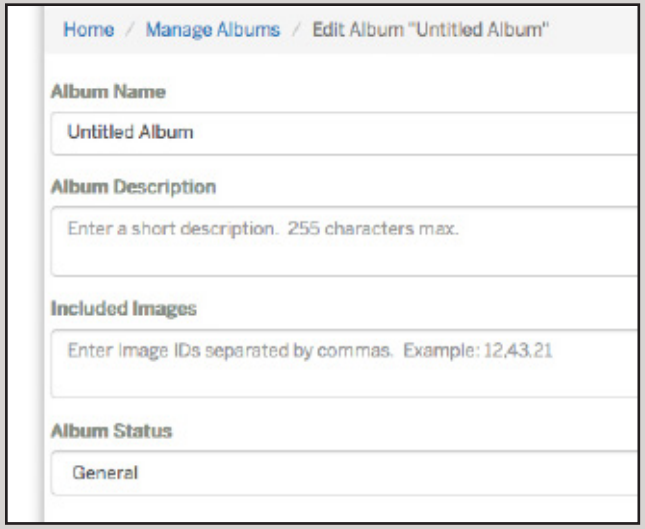


3

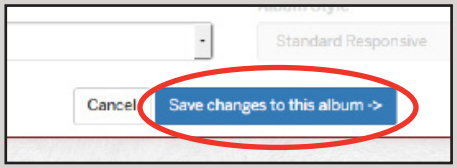


4

5



6

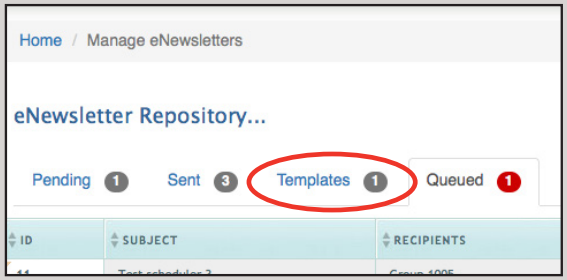


Creating a Photo Album

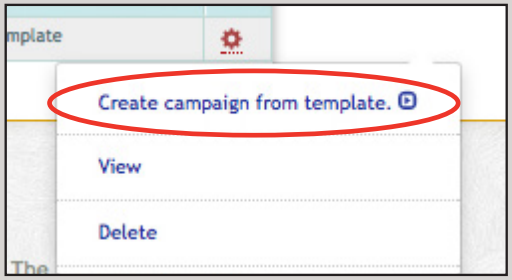
1. To begin, the photos you want to include in your album should already be uploaded to your site. See "Adding an Image or File to Your Site" the previous page.
2. From the blue Admin button, click **Manage Files and Images**. Your screen should then show all the files and images you have uploaded to your site. Write down the Image IDs of each image you plan to add to your album.
3. Next, click the **Manage Image Albums** tab, then click blue box with the + sign in the upper right hand corner of the tab (under College Connect).
4. Give your album a name, and a brief description (optional).
5. In the "Included Images" box, enter each Image ID that you wrote down earlier, separated by commas (no spaces). There's no limit to the number of images you can include in an album.
6. Lastly, click "save changes to this album." That's it! Your album will now appear on the "Latest Albums" section of your home page.

IMPORTANT: The last image in your list of Image IDs is considered your "cover" image, and will appear as the thumbnail for your album on the homepage and on your Photo Albums page.

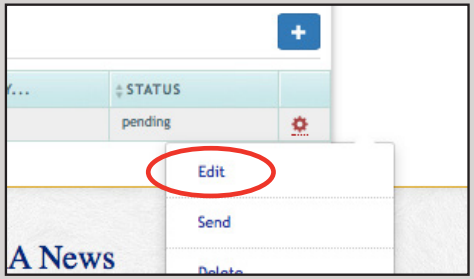
2



3



4



5

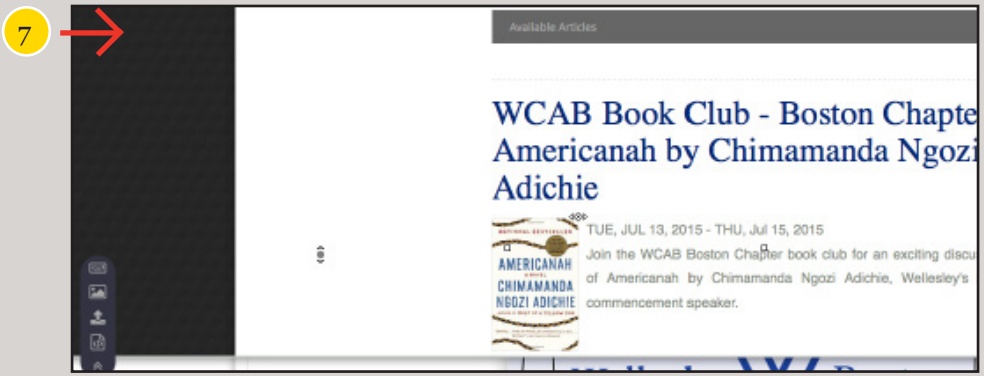
6

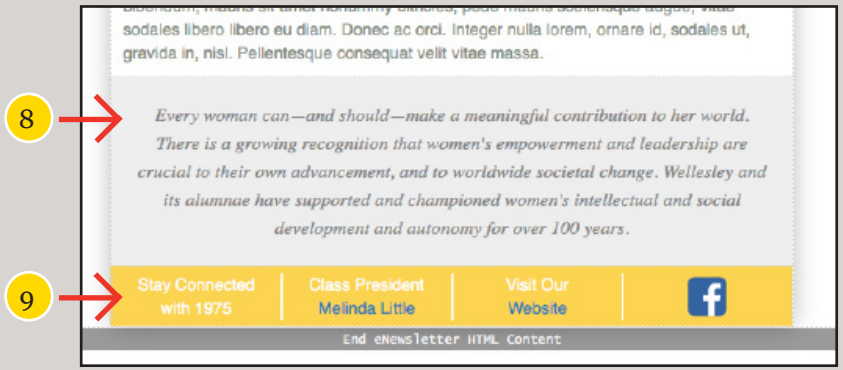
ENewsletters (Emails)

In the new Wellesley Community, emails are referred to as "eNewsletters." The WCAA has set up eNewsletter templates for each Class, Club, and SIG. In this section, we will discuss how to access your eNewsletter template, edit the content, create a test email, and send out an email to your constituents. We'll also discuss how to view email statistics.

Creating an eNewsletter

1. Click the blue admin button and choose **Manage Newsletter**.
2. This brings you to your eNewsletter Repository. Click the Templates tab to view your Class, Club, or SIG template we have preloaded for you.
3. In the Templates tab, you will see your default preloaded template. To start your email click the gear icon on the far right and choose "Create campaign from template."
4. The page will refresh, and you will see the pending tab, where a new copy of your template has been added to your list of email drafts. Click the gear icon on the far right and choose "Edit" to begin editing this document.
5. The eNewsletter editor is very much like the article editor. You can simply replace the default text with the text of your email. For more information about using the content editor, review "Creating a New Article" on page 9.
6. Note that your email template includes "Dear [first name]," by default. That tag enclosed by brackets will automatically populate your recipient's first name in the copy of the email he or she receives. If you want to change the greeting to something more generic, such as Dear Classmate or Dear Member, you can delete the tag and type what you prefer.

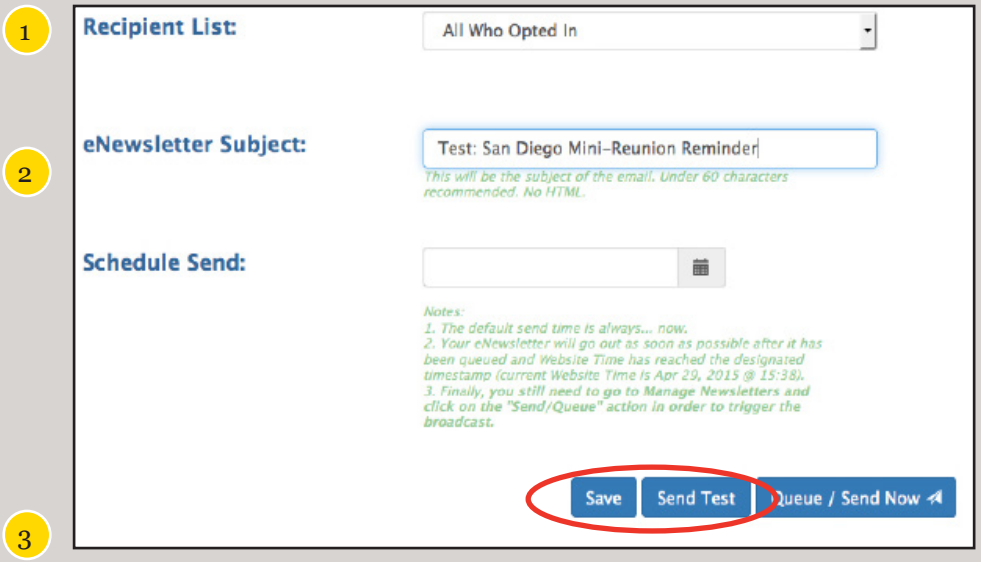


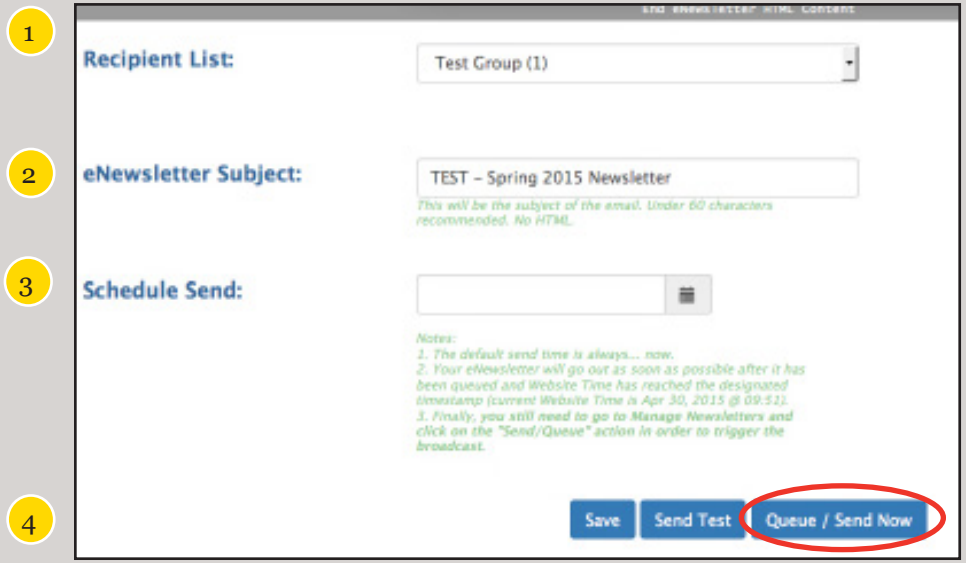


7. You can easily drop links to your news or events articles using the Vault (black semi-circle dropdown menu on the top left-hand corner of the eNewsletter editor screen). First, in the content section, put your cursor where you want the news or event link to appear. Next, click the black semi-circle, and you will see a list of "Available Articles." You can drag and drop the news or event article you wish to highlight in your eNewsletter into the content section where your cursor was placed. To add another news or event article, repeat these steps.

8. What follows includes a banner with your Class, Club, or SIG president's name and contact information, your website link, and social media links.

9. Below your banner, the system will attach a banner with the WCAA's social media links and contact information along with a default footer (which includes a privacy disclaimer and unsubscribe link). This piece is attached automatically each time an eNewsletter is sent. You will not see it in the eNewsletter editor and cannot make changes.





Saving and Sending a Test eNewsletter

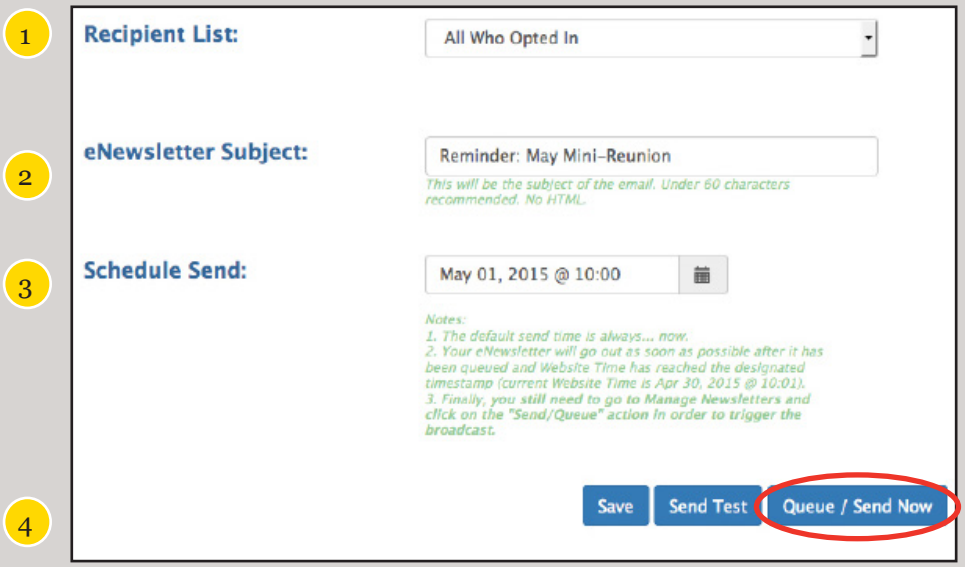
There are two ways to send a test eNewsletter: the first method sends the test to all administrators on your site; the second method sends the test to only your president.

Method 1: sends the test to all administrators on your site

1. When you are in the eNewsletter editor, you will see three fields: Recipient List, eNewsletter Subject, and Schedule Send. To send a test to all administrators, the only field you need to update is the eNewsletter Subject. Note: The Recipient List defaults to "All Who Opted In," but with this test method it is OK to leave that as is.
2. Enter your email subject line. We recommend adding the word "TEST" before your actual subject line so it's obvious that the email is a test once it is sent.
3. First click "Save," then the blue "Send Test" button at the bottom of the page. Your email content is saved and will remain in the pending tab under Manage Newsletters, and a test email will immediately send. The test will be sent to anyone whois listed as a head administrator on your site.

Method 2: sends the test to only your president

1. When you are in the eNewsletter editor, scroll down to just below the content section. Instead of ignoring the Recipient List field, you should change it to "Test Group." By default, the test group includes your president's email address only, though some will have been modified to include others who want to receive test emails. To have your test group modified by adding or deleting an email address, contact Robin Marshall at rmarshal@wellesley.edu.
2. Enter your email subject line. We recommend adding the word "TEST" before your actual subject line so it's obvious that the email is a test once it is sent.
3. For the Schedule Send field, if you leave it blank, your test eNewsletter will be sent out immediately once you complete step 4. If you want your test to go out at a specific time, you can specify a date and time in this field.
4. Don't forget to save! After you click "Save," click "Queue/Send Now." Your test email will go out at the time and date you designated (or immediately, if you left Schedule/Send blank).



Scheduling Your eNewsletter

1. Once you are satisfied with the text of your email, you will need to specify who will get your email, the subject line, and the date and time the email will go out. For most emails, choosing "All Who Opted In" should be the default. That list includes everyone who belongs to your Class, Club, or SIG website. For now, you may only send to alumnae. Contact alumgroupsrequests@wellesley.edu if you need to email additional groups or wish to make a custom group of certain alumnae.
2. Enter your eNewsletter subject line.
3. For the Schedule Send field, if you leave it blank, your eNewsletter will be sent out immediately once you complete step 4. If you want your eNewsletter to go out at a specific time, you can specify a date and time in this field.
4. Click "Save," then "Queue/Send Now."

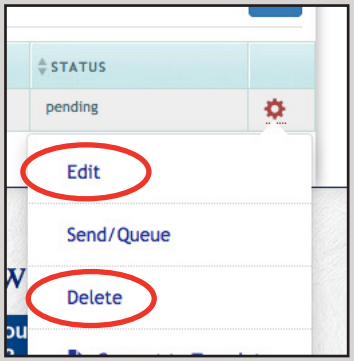
That's it! Your eNewsletter will go out at the time and date you designated (or immediately, if you left Schedule/Send blank). If you set a time, you will find your eNewsletter in the "Queued" tab under Manage Newsletters. If you left Schedule Send blank, it will immediately appear under the "Sent" tab instead.

Editing, Rescheduling, or Canceling Your eNewsletter

After scheduling your eNewsletter, there may be an instance where you want to make a change to the email content, change the send time, or cancel the email altogether. Follow the instructions below to make those kinds of changes. You will start with **Manage Newsletters** again.

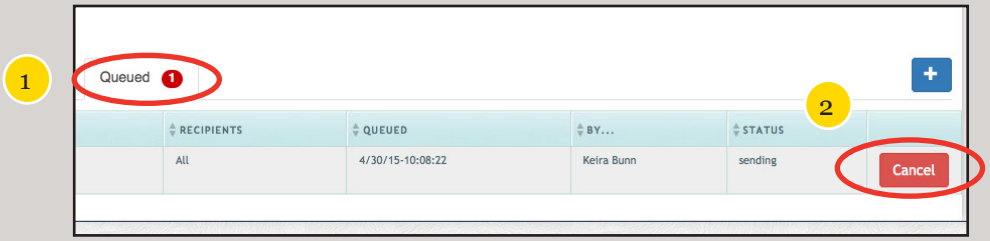
3

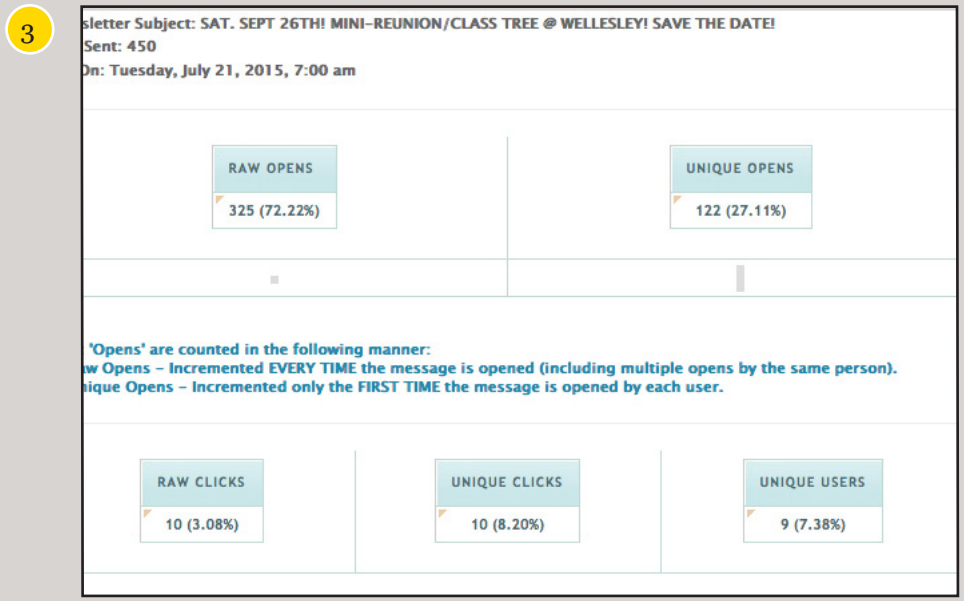
4



1. First, click the Queued tab. Next, click the red "Cancel" button next to the eNewsletter you wish to change.
2. You will then be asked to confirm whether you are sure you want to "de-queue" the eNewsletter. Click "Yes, please de-queue."
3. Your de-queued eNewsletter will now appear back in the "Pending" tab. If you don't know when you plan to reschedule it and want to save the email content for future use, your job is done. If you are canceling your email and wish to delete the email content, click the gear icon on the far right, and choose "Delete." If you want to make a change to the content or change the scheduled send time, choose "Edit."
4. Back in the eNewsletter editor, make your content change or update the Schedule Send time. If you are not ready to set the Schedule Send time, click "Save" and your eNewsletter will be updated and returned to the Pending tab. If you are ready to Schedule the eNewsletter after you change, click "Queue/Send Now." Your eNewsletter will now be updated with your changes.

IMPORTANT: Once the eNewsletter is sent, you cannot un-send or make changes.





Viewing Email Statistics

After your eNewsletter has been sent, you can easily check to see how many of your recipients have opened it.

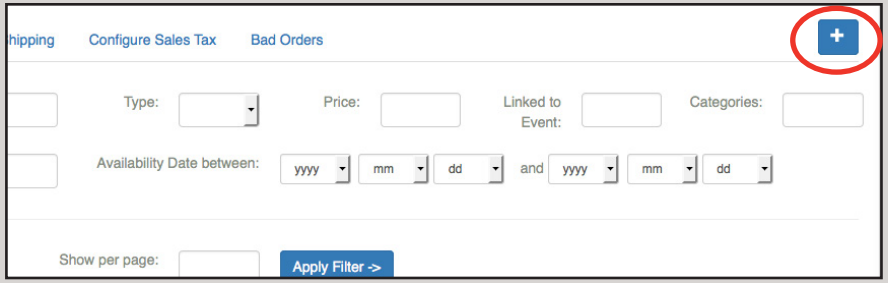
1. To begin, click the blue admin button in the main navigation and choose **Manage Newsletter**. Click the "Sent" tab. Then choose the blue In Depth button for more information.
2. There you will find any email you've successfully sent, along with a high-level overview of your email statistics, which includes how many people received the email, opened it, clicked a link in it, flagged it as spam, and how many people used the unsubscribe link.
3. For a more in-depth report, click the blue "In Depth" button.
4. An expanded email statistics report will open below. There you can see how many "opens" and "clicks", and you can also see what links were clicked and by whom, as well as who opened your email.

IMPORTANT: raw opens count every time the message is opened, including multiple opens by the same person; unique opens are counted only the FIRST TIME the message is opened by each user.

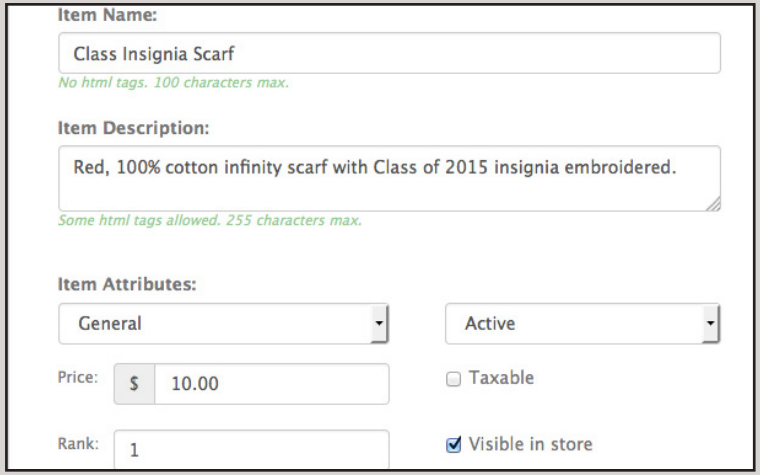
Our New eNewsletter Archive Feature

We now have a new feature available to display your sent e-newsletters. Once an enewsletter is sent a link to it will be generated on the Past Newsletters (newsletters.html) page which can be found under the News tab. Any newsletter with the word "test" in it or only a few recipients will not be displayed in this list. The list is only accessible if you are logged in to ensure security. You can also choose which emails you would like displayed by going to Manage Newsletters and then to your Sent folder. Find the email that you would not like displayed and go to the blue "gear" on the right. De-select Show in Archive and it will no longer appear in the list.

2



3



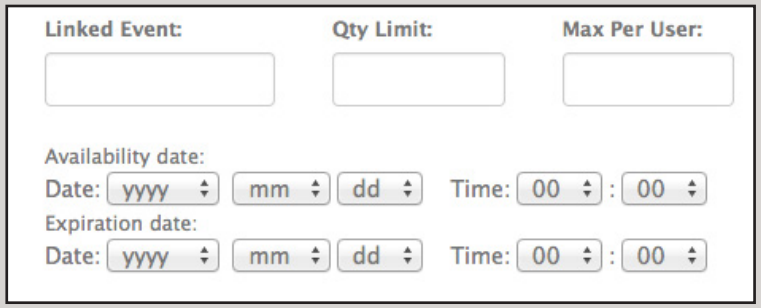
Selling Merchandise

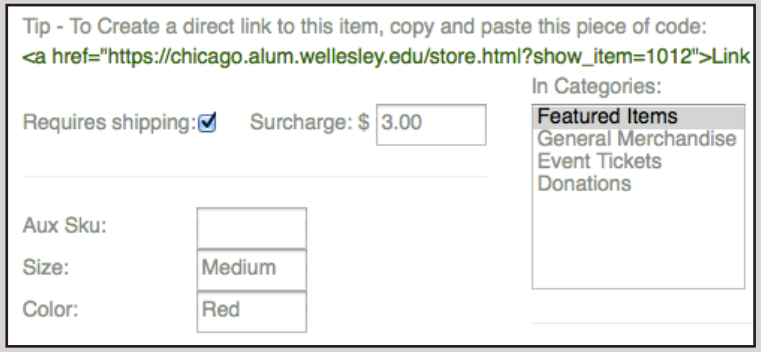
In addition to selling event tickets, you are able to sell general merchandise on your class, club, or SIG website. Your merchandise is visible to site visitors on the main page of your site. If you have at least one item for sale, a new section of your website automatically appears, titled "[Class/Club/SIG Name] Store." An example of an active club store is shown at the left.

Adding a Store Item

To add a tangible/physical item to your store (as opposed to an event ticket), follow the steps below.

1. To begin, click the blue admin button in the main navigation, and choose **Manage Store**."
2. Click the **Manage Items** tab, then click the blue + symbol on the right hand side of that tab.
3. On the next screen you will enter details about the item you're selling. Give it a title, a brief description (color, size, features, etc.) For item attributes, assign it as "general." Assign your price, and leave the "Visible in Store" box checked.





4. "Linked event" is only used for ticket sales, so leave that field blank. You can enter a quantity limit if there is a finite amount of the items you're selling, and/or set a maximum quantity each user can purchase. Otherwise, leave those fields blank.

5. You can also enter a start and end date for when your item goes on sale. If you want it to be available now and don't plan to stop selling it anytime soon, leave these date fields blank.

6. In the next section, add shipping charges (if you are accounting for them separately from the item cost) by checking the "Requires shipping" box and adding an amount in the "Surcharge" box.

7. In the Categories box, click "Featured Items" to ensure the item appears in your homepage store. Important: Categorizing the item as "General Merchandise" will not put the item in your store.

8. Also enter the item size and color information in the next boxes, if it has any. The auxiliary Sku information is not required (if your item has an identifying number you want to include, you may include it here).

9. Next, you may choose to restrict the purchase of this item to a certain membership group. If you want purchase to be unlimited, do not check any of the restrict purchase boxes.

10. Lastly, upload one or more images for your item by clicking the "Browse" buttons and searching for your image in your files. The first image you upload will the "cover" image, and is what will appear on your site's homepage. Note that the recommended size for store item images is 800 x 800 pixels. If you do a smaller size, it may not fit well on your home page store.

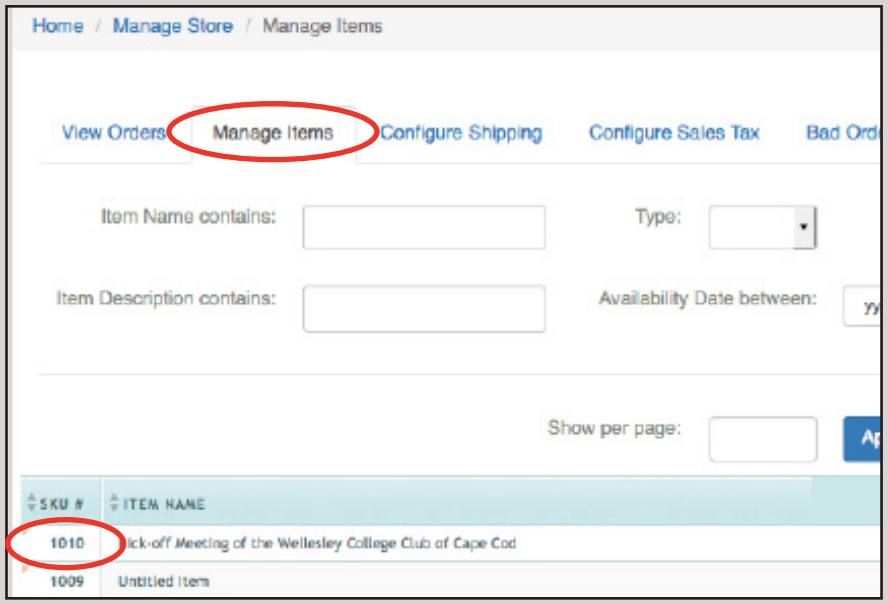
11. Click "save changes to this item." Your page will refresh, and your item will be saved. If you now return to your home page, the store item should appear at the bottom of the middle column (under News).

Downloading an Order Report

To view all the orders that have been placed for a specific item or event ticket, you can download an order report using the Manage Store function.

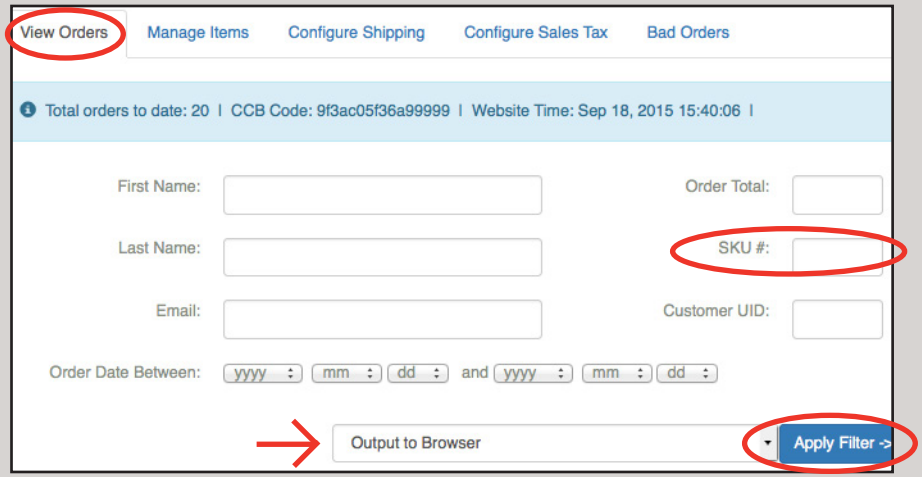
1. To begin, click the blue admin button in the main navigation, and choose **Manage Store**.
2. Click the **Manage Items** tab, then find your item or ticket's SKU # at the bottom of that screen.
3. Copy your SKU #, then click the "View Orders" tab.
4. Enter your SKU # in the SKU # field. Choose the report type (we recommend "Generate Extended Excel Report"), and click Apply Filter.
5. Your report will immediately begin downloading.

2

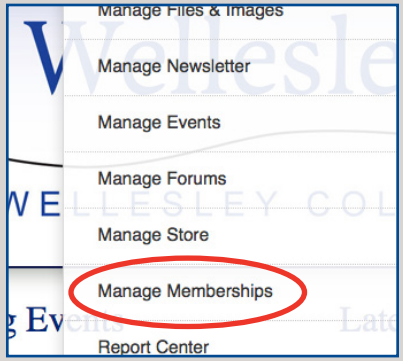


3

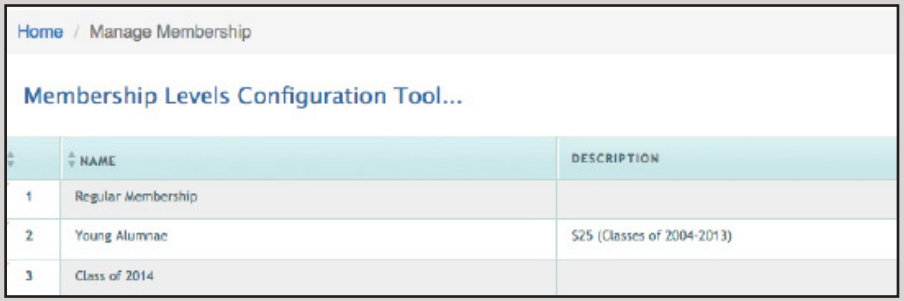
4



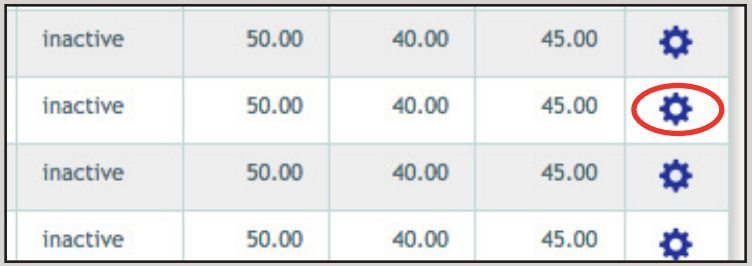
1



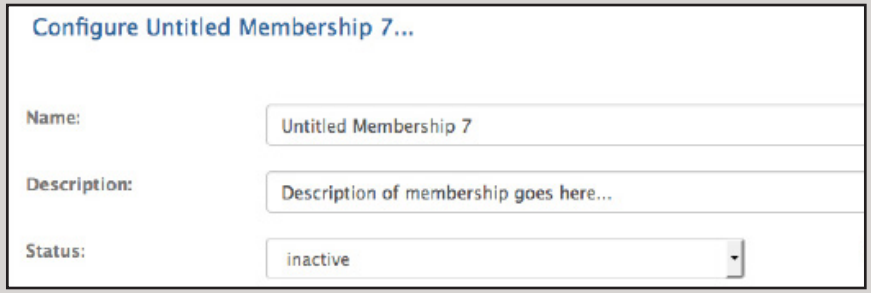
2



3



4

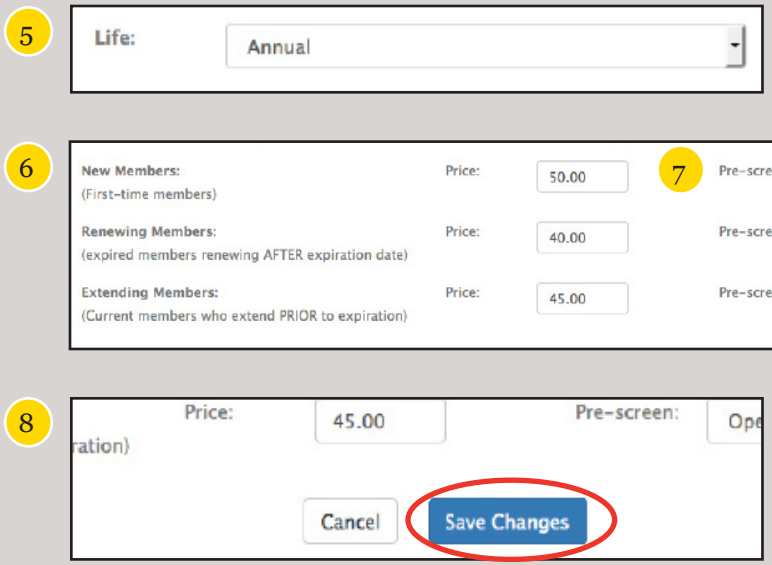


Membership/Class Dues

Setting Up Membership Structure

It's fast and easy to set up a page for collecting your club or SIG membership fees.

1. To begin, click the blue dot in the home page main navigation. From the drop down menu that appears, click **Manage Memberships**.
2. This opens the Membership Levels Configuration Tool. You can have up to 20 different membership levels for your members to choose from. (So, for example, you can set up Annual, Two-Year, Three-Year, Young Alumna, or other types of custom membership.) As a default, these levels are set to inactive.
3. Next, open the first level you want to edit and activate by clicking the gear icon.
4. On the next screen you can name your membership level and write a brief description about it. It's also very important at this stage to set the Status and Life options. If you want the membership level to be available to your members for purchase, it must be set to active. (Later, if you decide to temporarily or permanently take down the level, you can edit again and set it to inactive.)

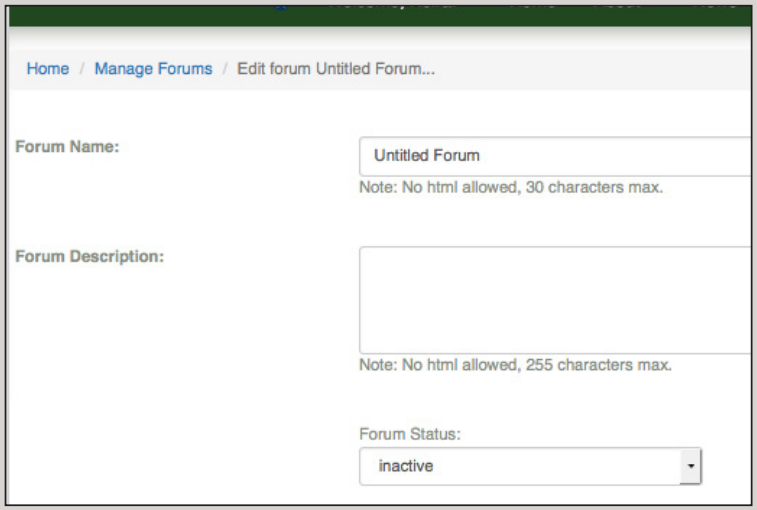


5. The Life option sets the term of the membership. In our example, this is an annual (one year) membership so we set it to annual. The term is specific to the member who purchases it. If Member A purchases the annual membership on July 1, 2014, it is valid through June 30, 2015; if Member B purchases the annual membership on December 1, 2014, it is valid through November 30, 2015.
6. You'll then want to set your pricing structure for the membership level. You can have three different prices if you so choose: a new member price (for anyone purchasing this level for the first time); a renewing member price (if the member is renewing this level after the membership has expired); and an extending member price (for any current member who is renewing before her current membership has expired). You might set these levels at different prices to encourage participation, or the prices can be the same.
7. Next, set the pre-screen option for each membership level price. The options include:
   - Open to all – anyone can purchase this type of membership. (most commonly used)
   - Auto screen – uses a set of criteria/questions to determine whether the user is eligible to purchase the membership.
   - Manual review – the prospective member fills out an application form, which is then sent to the membership review board group (whose members are defined by you, the administrator). If approved, the prospective member gets an email from the site saying it is now okay to purchase the membership.
8. When you are satisfied with your pricing, click "Save Changes."

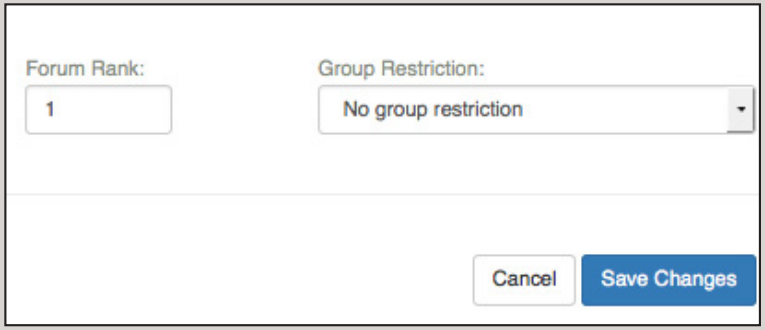
Any membership level you make "active" automatically feeds to two pages under the "Support Our Club/SIG" tab in the main navigation.

2

3



4



5

Forums

Forums, or discussion groups, are a great way to start conversations among your members. Only site administrators can create a new forum, but any member of your Class, Club, or SIG can create a topic within a forum. By default, a user must be logged in to your site in order to view any of the forums.

Creating a New Forum

1. To begin, click the blue dot in the main navigation, then **Manage Forums**. This will open the Manage Forums Tool.
2. You will see a list of your existing forums, which you can edit as needed. To add a new forum, click the blue + icon in the top right-hand corner of the page.
3. A new page will open where you can enter information about your forum. Give the forum a name and description. For status, make the forum active if you want it to appear on your site's discussion groups page immediately. Later, if you want to take down a forum, you can mark it as inactive.
4. Forum rank controls where it will appear in the list of active forums on your site's Discussion Groups page. Lastly, enter a group restriction. Leave this as "no group restriction" unless you only want a certain portion of your members to access it.
5. You can always return to this screen and make changes by choosing Edit in the Manage Forums Tool.

Tips for Your Constituents

1. Logging on:
   - It's important for your fellow alums to have their user ID and password available when using the website.
   - Encourage Logging in when making ticket/item/membership purchases to reduce administrative errors.
   - Remind your classmates that they need to be logged in to see photo albums, use the directory, see restricted articles and make purchases.

2. Newsletters:
   - Newsletters that link to the News and Event articles will bring alums back to your website.

Password Reset: If you have forgotten your MyWellesley Login username or password you can request your username and a temporary password online using Wellesley College's Library & Technology Services' new, automatic password reset feature. Please click https://webapps.wellesley.edu/alum_pwd_reset/ to access the reset app. If you do not receive a temporary password email from us or you have trouble resetting your password using the link above, please check in with the Wellesley College Help Desk at 781.283.7777 or helpdesk@wellesley.edu. They are open Monday through Friday from 8:30 am to 4:30 pm.

Wellesley College Alumnae Association
www.wellesley.edu/alumnae
alumnae@wellesley.edu

WELLESLEY
ALUMNAE