MyUA Secure Message Center

This document defines the scope of the MyUA Secure Message Center and its primary intention, describes what the program does, and explains the policies and governance protocols set in place to manage this enterprise level program.

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2 EXECUTIVE SUMMARY

The MyUA Secure Message Center (SMC) is a messaging system which uses the MyUA portal framework to deliver targeted critical academic progression and student success related messages to students. The primary focus of these messages is to deliver timely information to students who can then take immediate action to address the information presented in the message.

The MyUA SMC is intended for the purpose of communicating academic and student services related information to active students – specifically to communicate information critical to academic success, progression, retention and student success and excellence.

The MyUA SMC system is accepting message requests from all university departments, programs, and areas. In order to be approved for the system, the message must meet specific criteria (see section 7 -- Message Policy Criteria).
3 Program Description

The SMC is an initiative specific to the new campus portal: MyUA. Since MyUA is intended to provide a more cohesive one-stop shop experience, the purpose of the SMC will be to provide targeted and timely messages to students where and when they can be most useful. The SMC is designed to reach students outside the normal channels and communicate critical messages which often get drowned out in the typical email inbox, as well as to provide better tracking information to determine whether critical and urgent messages are being read or simply dismissed. When reading a message, users can click a “read option” which will transmit data about how students interact with each message.
The SMC is comprised of components built in UAccess Student and MyUA.

UAccess Student serves as the backend of the messaging system and contains several configurable tables and a processor:

- Message action
- Message text
- Batch assignment processor

When a message and a target population are approved for the SMC, a Business Analyst will enter the approved message subject, message text and message action, then assign the message to the target population using the batch processor. The batch processor can assign messages to the target population using a query from PS Query or an excel file. UAccess Student will also maintain records of each message assigned to each student, including the date assigned and whether the message was read, archived or dismissed.

The MyUA portal will display the messages assigned to students. Students will have an option to mark the message as unread, archive the message or dismiss the message. Web services will be used to transmit message assignments and message read options back and forth between the UAccess Student and MyUA applications.
5 Policies and Governance

5.1 Guiding Policy

The purpose of the SMC is to communicate success-related information to active students. Students can be inundated with messages from a variety of sources: email, social media, print media, newsfeeds, etc. Within the SMC, great care will be given to ensure that only messages critical to academic success, progression, retention and student excellence are delivered. This system will exclude messages with marketing content or other generic messages applicable to all students. Messages considered for approval will be those that promote academic success and student excellence.

5.2 Governance

The MyUA SMC is coordinated and maintained by UITS UAccess Student Business Analysts (UITS SA BA’s). All new messages will be reviewed by the SMC committee which is a cross-functional group consisting of members from UITS, Student Success Initiatives, Registrar and Academic Advising, Curriculum and the Office of Instruction and Assessment.

University community members can submit message requests using a message request form on the MyUA public-facing website: campusportal.arizona.edu. The SMC committee will maintain public accountability by publishing approved messages.
The Secure Message Committee will review all message requests from all university departments, programs and areas. If a message is approved, message development will be prioritized by scope and impact, availability of development resources, and the complexity of the target population. Message requests from departments which can provide a query or target population will be prioritized above those which require UITS Business Analyst resources to develop a query.

Message requests will be reviewed within 1-2 weeks and all message requests will receive a response, whether approved or not approved. Requestors may be contacted during the review period to clarify or refine a message request.
MyUA Secure Message Center

7 MESSAGE POLICY CRITERIA

MyUA SMC message requests will be evaluated against the following criteria:

1. Does the message meet the intention of the MyUA Action Center:
   a. Does the message address student success, academic progression, forward-progress, persistence /retention?
   b. Does the message population define a specific student population (subset) that exhibits particular criteria (the student must meet an academic profile — GPA, acad level, major, etc.)?
   c. Does the message have one clear primary action available via web services or PeopleSoft? Can the action be defined in one or two regular sized words maximum?
   d. Can the message be categorized?
      i. Information
      ii. Warning
      iii. Urgent

2. Does the proposed language and content meet delivery architecture standards:
   a. Message subject should not exceed 50 characters
   b. Message body should not exceed 5 sentences
   c. Content should be easily scan-able and student-friendly

3. Does the message require student action for one of the following:
   a. Make academic or degree progress
   b. Maintain current progress/track
   c. Remain an active student
   d. Graduate in a timely manner
   e. Take advantage of an opportunity or connection shown to improve persistence/retention
   f. Understand university policy or information related to academic progression
   g. Enroll in public safety measures, or respond to public safety information
MyUA SMC query development efforts may either be handled by UITS Business Analysts, by departments with PS Query Manager expertise or by departments which can provide a valid target population dataset by other means (the latter is preferable if the request is coming from a department with PS Query capability).

Messages that are meant to recur every year or every term should be coordinated prior to every expected recurrence, in order to verify the population query or dataset, the message subject/text and message action.

UI TS Business Analysts will be the managers of the program and all technical and functional coordination will be maintained by the primary MyUA Business Analyst. It is important to maintain one central point of coordination to ensure quality standards and program integrity.