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| This checklist provides tips for mass messaging (via Navigate Staff emails and SMS texts) to ensure that *only* the expected student group(s) receives messages intended for them and to help reduce unintended errors. |

**Define your Message and your Intended Student Cohort/Group**

* Determine the purpose of your email and how it aligns with the needs of your unit and intended student recipients.
* Clearly define who you will be messaging: (e.g., Classification, enrolled students, student lists)

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| **Pro-Tip:** Emails to a select, specific group who a.) recognize your email address or the unit you represent, and b.) expect to hear from you are more effective than email or text blasts from unknown senders. |

**Use Navigate Staff’s Filters to Identify the Students:** Select filter values that produce a list of *only* those students you intend to receive the message.

* Choose filters that accurately reflect your target audience (e.g., year-in-class, major, student list).
* See the [Advanced Search User Guide (Step 4)](https://www.niu.edu/academicaffairs/_pdf/files/advanced-search.pdf) for a full list of the filters available.
* **Double-check filter criteria** to ensure they are set correctly and include only the intended recipients.
* **Run a sample list to conduct a spot-check review** of the list of students to ensure that *only* those you intend to receive the message appear on the list

**Marketing and Communication Review (MARCOM) or Unit Review of Message and Filters**

* If unsure, ask your supervisor(s) or email [Navigate@niu.edu](mailto:Navigate@niu.edu) to assist in identifying or double-checking the email and recipient list.
* Your unit, department or office also might have guidelines or policies for reviewing messages or confirming student cohorts to message.

**Plan Ahead**

* Allocate sufficient time for drafting and reviewing your emails.
* Many mistakes occur when messages are sent without planning or when rushed.

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| **Pro-Tip:** Save your message before sending or schedule the sending of the message for one hour. Then go back to review the message and the list of recipients. Mistakes can become obvious after you schedule the message and can be corrected before it is sent. |