



October 24, 2005

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# Proposal for Organization List Serve Purge

# I. Summary

Since NEACUHO began using Yahoo! Groups to host the organization's list serve there has been a large accumulation of abandoned e-mail addresses of members who did not remove themselves from the group when leaving the NEACUHO region. Because the organization has not required members to remove their profiles when leaving the organization nor has the organization mandated that individual members of the Yahoo! Group from registered institutions be tracked through the membership join/renewal process there is a large accumulation of "abandoned users."

It is estimated that 150-200 of the total estimated 500 members of the NEACUHO Yahoo! Group are "abandoned users" which clogs our group's services including the list serve. By conducting a purge and deleting all members using the group and re-inviting those that are registered or confirm their subscription to the group before the purge the organization may be able to streamline the group's technological resources.

Conveniently the organization can take this opportunity to educate about the Yahoo! Group and the additional unused services beyond the list serve feature. There are tools such as file storage and sharing, chat room, photo albums, and calendar feature. Some of these features are great features currently hosted on our website which could be hosted by the group for more private access.

The proposed List Serve Purge is planned to take place during the month of October (after the New Professionals Conference) with notification spread out over the course of 2 weeks prior to the purge. These messages will be detailed and explain the process of how to reserve your subscription e-mail address to be re-invited and coordinate communication on the neacuho.org website to make sure everything is clear.

## II. Needs/Problems

The NEACUHO organization has been utilizing the free services of Yahoo! Groups to maintain the group's list serve features for the past few years. Since the start of this Yahoo! Group there are a few concerns that have developed with the use of this free Yahoo! Group service:

- Past members of NEACUHO have not been asked nor removed from the group once their membership expires utilizing resources that should only be offered to paying individual members and membership institutions
- There are an estimated 150-200 "abandoned users" out of the near 500 total users that are requiring unnecessary technological resources
- Many members are unaware of the opportunities and resources available to them by being a member of the NEACUHO Yahoo! Group outside of the e-mail function

## III. Goals/Objectives

There are 3 goals of instituting the List Serve Purge:

- Clear out old "abandoned users" and active users that are no longer registered members of the organization.
- Educate members about all of the Yahoo! Group services offered to them utilizing some services more amongst the Executive Board and Membership.
- Create a successful procedure to update the active members within the Yahoo! Group so that future list serve purges are unnecessary.

## IV. Procedure

The process to purge and repopulate the Yahoo! Group membership should be fairly easy. The most difficult tasks will be educating the membership about the purge and the time it will take to re-approve members back to the group.

The steps needed to be taken are listed below:

1. 2 weeks before the purge occurs a notice of the purge should be sent with full text explaining the reasons and how to re-subscribe via the list serve and other membership lists
2. 1 week before the purge a second, more abbreviated notice, should be sent via the list serve and other membership lists with a link to the organization's website where detailed information is located about the reasons for the purge along with detailed instructions on how to re-subscribe once the purge is completed

3. 3 days before the purge a reminder notice should be sent via the list serve with links to the organization's website
4. 2 days before the purge a reminder notice should be sent via the list serve with links to the organization's website
5. Day of the purge a final notice that is as bold and obvious as possible is sent via the list serve and other membership lists including links back to the organization's website
6. Invitations to re-join the Yahoo! Group will be sent through the Yahoo! Group

## V. Timetable

Provide detailed information on the expected timetable for the project. Break the project into phases, and provide a schedule for each phase.

	Description of Work	Start and End Dates
Phase One	Detailed notification of the Yahoo! Group membership purge will be sent to the membership	Monday, October 17
Phase Two	Abbreviated notification with links to the neacuho.org website will be sent to the membership	Monday, October 24
Phase Three	Reminder notifications will be sent	Sunday, October 30 Monday, October 31
Phase Four	Final notification will be sent and the membership purge will occur	Tuesday, November 1
Phase Five	Invitations to join the NEACUHO Yahoo! Group will be sent from the group site	Tuesday, November 1 – Wednesday, November 2

## VI. Key Personnel

This purge will not be possible without the collective support of the NEACUHO Executive Board and the President, Membership Coordinator, Corporate Relations Chair, Marketing Plan Chair, and Technology Coordinator in particular.

**The Technology Coordinator** will coordinate the entire process, provide instructions, and offer answers and support to the rest of the organization about this event.

**The Membership Coordinator** will be heavily relied upon to help provide membership information, rosters, e-mail addresses, and additional question-answering to members during this process.

**The Corporate Relations and Marketing Chairs** will be looked upon for expertise and support of our very important corporate partners while their service will be interrupted

temporarily. These two chairs will be expected to communicate all individuals who will need a special invitation to rejoin the organization's Yahoo! Group.

**The President**, as the recognizable leader of the organization, may be called upon for support through the process; however, direct and much involvement should not be necessary.

## VII. Evaluation

Once this List Serve Purge has been completed a short informal assessment will be collected by the Technology Coordinator amongst the Executive Board along with feedback provided by members throughout the process. This evaluation will help to shape future processes/recommendations on how to best maintain the Yahoo! Group membership from year to year.

## VIII. Next Steps

In order for this proposal to go into effect it is important that all members of the Executive Board review the process to make sure that there are no foreseeable complications related to their roles and services.

It is important to also have multiple eyes review the notices in the Appendices to ensure they are effective messages of communication to be clear, brief, and to the point.

# IX. Appendix A

## TWO WEEK NOTICE

**Subject:** NOTICE OF NEACUHO LIST SERVE PURGE: message 1 of 5...

Dear NEACUHO Group Member,

Since the NEACUHO Organization began using Yahoo! Groups to host services such as the NEACUHO List Serve there has been an accumulation of users over time that are no longer NEACUHO members or old e-mail accounts that were abandoned for new ones.

It is estimated that about 30% of the member accounts utilizing our technological resources are "abandoned users." Because of privacy controls it is also unclear as to which accounts are truly "abandoned" and which are still active. Due to such a high percentage of "abandoned users" the NEACUHO Technology Coordinator, in conjunction with the NEACUHO Executive Board, has decided to conduct a List Serve Purge to clear out these users in order to streamline our Yahoo! Group services.

**The purge will occur Tuesday, November 1, 2005 after 5:00pm.** All list serve messages will be archived within the Yahoo! Group for future review while individual members' services are interrupted until they rejoin the Yahoo! Group. Members who have recently joined or renewed their membership with the NEACUHO Membership Coordinator, all Corporate Partners, and current List Serve users registered with a Member Institution e-mail address\*\* who request to rejoin the Yahoo! Group will receive an invitation to rejoin the group.

To ensure your invitation to rejoin the NEACUHO Yahoo! Group please send an e-mail with the subject, "request to rejoin" to [eric.bross@nyu.edu](mailto:eric.bross@nyu.edu). You may also submit your own request to rejoin after the purge by visiting the <http://neacuho.org> website and clicking on "Listserve."

As a member of NEACUHO you have privileged access to many services in our NEACUHO Yahoo! Group. There is our popular List Serve E-mail feature, but there are also opportunities to participate in NEACUHO Chats, have access to important files, view photos from NEACUHO events, and more! Visit our Yahoo! Group today!  
<http://groups.yahoo.com>

If you have any questions or concerns please e-mail me at: [eric.bross@nyu.edu](mailto:eric.bross@nyu.edu).

Sincerely,

Eric Bross  
Technology Coordinator  
NEACUHO

\*\* Unfortunately due to increased spam and other unwanted messages on the NEACUHO List Serve approval to join the NEACUHO Yahoo! Group is only granted to individuals with a NEACUHO member institution's e-mail address. For example: "---@institution.edu."

# X. Appendix B

## ONE WEEK NOTICE

**Subject:** NOTICE OF NEACUHO LIST SERVE PURGE: message 2 of 5...

Dear NEACUHO Group Member,

The NEACUHO Technology Coordinator, in conjunction with the NEACUHO Executive Board, will be conducting a List Serve Purge in one week to clear unnecessary "abandoned users" from our Yahoo! Group.

**The purge will occur Tuesday, November 1, 2005 after 5:00pm.** All list serve messages will be archived within the Yahoo! Group for future review while individual members' services are interrupted until they rejoin the Yahoo! Group. Members who have recently joined or renewed their membership with the NEACUHO Membership Coordinator, all Corporate Partners, and current List Serve users registered with a Member Institution e-mail address who request to rejoin the Yahoo! Group will receive an invitation to rejoin the group\*\*.

To ensure your invitation to rejoin the NEACUHO Yahoo! Group please send an e-mail with the subject, "request to rejoin" to [eric.bross@nyu.edu](mailto:eric.bross@nyu.edu). You may also submit your own request to rejoin after the purge by visiting the <http://neacuho.org> website and clicking on "Listserve."

For more information please visit our website at: <http://neacuho.org>.

Sincerely,

Eric Bross  
Technology Coordinator  
NEACUHO

\*\* Unfortunately due to increased spam and other unwanted messages on the NEACUHO List Serve approval to join the NEACUHO Yahoo! Group is only granted to individuals with a NEACUHO member institution's e-mail address. For example: "---@institution.edu."

# XI. Appendix C

## THREE DAYS NOTICE

**Subject:** NOTICE OF NEACUHO LIST SERVE PURGE: message 3 of 5...

**The NEACUHO List Serve Purge will occur in 3 days on Tuesday, November 1, 2005 after 5:00pm!!!**

Your List Serve **service will be interrupted** until you rejoin the NEACUHO Yahoo! Group after the purge. You may request to rejoin the list serve beginning Wednesday, November 2, 2005 at 8:00am or once you receive an invitation to rejoin. For more information visit our website: <http://neacuho.org>.

Eric Bross  
Technology Coordinator  
NEACUHO

## XII. Appendix D

### TWO DAYS NOTICE

**Subject:** NOTICE OF NEACUHO LIST SERVE PURGE: message 4 of 5...

**The NEACUHO List Serve Purge will occur in 2 days on Tuesday, November 1, 2005 after 5:00pm!!!**

Your List Serve **service will be interrupted** until you rejoin the NEACUHO Yahoo! Group after the purge. You may request to rejoin the list serve beginning Wednesday, November 2, 2005 at 8:00am or once you receive an invitation to rejoin. For more information visit our website: <http://neacuho.org>.

Eric Bross  
Technology Coordinator  
NEACUHO

## XIII. Appendix E

### FINAL NOTICE

**Subject:** FINAL NOTICE OF NEACUHO LIST SERVE PURGE: message 5 of 5...

**The NEACUHO List Serve Purge will occur TODAY, Tuesday, November 1, 2005, after 5:00pm!!!**

Your List Serve **service will be interrupted** until you rejoin the NEACUHO Yahoo! Group after the purge. You may request to rejoin the list serve beginning TOMORROW, Wednesday, November 2, 2005, at 8:00am or once you receive an invitation to rejoin. For more information visit our website: <http://neacuho.org>.

Eric Bross  
Technology Coordinator  
NEACUHO