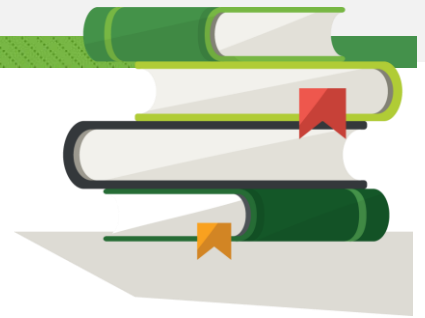


# SHARPSCHOOL USER MANUAL

## CHAPTER 16 NEWSLETTER



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## 1. Introduction

SharpSchool's **Newsletter** feature helps schools keep parents, faculty, and the community informed by simplifying the process of sending electronic newsletters.

The purpose of the Newsletter functionality is to keep users updated on a range of activities from news and events, to special announcements and messages to parents. Any user may subscribe, or be subscribed, to a newsletter. This can be especially useful for both districts and schools.

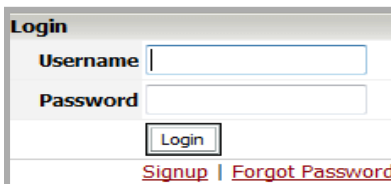
An example of when the newsletter module is useful for school a school or district is in the event of school cancellation due to inclement weather.

The advantage of having parents and students as subscribers is that they do not necessarily have to go to the website to get the update. Your newsletter messages will be delivered directly to their e-mail inbox.

Newsletters can be accessed by adding **/newsletter** to your school or district's URL. For example, a school with the URL **http://www.sharpschool.com** would access newsletters by going to **http://www.sharpschool.com/newsletter**. By default, all users can view newsletters. However, modifications can only be made by authenticated users.

## 2. Key Information

In order to create a newsletter, you must first log into your site using a Username and Password.



The screenshot shows a login form with the following elements:

- Login** header
- Username** label and text input field
- Password** label and text input field
- Login** button
- [Signup](#) and [Forgot Password](#) links at the bottom


- I. If you have not yet registered with the site you can request access by clicking on the **Signup** button. This will prompt you to create a profile which is automatically routed to an administrator for approval.

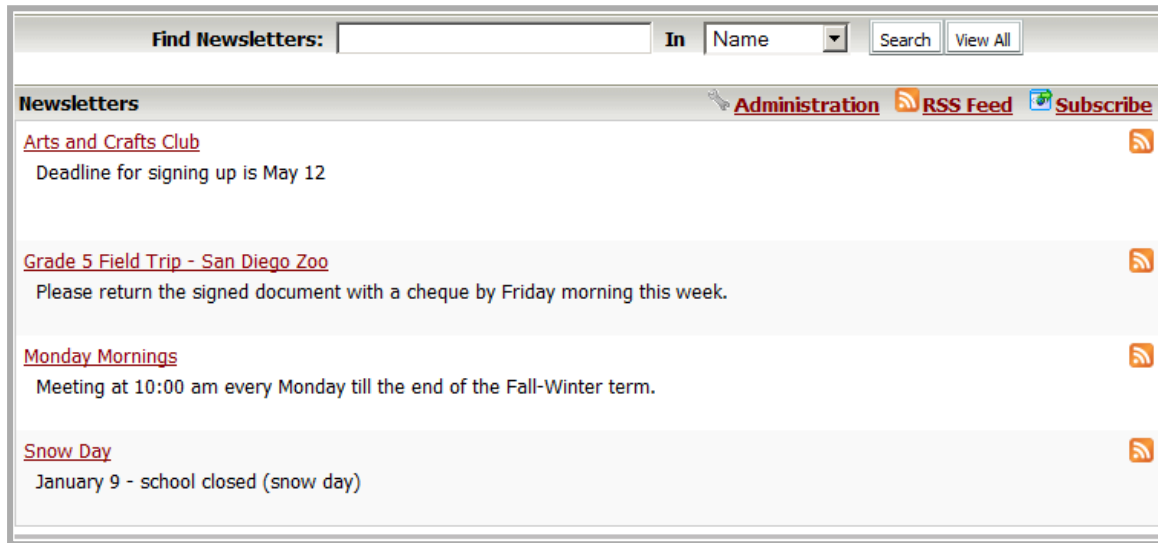


**Note:** If you do not see the **Signup** link your site's administrators may have removed it.

- II. If you have already registered but have forgotten your password, simply click on **Forgot Password** to retrieve it.

### 3. Administration

Once you are on the Newsletter page, click on the **Administration** link. This can be found on the title bar of the **Newsletters** box with an  icon.



On the Administration page, you will see three options:

- 1) **Manage Newsletters**
- 2) **Manage Security**
- 3) **Manage Settings**



## 4. Manage Newsletters

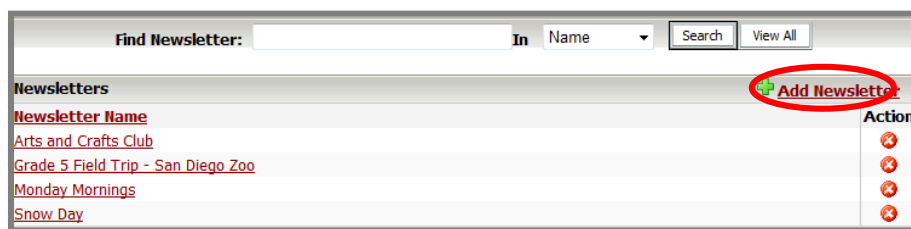
The **Manage Newsletters** section allows you to perform various changes on your newsletters profile.

You may:

- Add a newsletter
- Edit a newsletter
- Delete a newsletter
- Search for a newsletter
- Manage messages
- Add Subscribers

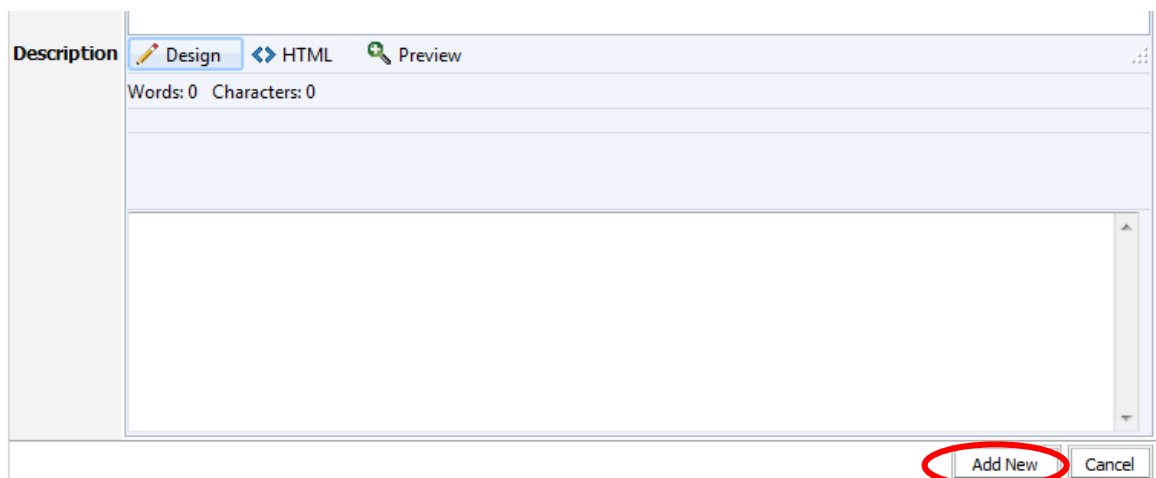
### I. Add a Newsletter

To create a newsletter, click **Add Newsletter**.



Clicking on this link will lead you to a page containing SharpSchool's Content Editor. Here, you may **Name** and insert a **Description** of your newsletter.

When completed, simply click on **Add New**. Click **Cancel** to discard changes.

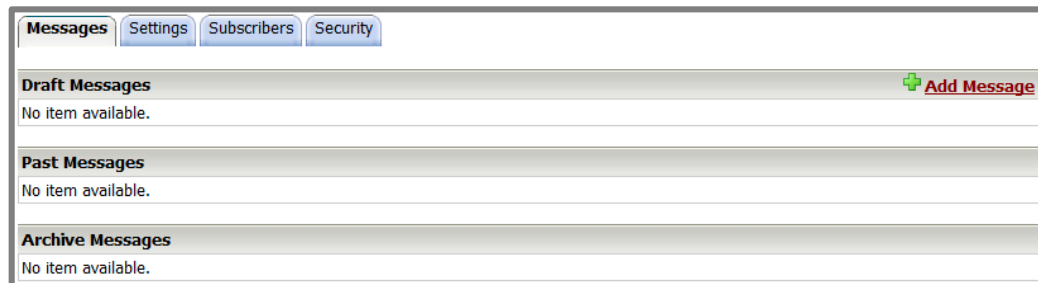


## II. Edit a Newsletter

When you select a newsletter in the **Manage Newsletters** section, you will be directed to a page displaying newsletter settings.


This page features the tabs below:

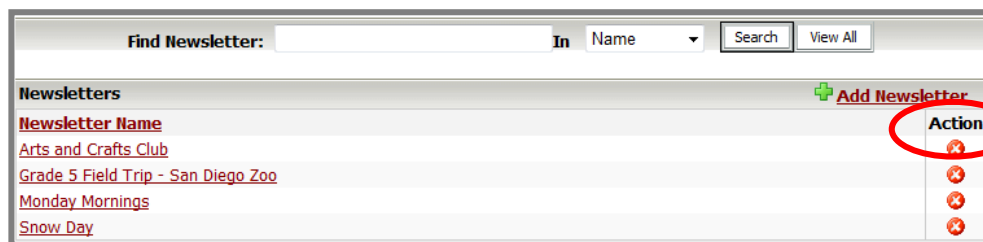
- a. Messages
- b. Settings
- c. Subscribers
- d. Security



To edit a newsletter, first select the desired newsletter. Ensure that you are on the **Settings** tab. Here you may change the title and content by making use of the Rich Text Editor. For a detailed explanation of this feature, refer to *Appendix A* of SharpSchool's manuals. Once you have made the desired changes, you may click the **Update**. To remove changes, click **Cancel**.

## III. Delete a Newsletter

Once you are on the Newsletter page, click on the  icon in the **Action** column to delete the corresponding newsletter.



## IV. Search for a Newsletter

On the Newsletter page, you will see blank search bar next to a field named **Find Newsletters**. Here you may enter keywords that correspond to the title or the content of the newsletter you are looking for. You can search by name, description or both.

Find Newsletter:	Arts	Name	Search	View All										
<div> Name  Description  Both </div>														
<div> <div> Add Newsletter </div> <table> <thead> <tr> <th>Newsletter Name</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>Arts and Crafts Club</td> <td>X</td> </tr> <tr> <td>Grade 5 Field Trip - San Diego Zoo</td> <td>X</td> </tr> <tr> <td>Monday Mornings</td> <td>X</td> </tr> <tr> <td>Snow Day</td> <td>X</td> </tr> </tbody> </table> </div>					Newsletter Name	Action	Arts and Crafts Club	X	Grade 5 Field Trip - San Diego Zoo	X	Monday Mornings	X	Snow Day	X
Newsletter Name	Action													
Arts and Crafts Club	X													
Grade 5 Field Trip - San Diego Zoo	X													
Monday Mornings	X													
Snow Day	X													

Click **Search** to execute your personalized search. To see all newsletters, click on **View All**.

## V. Messages

The second tab under **Manage Newsletters** is Messages. When you select a newsletter, you will be directed to a page displaying newsletter settings. Selecting the **Messages** tab will bring you to a page displaying draft and past messages. You can also add messages here.

Messages	Settings	Subscribers	Security
<div> <div> Draft Messages </div> <div> Add Message </div> </div>			
No item available.			
<div> <div> Past Messages </div> </div>			
No item available.			

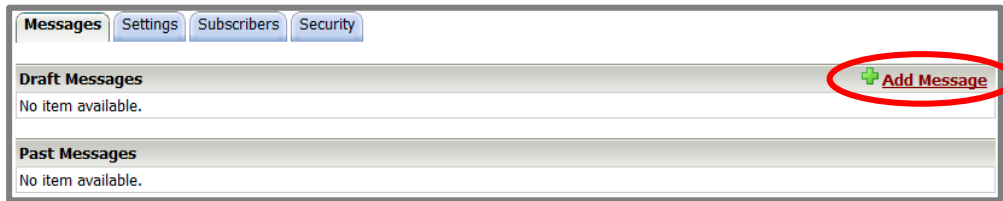
**Draft Messages** contains messages that have not been published. This could be either because they have been saved but not scheduled for release, or because they have been scheduled for a later date or time. Unscheduled saved messages are marked as **Draft** under the Status column, whereas messages that have a scheduled send time are marked as **Scheduled**.

**Past Messages** contains messages that have already been published. Columns titled **Publish Time** and **Action** give the exact publishing time, and an option to copy the message respectively.

You may add, delete, copy, or edit a message.

### a. Adding a Message

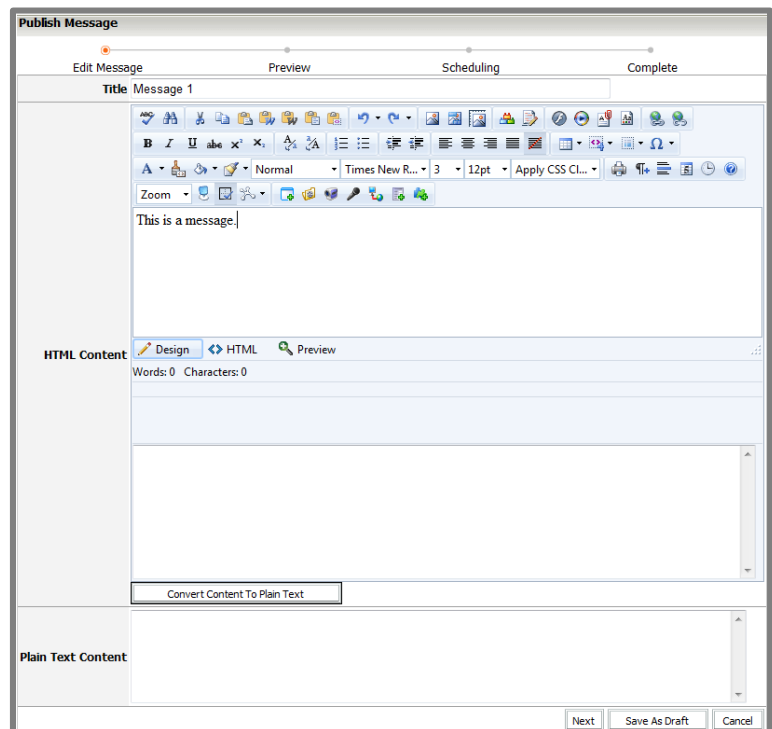
Click **Add Message** to bring up SharpSchool's content editor. Here you may draft a new message.



Embedded in the newsletter module is a visually driven tracking system that allows authors to systematically view the steps pertaining to the publications of the newsletters.

- i. **Title:** Fill in the title of your message.
- ii. **HTML Content:** Fill in your content of your message which you want readers to see.
- iii. **Covert Content to Plain Text:** This option takes the HTML content and then converts it to plain text in the box below where you can make changes if needed.

Once you have filled out the information, click **Next**. If you want to work on your message later click **Save As Draft**. If you have clicked Next you will now be shown a preview of your message as it will appear to viewers.





**Publish Message**

Progress: Edit Message | **Preview** | Scheduling | Complete

**Message Preview**

**Message 1**

This is a message.

Back Next Cancel

If you are not satisfied with the newsletter, you may hit the **Back** button to edit or the **Cancel** button to cancel sending the message and return to the **Messages** screen. Selecting **Back** will redirect you to the previous page where you can modify the content and title of your message.

Selecting **Cancel** will redirect you to the main **Messages** tab and list your message as **Draft** under the **Status** column.

Messages Settings Subscribers Security			
Draft Messages <span style="float: right;">+ Add Message</span>			
Message Title	Creation Time	Status	Action
Message 1	Dec 24, 2010 12:5	Draft	

If you are happy with your message, click **Next** to proceed. This will bring you to a scheduling page where you can choose the date and time for the message to be sent.

**Publish Message**

Progress: Edit Message | Preview | **Scheduling** | Complete

**Sending Schedule**

☒ Send immediately

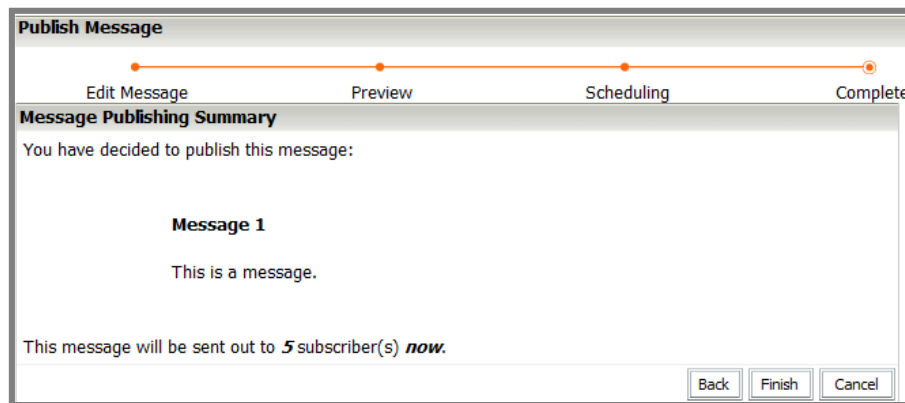
☐ Send at the following time

Schedule: [Date Picker] 12 : 00 AM

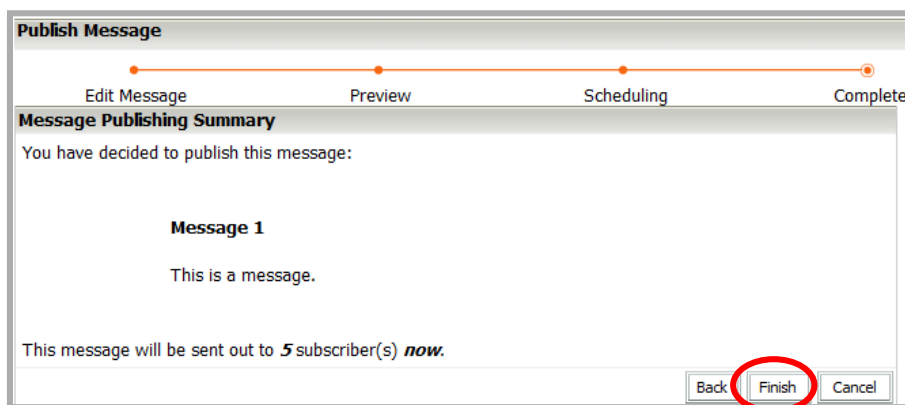
Back Next Cancel

If you would like to release this message immediately, choose **Send immediately**. Otherwise, choose **Send at the Following Time** and fill in the required fields.

Click **Next** to view the **Message Publishing Summary**. This will give you a preview of the message, the timing of release (if scheduled for a later date and time) and the number of subscribers who will receive the message.



To deliver the message, click **Finish**.




The message will then appear in the **Draft Messages** section until it is sent out. Once it has been sent it will appear in the **Past Messages** section.



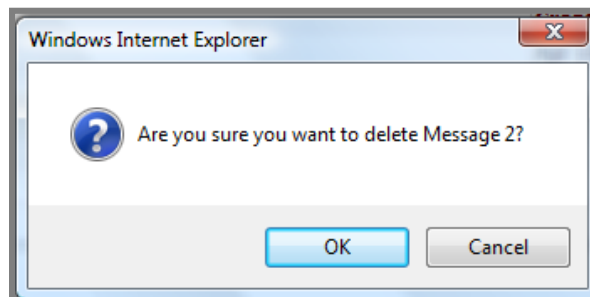
**Note:** If you choose to send the message immediately, the message will be sent within one hour of submission. The delivery time varies based on the size of the message and the number of subscribers.

**b. Deleting a message**


A message in the Draft Messages section can be deleted by simply clicking the  icon that appears in the **Action** column.


Messages Settings Subscribers Security			
Draft Messages <span>+</span> Add Message			
Message Title	Creation Time	Status	Action
Message 1	Dec 24, 2010 12:15	Draft	

A window will pop up asking you to click **OK** to confirm you wish to delete the message, or **Cancel** to keep it.



### c. Copying a message

A message in the **Past Messages** section can be copied by simply clicking on the  icon under the **Action** column.

Messages Settings Subscribers Security			
Draft Messages <span style="float: right;">+ Add Message</span>			
Message Title	Creation Time	Status	Action
Message 2	Dec 24, 2010 12:04	Draft	
Past Messages			
Message Title	Publish Time	Status	Action
Sending a Newsletter	Nov 22, 2010 06:25		

When you click on the icon, the content editor will load. The content is duplicated from the message you want to copy.

**Note:** The title has **Copy of** added at the beginning.

**Publish Message**

Edit Message Preview Scheduling Complete

**Add Message**

Title Copy of Message 1

HTML Content

This is a test newsletter message.

Design HTML Preview

Convert Content To Plain Text

Plain Text Content

Next Save As Draft Cancel

#### d. Editing a Message

You can edit a message in the **Draft Messages** section by clicking on it and making the desired changes.

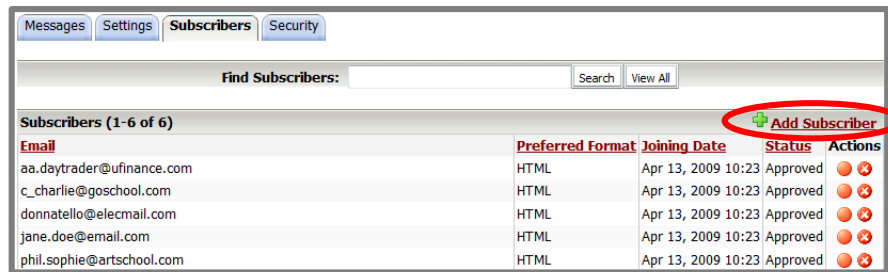
The screenshot shows the 'Publish Message' dialog box with the 'Edit Message' tab selected. The dialog has a progress bar at the top with four stages: 'Edit Message' (active), 'Preview', 'Scheduling', and 'Complete'. Below the progress bar, the 'Edit Message' section includes a 'Title' field with the text 'Message 2'. A rich text editor follows, containing the text 'This is a newsletter test.' The editor has a toolbar with various formatting options like bold, italic, underline, font color, background color, and text color. Below the editor, there are tabs for 'Design', 'HTML', and 'Preview', with 'Design' currently selected. A 'Convert Content To Plain Text' button is located below the HTML tab. At the bottom of the dialog, there are three buttons: 'Next', 'Save As Draft', and 'Cancel'.

## VI. Subscribers

The third tab under the **Manage Newsletters** section is **Subscribers**. On the **Subscribers** tab you may add, reject, delete or find subscribers. You may view the subscription status of subscribers under this tab.

### a. Add a subscriber

To add a subscriber, click **Add Subscriber**.




The 'Add Subscribers' dialog box has two main sections: 'Internal Users' and 'New subscribers'. The 'Internal Users' section has a search bar and a button with a group of people icon. The 'New subscribers' section is a large text area for entering email addresses. Below the text area, there is a note: 'The subscribers' emails can be separated by ',', ';', or in a new line.' At the bottom, there is a 'Preferred Format' section with radio buttons for 'HTML' (selected) and 'Plain Text'. 'Add' and 'Cancel' buttons are at the bottom right.


You may add internal users by selecting the button. External users may be added by entering their email addresses into the **New Subscribers** field.

These e-mails will automatically be approved.

### b. Reject a subscriber

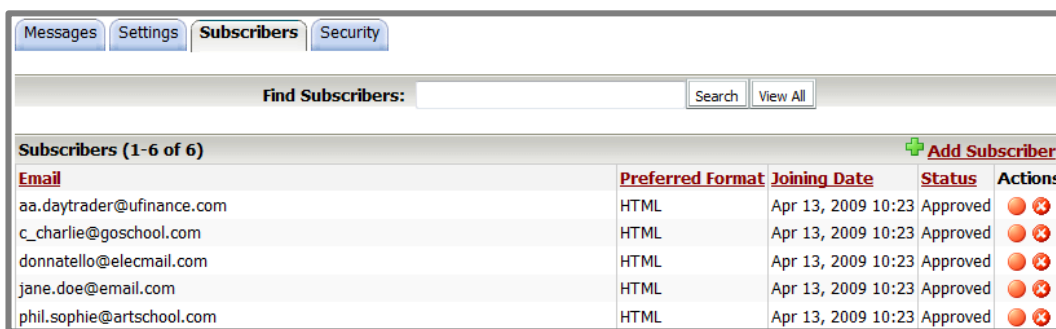
If you want to reject a subscription, you may click on the  icon that appears under the **Action** column on the **Subscriber** page.

### c. Delete a subscriber

Under the **Actions** column, click  to delete a subscriber. A window will pop up for you to confirm that you want to delete this subscriber.

### d. Find a subscriber

You will notice a blank search bar next to a field named **Find Subscribers**.



Here, you may enter keywords that correspond to the subscriber's email address. Once you have inserted the keyword(s), click the **Search** button. If at any point, you wish to view all the email messages in the database, click the **View All** button located next to the **Search** button. Clicking **Subscribers** will sort the email addresses alphabetically. Each additional click will reverse the order that newsletter names are sorted. You may similarly sort by **Joining Date** or subscription **Status**.

### e. View subscription status

Under this column, each subscriber falls under one of the following categories: **Unsubscribed**, **Approved**, or **Rejected**.

**Unsubscribed** refers to a subscriber who does not wish to continue subscribing to a specific newsletter.

**Approved** refers to a subscriber who has been successfully added to the list of subscribers.

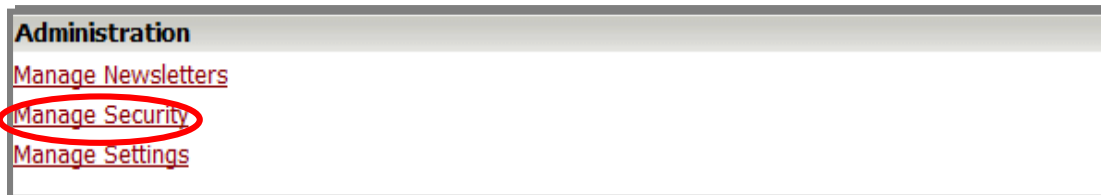
**Rejected** refers to a subscriber that has been declined subscription status.

## 5. Manage Security

The Security section of the Newsletters module is managed in the same manner as all other SharpSchool modules.

The steps to access **Security** settings:

- Step 1** Go to the Newsletter Administration Page (*Refer to the Administration Section on Page 4*)
- Step 2** Click **Manage Security**

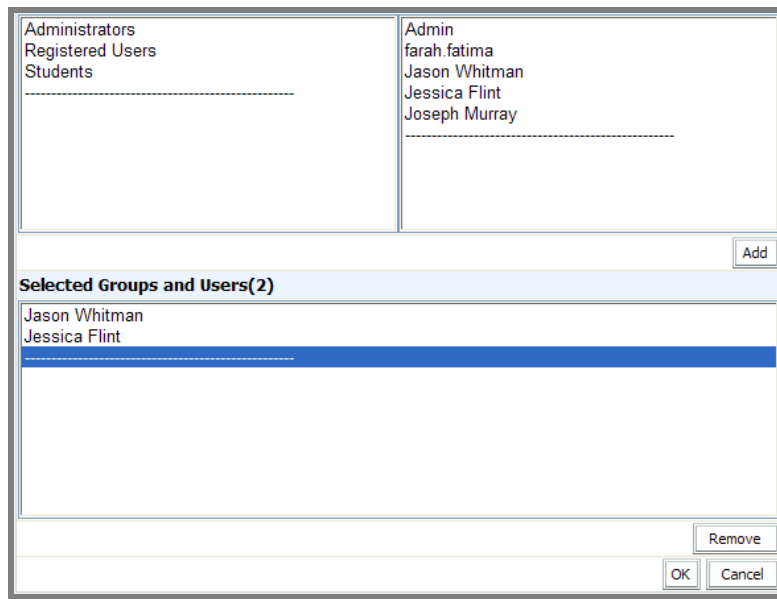




## 6. Direct Permissions


When you click on the **Direct Permissions** tab, you can assign security permissions on your Newsletters to other users.

**Step 1** First click **Add** to select the users to grant permissions to. The following window will pop up:



**Step 2** Secondly, from this window select the users or groups you'd like to grant permissions to by clicking their name and clicking Add. When you have selected your users, click OK.

### I. Controlling Permissions Granted to Users

To individually assign permissions to each user, click on the  beside their name. From here you can assign specific permissions.

Permission	What it Allows You to Do
Create	Can add Newsletters
Delete	Can delete Newsletters
Read	Can view Newsletter messages
Write	Can make changes to Messages
Full Control	All of the above, as well as the ability to assign permissions to others

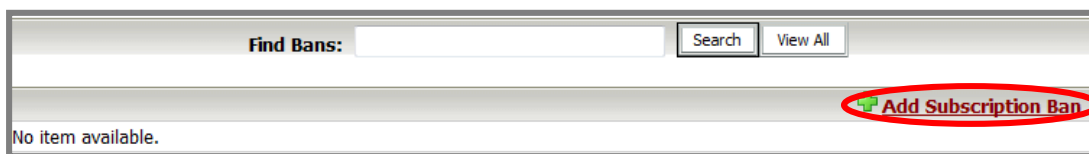
## 7. Actual Permissions

**Actual Permissions** allows you to view what permissions specific users have on your Newsletters. Users higher up the security hierarchy may already have permissions to your Newsletters. Users with entire site permissions (or higher tiers of security hierarchy) may have permissions to your Newsletters if you have the **Allow Inheritable Permissions From Parent to Propagate to This Object** checkbox selected on the **Direct Permissions** screen.

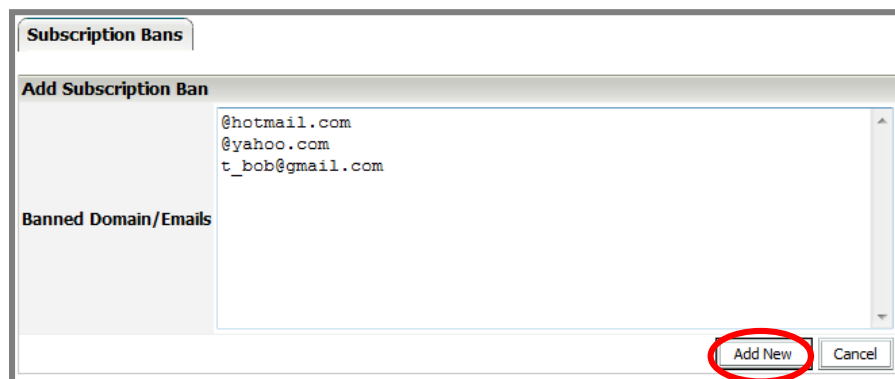
## 8. Manage Settings

### I. Add a Subscription Ban


**Step 1** Click on **Add Subscription Ban**.



**Step 2** Click on **Add New** to activate a subscription ban on the domains or email addresses you wish to ban. To discard, click on **Cancel**.

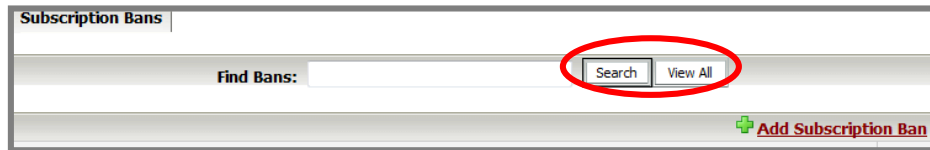


### II. Remove a Subscription Ban

Under the **Actions** column, click  to remove a subscription ban. A window pop up asking you to confirm your change. To confirm, click **OK**.

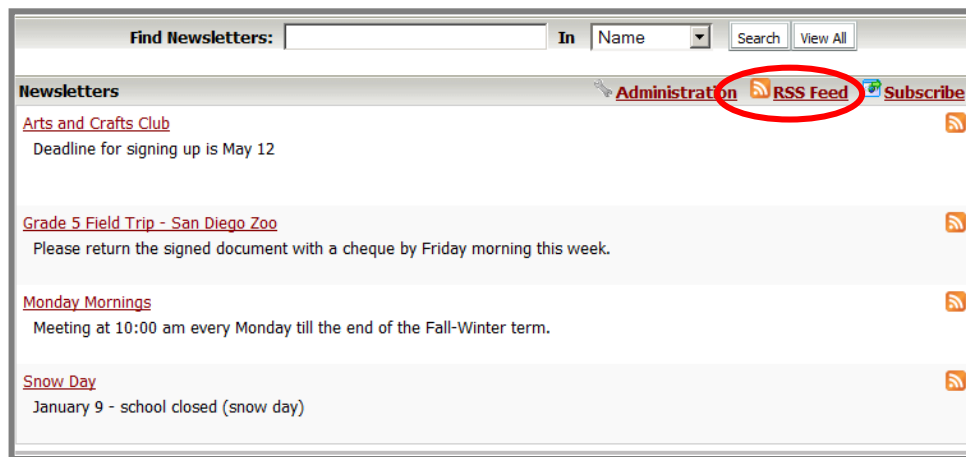
### III. Find a Subscription Ban

To find a subscription ban, simply enter keywords into the blank search bar and click **Search**. To view all subscription bans, click **View All**.




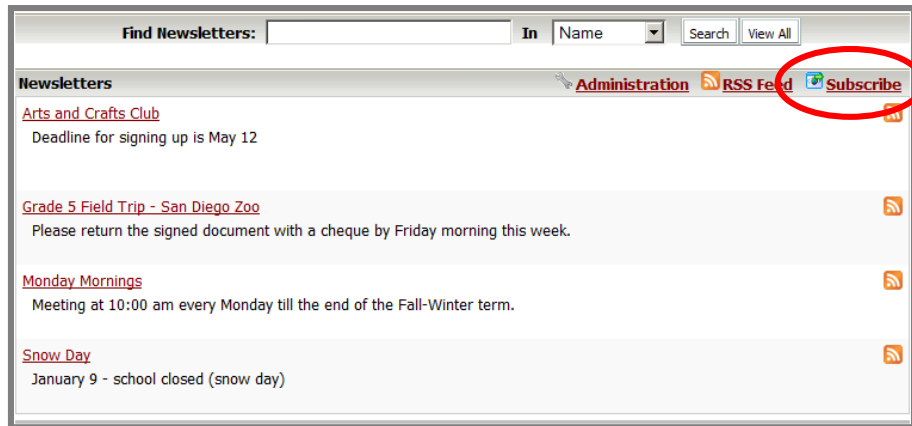
### IV. RSS Feed

Once you are on the Newsletter page, click on the **RSS Feed** link. This can be found on the title bar of the **Newsletters** box.

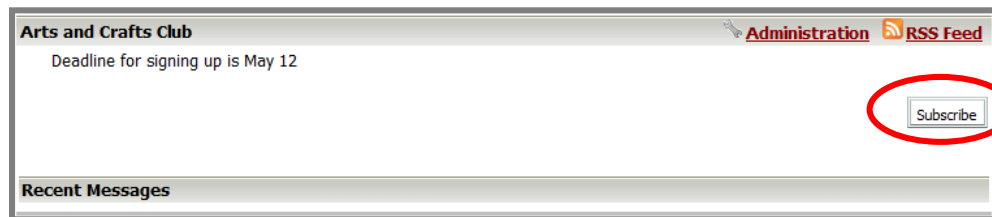


## V. Subscribe

**Step 1** To subscribe to a newsletter, click **Subscribe** on the **Newsletters** page. This can be found on the title bar of the **Newsletters** box along with the  icon.

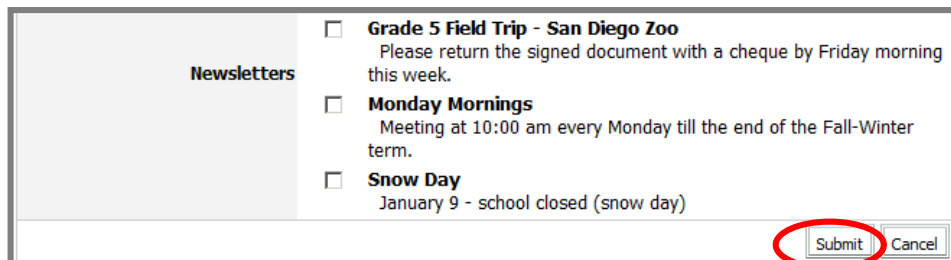


**Step 2** A tabulated form of all available newsletters appears. To subscribe, click on any newsletter and then click **Subscribe**.



**Step 3** A page will appear that allows you to enter key information needed before subscription can become active. Here users may choose which newsletter(s) they wish to receive. To select all newsletters, click the box beside **Select all newsletters**. Subscribers may select whether to choose to receive newsletter as an HTML or plain text email.

**Step 4** When completed click **Submit**. To remove changes, click **Cancel**.



You will receive a confirmation message within one hour of submission.

On the Newsletter Homepage, when you click on a newsletter that you have subscribed to, you will see an option to unsubscribe. Click on **Unsubscribe** to remove yourself from the newsletter.