New Wildfire Training

CCIT, October 2015
Agenda

1. Introduction
2. Background
3. What’s New?
4. How-Tos/Demonstration
5. Launch
6. Questions and Answers
Wildfire Team

Aaron Pinero, Director, Web Design and Development

Christopher Chan, Senior Software Developer

Michael Raimi, Associate PHP Software Developer

Nelson Gomez, Software Development Intern
Wildfire is really old
Wildfire is 10
Other parts of Wildfire are 15

https://openclipart.org/detail/179215/chocolate-birthday-cake
What does this mean?

- It has business logic from 2005
- It’s hard to upgrade. Really hard.
- Requirements change and Wildfire hasn’t kept up

Changing old Wildfire is like entering a haunted house

https://openclipart.org/detail/77035/haunted-house
Complaints

Why can’t I upload an Excel spreadsheet?

Why isn’t my email being delivered quickly?

Why can’t I view all the recipients in my list?

I want to edit my lists!

I want commas in my From name!

There’s no documentation!

Ugh, I have to wait for CCIT to create my alias!

The ‘90s are calling and they want their fire logo back
We hear you

https://openclipart.org/detail/196387/listening
New Wildfire!
Wildfire has been redesigned from the ground up
Terminology

**Recipient List** - A collection of email recipients

**Mailing** - An email message to a Recipient List

**Identity** - The From Name, From Address, and Reply-To Address for a Mailing (formerly known as an alias)

**Mail Receipt** - A record of all of the emails sent in a Mailing

**User** - A user that logs into Wildfire to upload Recipient Lists and send Mailings

**Wildfire Administrator** - A user who can add and edit identities and users
What’s new?

Broadly:

● Mailings
● Recipient Lists
● Identities
● Self-service administration
● Performance and delivery improvements

In general, old Wildfire functionality has been preserved.
Mailings

Mailings are the equivalent of sending an email in old Wildfire

Now, you can:

● View a mailing after it has been sent
● Preview mailings for all recipients
● CCIT stores receipts of sent emails
Recipient Lists

You can:

- View all of the recipients in a list
- Edit lists
  - Add and remove recipients
- Upload Excel spreadsheets (.xls and .xlsx) and CSVs
Identities

You can:

- Have commas in a From Name
- Share identities with others
- Have separate From and Reply-To email addresses
Identity notification email

Wildfire will send a notification if someone creates an identity with your email address

Wildfire Identity Notification: cchan@columbia.edu

ccit@columbia.edu

to cchan

This email is to notify you that Christopher Chan (cac2161) has created an identity with your email address (cchan@columbia.edu) in Wildfire.

If you did not give permission to Christopher Chan to impersonate your email address in Wildfire, please contact Christopher or CCIT by sending an email to ccit@columbia.edu.
Self-Service Administration

- To request an identity or user account, email wildfire-admin@columbia.edu
- Administrators (use list instead of emailing directly)
  - **CC/SEAS Student Affairs:** Alycen Ashburn
  - **CC:** Elena Hecht
  - **CCE:** David Slotnick, Christopher Cheung
- CCIT can still create identities and user accounts
Other improvements

- Email Delivery
  - Improved delivery speed
  - Reduced spam score
- Extensible for future enhancements
- Documentation: https://ccit.college.columbia.edu/docs/wildfire
- Available off-campus
What’s different?
# Primary differences

<table>
<thead>
<tr>
<th>Difference</th>
<th>Old Wildfire</th>
<th>New Wildfire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity and user creation</td>
<td>Ask CCIT</td>
<td>Ask Wildfire Administrator</td>
</tr>
<tr>
<td>Send as yourself</td>
<td>Built-in, default</td>
<td>Ask Wildfire Administrator for new identity</td>
</tr>
<tr>
<td>Send a copy to additional recipients</td>
<td>Built-in</td>
<td>Add additional recipients to the Recipient List</td>
</tr>
</tbody>
</table>

Note: The send a copy to additional recipients is in the works.
Demonstration

1. Recipient lists
   a. Create
   b. Edit

2. Mailings
   a. Send mailing
   b. View previous mailing
Example recipient lists

**Valid list**
has *email* column, column header is lower case

**Invalid list**
has *email* column, but column header has capital letter and hyphen
Example recipient lists

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>email</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><a href="mailto:test1904@columbia.edu">test1904@columbia.edu</a></td>
<td>Test One</td>
</tr>
<tr>
<td>3</td>
<td><a href="mailto:test7689@columbia.edu">test7689@columbia.edu</a></td>
<td>Test Two</td>
</tr>
<tr>
<td>4</td>
<td><a href="mailto:test2191@columbia.edu">test2191@columbia.edu</a></td>
<td>Test Three</td>
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**Invalid list**
- has *email* column, but column headers have capital letters and spaces
What’s next?
Wildfire launches
Wednesday, October 28, 2015
Wildfire Beta

- Try new Wildfire now [https://wildfire-beta.college.columbia.edu](https://wildfire-beta.college.columbia.edu)
- Wildfire Beta will become new Wildfire
Before launch

- CCIT will migrate approved identities and users
- CCIT will migrate data sets on a case-by-case basis
  - Contact us if you need datasets from Wildfire (ccit@columbia.edu)
The Launch

- Launch is scheduled for the morning
  - Likely between 9:30AM and 12:00PM
  - Please do not use Wildfire during this time
- Once the new Wildfire is running, the old Wildfire will no longer be available
Final notes

- There are hiccups with every new product launch
  - We’ve tested Wildfire extensively (30,000 emails sent)
  - But you are more “creative” than we are
  - Please let us know if you encounter anything you don’t expect

- We’re very excited about the new Wildfire and what we can do next
Feedback

We welcome your feedback at ccit@columbia.edu

- Bug reports
- Feature requests
- Complaints/praise/comments

New Wildfire survey a few weeks after launch
Thanks to

People who have worked on Wildfire

- Christopher Chan
- Ethan Hann
- Nelson Gomez
- Greg Lyle
- Aaron Pinero
- Michael Raimi
Questions?