



Class Sites Advanced Administrator Manual

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Changing Menu Items

Changes in the main menu bar must be made by HAA Staff. Please send an email to HAAClassSites@harvard.edu outlining the changes you'd like to make.

The screenshot shows the Harvard Alumni Association website with a red arrow pointing to the 'Communications' dropdown menu item in the top navigation bar. The menu bar also includes 'Login', 'AHCCS&T', 'Reunions', 'College Directors', 'Events', 'Students', 'Recent Grads', and 'Staff Liaisons'. The main content area is titled 'COLLEGE ALUMNI PROGRAMS OFFICERS LOUNGE' and features a 'CLASS WEBSITE TOOLBOX' section with links to 'Class Websites', 'HAA Class Email Service', 'External Email Client Best Practices', and 'Alumni Outreach Toolkit'.

Important information to include in your request:

1. The location of your new menu item
2. The title for your new menu item
3. The URL or Article number you would like linked
4. Any sub menu items you'd like included and their titles and links

Homepage Settings

Widgets on the Homepage cannot be changed or removed. Links to The Crimson, Harvard Magazine, Harvard Gazette, Tweets from @HarvardAlumni, @HarvardCrimson and the “Latest News” Section are a part of every Class Sites page.

The Crimson 

SFFA Funded by Large Conservative Trusts, Public Filings Show

U.S. Special Envoy to Iran Confronted by Protestors at Student Group Event

The Supreme Court Will Hear Arguments for the Harvard Admissions Lawsuit Monday. Here's What You Need to Know.

Harvard Magazine 

“We Urgently Must Do More”

Harvard Divinity Dean Hempton to Step Down

Football 2022: Princeton 37–Harvard 10

Harvard Gazette 

A global beacon on climate change

Harvard students head for Supreme Court rally

How Black thinkers wrestled with founding U.S. values amid slavery

Adding or Removing Items from “Latest News”

To add something to the “Latest News Section” Open the article in the editing window, then select “News” from the drop down menu. The article will then appear on the latest news section on the homepage.

To remove an article from this section, switch the topic to “Generic”.

Topic

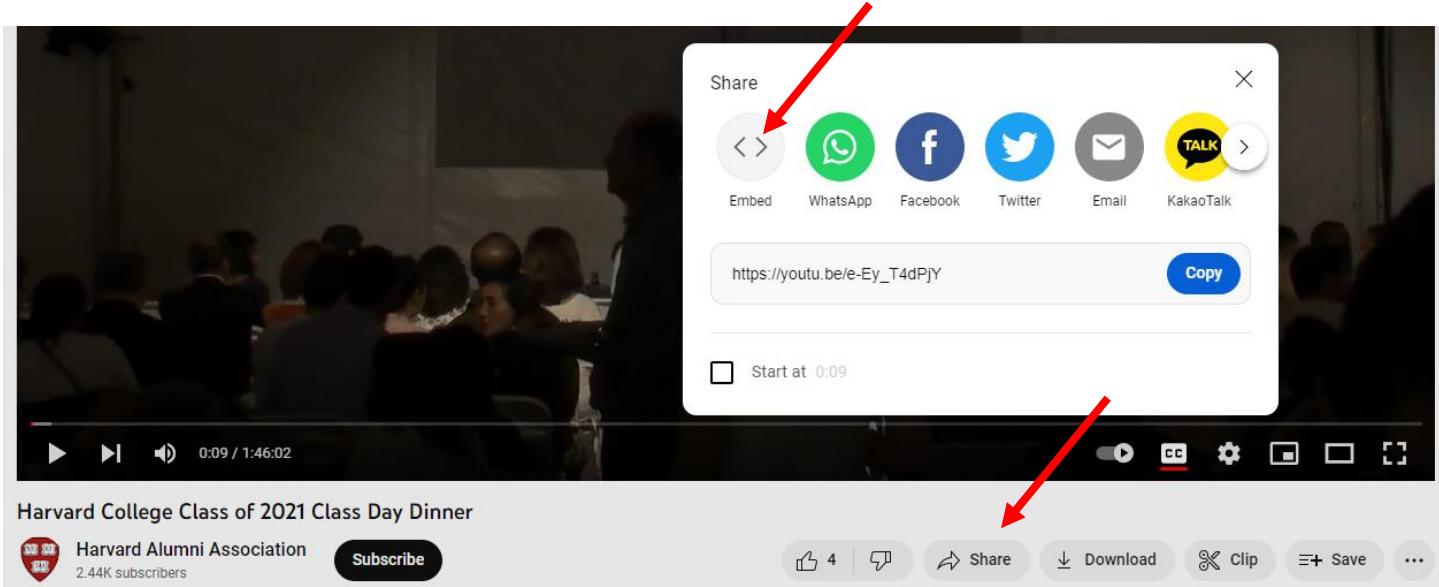
Topic 1	Generic	
Topic 2	*Optional	
Topic 3	*Optional	

Topic

Topic 1	Generic
Topic 2	Internal News Events Member Benefits Jobs Blog Chapters Featured Volunteers
Topic 3	

Embedding YouTube Videos

To add an embedded YouTube video, open the video in YouTube. Click the “Share” button at the bottom of the video, then select “Embed”.



```
<iframe width="560" height="315"  
src="https://www.youtube.com/embed/  
e-Ey_T4dPjY" title="YouTube video  
player" frameborder="0"  
allow="accelerometer; autoplay;  
clipboard-write; encrypted-media;  
gyroscope; picture-in-picture"  
allowfullscreen></iframe>
```

Start at 0:00

EMBED OPTIONS

Show player controls.

Enable privacy enhanced mode

Copy

Copy the text from the Embed Video box and paste it onto your class sites page, directly into the source code.

Click publish.

Archiving Old Articles and Using Them as Templates

Archive – Mark the Article archived so that it will not be deleted from your Article list, but it will be no longer be visible to visitors to your website.

Delete – Remove the Article permanently from your Article list and website. It is recommended that you archive Articles instead. Please note that you will be unable to delete pre-created Articles.

If you wish to use a page as a template for a new page, ex. Updating your 35th Reunion Schedule to contain the information for your 40th Reunion, first duplicate the page and archive the duplicate, and then you may go into the old schedule and begin to make changes. This allows for your old schedule to be archived without needing to update any page placement.

Broadcast Email Reply System

Any email responses to a broadcast email sent from the class site will triage based on rules created in Outlook based on the subject or body of the email. This process (and the rules) is managed by the Reunions and Classes team, and directs emails sent to haa_classes_webmaster@harvard.edu to the appropriate volunteers based on the class year.

If you would like to update the reply system rules for your class, please contact HAAClassSites@harvard.edu. Since many volunteers in your class may receive the responses from classmates, when replying to a classmate response, please reply

all making sure to include haa_classes_webmaster@harvard.edu to ensure all the class response recipients see the response and know this inquiry has been addressed.

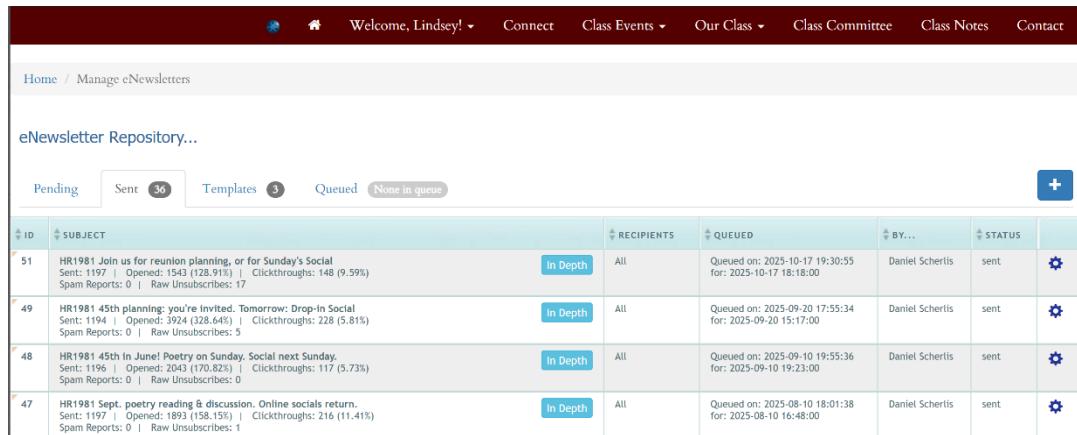
Note that you may decide to have the list of class volunteers who receive the email responses be different from the list of classmates who have website administrator access. If you would like to add or remove any class volunteers from the email reply list, please contact HAAClassSites@harvard.edu.

Also please note that the haa_classes_webmaster@harvard.edu email address is simply used to triage the emails as noted above, and is not a dedicated email inbox that the Reunions and Classes team monitors.

Pulling stats and unsubscribe counts by email message

In the back end of the class websites, there is an “In Depth” feature in the Manage Newsletter section that provides many insights into the email send, including the number of unsubscribes per an email.

Log into your class site and select “Manage Newsletter” from the blue dot button. From there, go to the “Sent” menu and select the “In Depth” button for any email send to view various data points including unsubscribes, link clicks, email opens, etc. The number of unsubscribes per an email is available, however the names of those who unsubscribed is not available.



The screenshot shows a table of email sends with the following data:

ID	Subject	Recipients	Queued	By...	Status
51	HR1981 Join us for reunion planning, or for Sunday's Social	All	Queued on: 2025-10-17 19:30:55 for: 2025-10-17 18:18:00	Daniel Scherlis	sent
49	HR1981 45th planning: you're invited. Tomorrow: Drop-In Social	All	Queued on: 2025-09-20 17:55:34 for: 2025-09-20 15:17:00	Daniel Scherlis	sent
48	HR1981 45th In June! Poetry on Sunday. Social next Sunday.	All	Queued on: 2025-09-10 19:55:36 for: 2025-09-10 19:23:00	Daniel Scherlis	sent
47	HR1981 Sept. poetry reading & discussion. Online socials return.	All	Queued on: 2025-08-10 18:01:38 for: 2025-08-10 16:48:00	Daniel Scherlis	sent

Pulling full list of unsubscribed classmates

To pull a list of classmates who have unsubscribed from the class newsletters (in general, not for specific email sends) you can create a Dynamic Group. To create a Dynamic Group, from the homepage select “Manage Users” then “Manage Groups”. From the Groups section, select “Add Group”.



The screenshot shows the 'Manage Groups' page with the 'Add Group' button highlighted.

Name the group whatever you want and then select “Dynamic Group” from the Group Type dropdown. Create the rule: ‘pref_notification < 3’. This will yield all the people who:

1. Unsubscribe proactively (value of 0).
2. Were unsubscribed by the bounce handler (value of -1).

Edit group Internal Test

Click the button at the bottom to save changes to this group.

When finished, [click here](#) to return to "Manage Groups".

Group Name

Internal Test

Hint: No html tags. 100 characters max.

Group Description

Hint: Some html tags allowed. 255 characters max.

Group Type

Dynamic

<input type="button" value="AND"/>	<input type="button" value="pref_notification"/>	<input type="button" value="<"/>	<input type="button" value="3"/>	<i>...in plain English:</i>
<input type="button" value="AND"/>	<input type="button" value="none"/>	<input type="button" value="="/>	<input type="button" value=""/>	<i>pref_notification < 3</i>
<input type="button" value="AND"/>	<input type="button" value="none"/>	<input type="button" value="="/>	<input type="button" value=""/>	
<input type="button" value="AND"/>	<input type="button" value="none"/>	<input type="button" value="="/>	<input type="button" value=""/>	

This will then create the group list that you can review. Please note that this rule will also list all classmates who do not have an email address in their records, in addition to those who have unsubscribed (in effect, everyone in your class that you won’t be able to reach by email). Keep these in mind when you see the total number, as it will be larger than those who are actually unsubscribed.

If you run or monitor this list regularly, you may be able to determine who has unsubscribed following a specific email send.

Check specific person's subscription and resubscribe

To check a classmate’s subscription status and to unsubscribe or resubscribe them to the Newsletter, select “Manage Users” from the Homepage. Search a specific classmate and then navigate to the “Select Action” on the right side on the line. Select “Edit Profile Info” from the drop down.

Users Groups Classifications Batch-Unsubscribe Redundancies Sniffer [+ Add Users](#)

User Filter Selector Key Fields filter (Use this filter to search for users based on general information...)

First Name	Last Name	Email	Screen Name	UID (for range use "-."):	AUX ID (for range use "-."):
first name	last name	email	preferred name	123 or 123-128	12345 or 12345-12360
Home State	Home Zip	Work State	Work Zip	Company Name	Title
home state	home zip	work state	work zip	company name	title
Email Subscriber (pref_notification):	Harvard School Name:	Harvard Degree:	Harvard Degree Year within	Main Code:	In User group:
Show All	school name	degree	1977 or 1977-1983	Show All	Select User Group
Registered between:	Last Profile Update Date between:				Results per page:
yyyy mm dd and yyyy mm dd	yyyy mm dd	and	yyyy mm dd	30	

Action/Output Selector Output to Browser (default) [Apply Filter ->](#)

ID	Email	First	Last	Level	Status	Renewed	Expires	Main Code	Action
1	ops@omnimagnet.com	Magnet	Team						Select Action

This will bring up the classmate's profile. Under Email Preferences you can see if they are subscribed or unsubscribed to the eNewsletter. If they wish to be resubscribed, select "Subscribe me to the eNewsletter" and scroll down to the bottom and select "Update profile!" They will receive the class newsletter moving forward. You can also manually unsubscribe classmates this way if they request it.

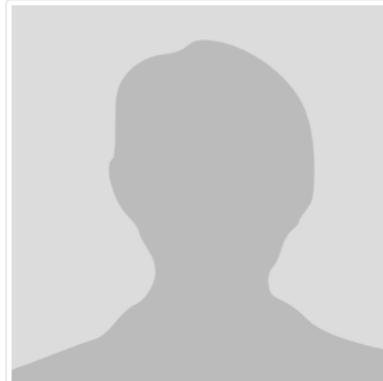
PERSONAL

Magnet Team

Exclude me from the online directory.

Note: Some information may not be changed online.

To update, please call Alumni & Development Services at 1-617-495-1750 or email them at ads@harvard.edu



Hint: drag a .jpg file on the image above to change your profile image.

Nickname:

Email Preferences

Hide email addresses in my online profile.

Preferred Email:

Subscribe me to the eNewsletter

We will use the email above to keep in touch with you and keep you informed about news and events. We hope that you will enjoy hearing from us but will honor your request should you choose not to receive future emails.

Additional Email:

Second Additional Email:

What happens if someone from another class logs into the site and how to unsubscribe them

If someone from a different Harvard College class logs into your class website (either in error, or they're trying to access content about friends in your class), the program immediately creates a class profile for them on the back end of that website. They will likely automatically also be subscribed to your emails. If they reach out to you about this in confusion (wondering why they are getting your class emails), you will need to unsubscribe them manually in their profile information following the directions above titled "Check specific person's subscription and resubscribe."

There is no way to completely delete their new profile, so unfortunately you'll need to just ignore that listing. This is not a common occurrence. Note that this does not impact their profile or subscription status on the website for their own class – it's completely unrelated. Additionally, having profiles on the back end of two different class websites does not affect their correct class affiliation or their data in the official Harvard database.