

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



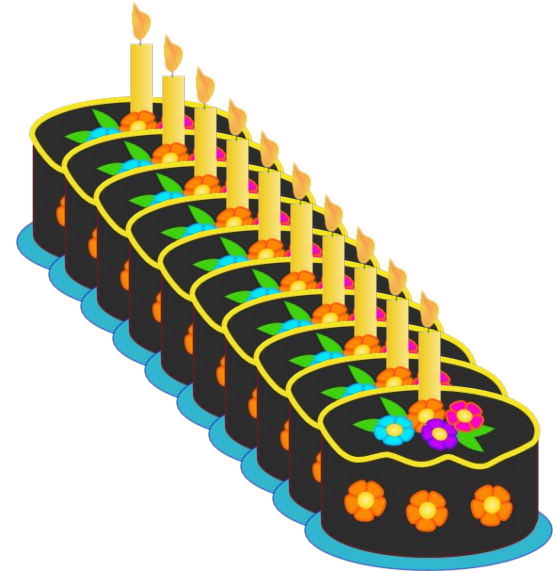
Michael Raimi, Associate PHP Software Developer

Nelson Gomez, Software Development Intern

Wildfire is really old

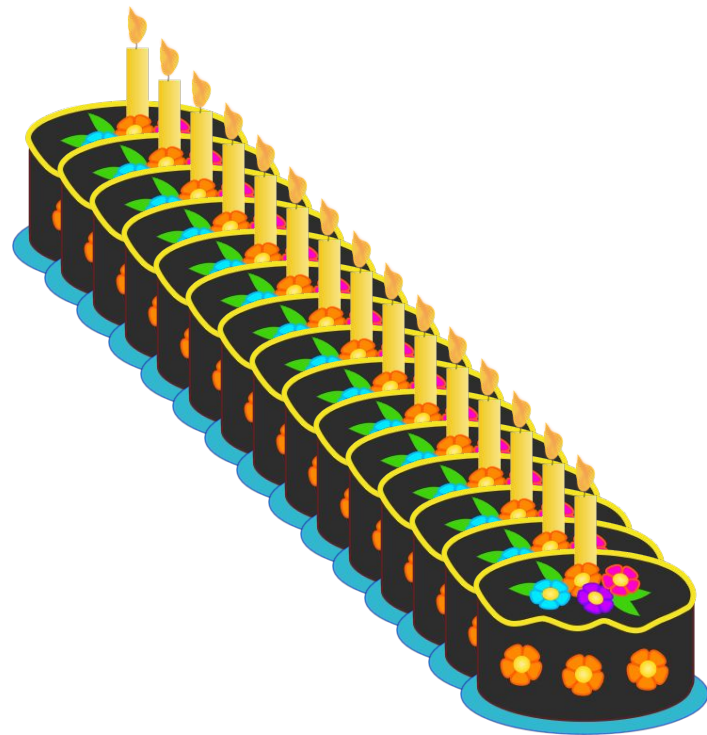


Wildfire is 10





Other parts of
Wildfire are 15

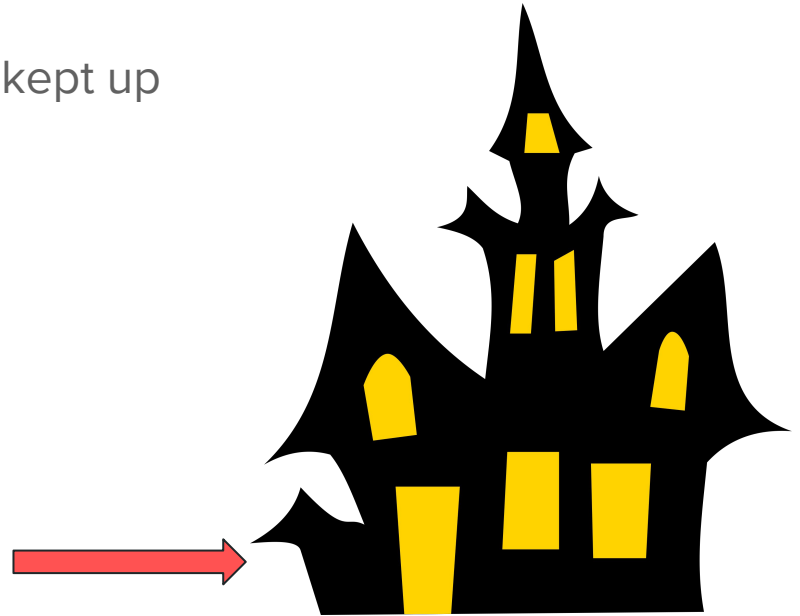




What does this mean?

- 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





Complaints

Why isn't my email being delivered quickly?

I want to edit my lists!

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

Why can't I upload an Excel spreadsheet?

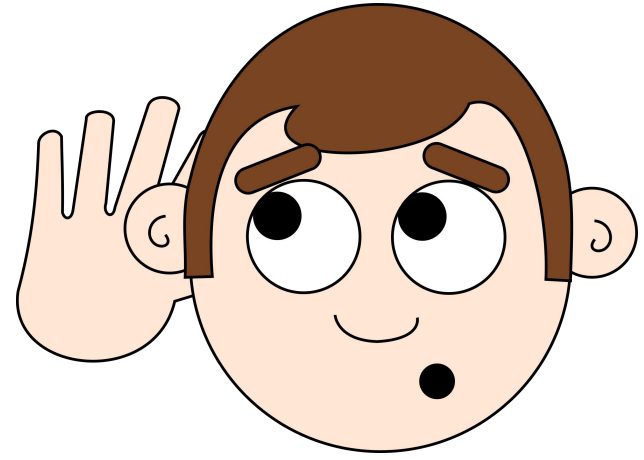
I want commas in my From name!

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



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



Inbox x



ccit@columbia.edu

to cchan

Aug 6 ☆

Reply

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

Difference	Old Wildfire	New Wildfire
Identity and user creation	Ask CCIT	Ask Wildfire Administrator
Send as yourself	Built-in, default	Ask Wildfire Administrator for new identity
Send a copy to additional recipients	Built-in	Add additional recipients to the Recipient List

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

	A	B
1	email	
2	test1904@columbia.edu	
3	test7689@columbia.edu	
4	test2191@columbia.edu	
5		
6		
7		

Valid list

has *email* column, column header is lower case

	A	B
1	E-mail	
2	test1904@columbia.edu	
3	test7689@columbia.edu	
4	test2191@columbia.edu	
5		
6		
7		

Invalid list

has *email* column, but column header has capital letter and hyphen



Example recipient lists

A screenshot of an Excel spreadsheet with a green border. The ribbon shows 'File', 'Home', 'Insert', 'Page Layout', 'Formulas', 'Data', and 'Review'. The 'Home' tab is active, showing font settings (Calibri, size 11) and alignment options. The spreadsheet has three columns: A, B, and C. Row 1 contains the headers 'email', 'firstname', and 'lastname'. Rows 2-4 contain data: 'test1904@columbia.edu', 'Test One', 'User'; 'test7689@columbia.edu', 'Test Two', 'User'; and 'test2191@columbia.edu', 'Test Three', 'User'. Row 5 is empty. Row 6 is highlighted with a black border. The formula bar shows 'fx'.

	A	B	C
1	email	firstname	lastname
2	test1904@columbia.edu	Test One	User
3	test7689@columbia.edu	Test Two	User
4	test2191@columbia.edu	Test Three	User
5			
6			
7			
8			
9			
10			

Valid list

has *email* column, column headers are lower case

A screenshot of an Excel spreadsheet with a red border. The ribbon and font settings are identical to the first screenshot. The spreadsheet has three columns: A, B, and C. Row 1 contains the headers 'email', 'First Name', and 'Last Name'. Rows 2-4 contain data: 'test1904@columbia.edu', 'Test One', 'User'; 'test7689@columbia.edu', 'Test Two', 'User'; and 'test2191@columbia.edu', 'Test Three', 'User'. Row 5 is empty. Row 6 is highlighted with a black border. The formula bar shows 'fx'.

	A	B	C
1	email	First Name	Last Name
2	test1904@columbia.edu	Test One	User
3	test7689@columbia.edu	Test Two	User
4	test2191@columbia.edu	Test Three	User
5			
6			
7			
8			
9			
10			

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>
- 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?
