Taking your HTML Emails to the Next Level

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Purpose

This past spring, the NCCCS delivered a financial aid template that gives you the option to send plain text emails *or* HTML emails.

HTML emails allow you to do a lot of customization and enhancement, and the goal is to share some of that with you today.

Objectives

- Discuss what HTML means and what it can do

- Discuss tags that allow you to:
  - Change the appearance of your text
  - Create numbered or bulleted lists
  - Create and add hyperlinks to your emails
  - Embed images in a HTML email

- Share how you can create a virtual field that allows you to send emails to multiple addresses.

What is HTML?

HTML actually stands for "HyperText Markup Language" and is the standard language used to create web pages.

HTML is written in the form of HTML elements consisting of "tags" enclosed in angle brackets (like <html>). HTML tags most commonly come in pairs like <h1> and </h1>, although some tags represent empty elements and so are unpaired, for example <img>.

The first tag in a pair is the start tag, and the second tag is the end tag (they are also called opening tags and closing tags).

EXAMPLE: <h1>Randolph Community College</h1>

HTML Tags

HTML Tags

Common Tags

This tag will italicize and bold your text.

This tag will italicize, bold, and underline your text.

This tag will allow you to change font size.

 – Standard pixel size is usually 10.
 – Really should only be used when needing to enlarge text. Emails will naturally look different depending on settings of recipient.

 - same thing as hitting enter one time, and is a standalone tag.

Example Email (Common Tags)

Example Email (Common Tags)

Example Email (Common Tags)

Example Email (Common Tags)

Example Email (Common Tags)

Example Email (Lists)

Example Email (Lists)

Example Email (Lists)

Ordered List open

List Tags

Example Email (Lists)


Ordered List

HTML Tags

HTML Hyperlinks

The HTML <a> tag defines a hyperlink. A hyperlink (or link) is a word, group of words, or image that you can click on to jump to another document. When you move the cursor over a link in a web page, the arrow will turn into a little hand.

The most important attribute of the <a> element is the "href" attribute, which indicates the link's destination. By default, links will appear as follows in all browsers:

- An unvisited link is underlined and blue
- A visited link is underlined and purple
- An active link is underlined and red

The actual syntax, or tag, that you will is use is: LINK TEXT

Example: Randolph Community College
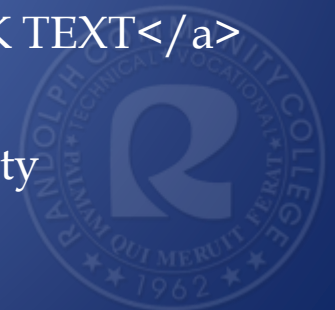
HTML Tags

Hyperlinks in a sentence:

Syntax: Thank you for attending this financial aid presentation! For more information, please visit our website at www.randolph.edu.

Appears as: Thank you for attending this financial aid presentation! For more information, please visit our website at www.randolph.edu.

Example Email (Hyperlinks)

Example Email (Hyperlinks)

Example Email (Hyperlinks)

Hyperlink tag

Example Email (Hyperlinks)

HTML Tags

Embedding an Image

In HTML, images are defined with the <img> tag. The <img> tag is empty, which means that it contains attributes only, and has no closing tag. To display an image on a page, you need to use the src attribute. (Src stands for "source".) The value of the src attribute is the URL of the image you want to display.

The actual syntax, or tag, that you will is use is: <img src="URL" alt="DESCRIPTION">

Example:

Our Email Header is 790 pixels by 179 pixels. We have found that this fits in most email browsers.

HTML Tags

Embedding an Image

The URL points to the location where the image is stored. An image named "header.jpg", located in the "images" directory on "www.randolph.edu" has the URL: http://www.randolph.edu/images/header.jpg

The browser displays the image where the <img> tag occurs in the document. If you put an image tag between two paragraphs, the browser shows the first paragraph, then the image, and then the second paragraph.

The "Alt Attribute"

The required alt attribute specifies an alternate text for an image, if the image cannot be displayed. These are also used when "Screen Reader" programs read the text of your email to visually impaired students.

The value of the alt attribute is an author-defined text:
<img src="http://www.randolph.edu/images/header.jpg " alt="Randolph Community College">

Example Email (Embedding Images)

Example Email (Hyperlinks)

Example Email (Embedding Images)

Example Email (Embedding Images)

Tag to embed an image

My Screenshot: 06-25-14 17:48:12

Example Email (Embedding Images)

Sending Emails to Multiple Addresses

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- Ellucian's Colleague system has the ability to send emails to more than one email address.

- The default setup is to send communications to one email address.
  - This is determined by the Name/Address Hierarchy that you have chosen on the DOC mnemonic

- To send emails to more than one email address, you simply need to create a virtual field that calls in the secondary address and colleague will "carbon copy" your communication to that address.

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Example Email (Embedding Images)

What You Need to Get Started

- IT requirements and settings should already be in place at your college

- Office Logo created by marketing, and uploaded to college server

- Some HTML knowledge
  - I like the "HTML for Dummies" books!

Questions?