Updates

Groups trained for BBIS since last meeting:
- Knowlton School of Architecture
- Enrollment Services
  - First Year Experience
  - Undergraduate Admissions
- Lima Campus
Updates

Shared email calendar
- We asked you to start using send after date—we’ve since discovered it affects test messages
- Hold off on changing behavior until we’re sure how to approach
- Work to begin this summer
- Will keep you updated
Updates

BBIS planned outage
- June 11 at noon until the morning of June 15
- No BBIS access during this time
- Plan accordingly
Updates

Yammer group
- Pose questions to other community members
- Share interesting articles related to email
- House files like meeting notes
Sender spotlight

College of Food, Agricultural, and Environmental Sciences

Matt Marx
Coordinator of Development Communications

Jody Poth
Director of Alumni Engagement, FAES

Betsy Ludwig
Project Coordinator, FAES Communications
CFAES Alumni Award Winners

Congratulations to the College of Food, Agricultural, and Environmental Sciences Alumni Award Winners!
Welcome to CFAES Connect, the monthly e-newsletter for alumni and friends of The Ohio State University College of Food, Agricultural, and Environmental Sciences.

INTRODUCING CFAES CONNECT!
Welcome to the first edition of CFAES Connect, the e-newsletter for alumni and friends of The Ohio State University College of Food, Agricultural, and Environmental Sciences. This is a new way to stay up to date on our alumni activities and news in our college.

READ MORE...
Responsive email

Kelli Sommer
Senior Web Designer, Interactive Communications

Templates available at:
http://brand.osu.edu/web-and-mobile/#email
What is a responsive email?

A responsive email responds to the device being used, so fonts will adjust and layouts will be arranged so that your content stacks and becomes scrollable rather than having to pinch and zoom to read it. You can also show or hide elements.
Why is responsive email so important to use?

It is likely that at least half of your subscribers are reading your message on a mobile device and that percentage is increasing.

If the message doesn’t look good on a phone, subscribers will quickly delete it.
What is my goal?

Download the email templates. Read through the documentation.

Use the templates as is, take pieces and parts from these templates to design a template that accommodates your needs, or just reference them when designing your own responsive email template.
How does a responsive email work?

It uses a (or multiple) media query, which is a special set of CSS styles that detect the screen size of the device and then “turn on” a different set of rules based on that screen size. It overwrites the inline style with a new set of styles.
**TIP:**

Do use an inline style="border:0px" or border="0" on images that are linked because in some email clients, a blue border will appear around the image. Just to be safe, I add a border="0" on all images.

```
<a href="http://www.osu.edu/events/buckeyesmart/rizzoni.html">
  <img src="http://www.osu.edu/mass-email-resources/advancement/buckeyesmart_header3.png" alt="Buckeye Smart: North East Ohio Speaker Series" style="width: 100%; margin-bottom:25px; display:block;" border="0"/>
</a>
```
**TIP:**

**Don’t** use “em” for font-size and line-height. They are inconsistent among email clients because different email clients use different baselines, which makes it nearly impossible to be pixel perfect.

```html
<p style="font-family: Helvetica,Arial,sans-serif; font-size: 1em; line-height: 1.25em;"></p>
```

**Do** use “px” for font-size and line-height. This is the most consistent unit of measurement among all email clients.

```html
<p style="font-family: Helvetica,Arial,sans-serif; font-size: 16px; line-height: 20px;"></p>
```
TIP:

Don’t use background colors on `<td>` inside `<table>` because it will cause hairlines to appear between the table cells on iOS devices.

```html
<table>
  <tr>
    <td bgcolor="#333333"></td>
  </tr>
</table>
```

Do use background colors on `<table>`, if necessary.

```html
<table bgcolor="#333333">
  <tr>
    <td></td>
  </tr>
</table>
```
Questions?

Comments?

Thank you for coming.

Next meeting is July 16, 2015, 3-4 p.m., #110B Hale Hall