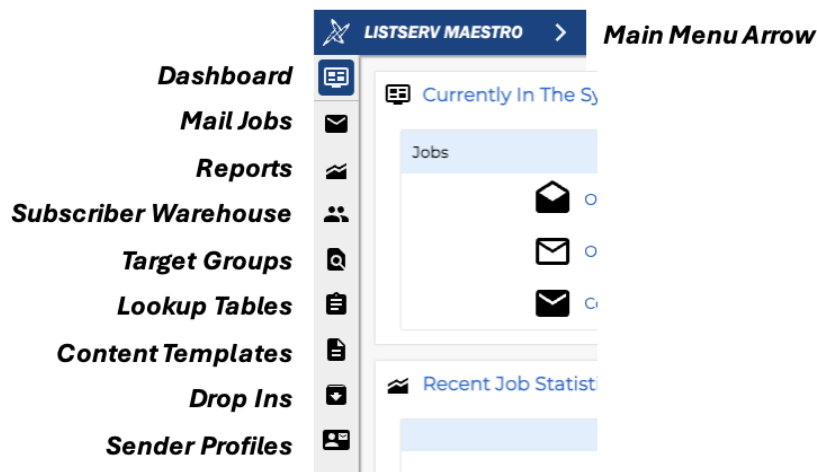


DIVISION OF INFORMATION TECHNOLOGY

The Interface

Click the “LISTSERV Maestro” button in the upper left corner at any time to return to the main dashboard.

Main Toolbar



Initial Setup

Create Sender Profile

Before a mail job can be sent, a Sender Profile must be created. This is the name and email address that appears in the “from” field on a mail job when sent. Once a preferred Sender Profile is created, you don’t have to create it again unless a different name and email address is preferred.

To create a Sender Profile:

1. From the main tool bar on the left, click the **Sender Profile** icon.
2. Click the **Main Menu Arrow > New > Sender Profile**.

Create Custom Template

Before you can send repeating mail jobs based on a custom template, you will first create the template. To create a custom template, a .txt file containing the HTML template code is required. If you do not have .txt file with a custom template, email its-servicemanagement@csulb.edu.

1. Open the .txt file, select all, and copy the code.
2. On the Maestro main tool bar, click the **Templates** icon.
3. Click the top **Main Menu Arrow > New > Content Template > Empty Template**.

4. In the top left corner, click **“code”**, erase existing code, and paste the code from your custom template.
5. Click **Save & Close**.
6. On the toolbar, click the **Content Template** icon > **User Defined Templates**.
7. Single click the template in question > Main Menu Arrow > **“Enable for Mail Jobs”**.
8. Single click on the template > Main Menu Arrow > **“Rename”** to rename it.

The next step will be to customize your template with elements that will typically remain the same for each mail job, such as a banner image or recurring sections. These can always be changed later.

To customize your user-defined template:

1. Double-click it in the left pane to open.
2. Double-click each placeholder to update with preferred content.
3. When done, click **“Save & Close.”**

Setup a LISTSERV List for Maestro Communication (Optional)

If you plan to use a LISTSERV for your mail job recipients, you must configure your LISTSERV to Maestro. In LISTSERV, under the owner's profile, add maestro@list.csulb.edu as a quiet owner and click **OK**.

Create New Mail Job

Note: To complete the mail job workflow, you must have established a sender profile, a custom template, and a recipient source (LISTSERV list or Target Group). If these are not done, see previous sections of this guide.

When creating a new mail job, a workflow will appear. Click on the steps in order from top to bottom. An item in blue needs completion. Once completed, it will turn light gray. Items not visited yet are dark gray.

1. To create a new mail job, click the **Mail Jobs** icon.
2. Click the top **Main Menu Arrow** > **New** > **Standard Mail Job**.
3. Enter the title and click **OK**.

Define Recipients

1. At the bottom, click **“click here to change”** recipient source.

Send to a LISTSERV list

1. Select **“Send to a LISTSERV List”**.
2. Click **OK**.
3. From the dropdown, select your preferred LISTSERV list.
4. Click **Next** > **Next** > **Next** > **Finish**.

Upload a List

1. Select "Upload Recipients" > OK > OK.
2. Select "Select a recipients file" > Select File.
3. Browse to file and click Open > Upload. Click the appropriate answer for header row then click Next > Merge Value > Email Address > Apply Field Settings > Next > Next > Finish.

Define Email Content

1. Enter a subject in the upper left corner.
2. Click "**Open Template Gallery**".
3. In the left panel, select "**User-Defined Templates**" and click on your preferred template.
4. Click **OK**.
5. Edit your content.
6. To provide an Alt Text version of your mail job, on the left panel, click "**Alt Text**" to view the text-only version.
 - a. In the panel to the right, under "Alternative Text" click "**Change > Custom > OK.**"
 - b. Delete all text and click "ViewInBrowserURL" from the panel to the right to insert the View in Browser link.
7. When finished, click **Save & Close**.

Define Tracking

Tracking will be automatic if using a LISTSERV list.

Define Sender

1. Select "**From Profile**" and make your selection from the dropdown.
2. Click **Save**.

Schedule Delivery

1. Make your preferred selection.
2. Click **Save**.

Send Test Emails

1. Enter an optional test line.
2. Enter at least one email address in the "To" column.
3. Click "**Send Test Emails Now**".
4. After confirming the test result, make your selection under "**Test Result Assessment**".
5. Click **OK**.

Authorize Delivery

1. Click "**Authorize Delivery Now**".
2. Click **OK > OK**.

Copy a Completed Job to Reuse

If a mail job is to become a repeated process, the easiest way to build the repeating process is to use a sent job.

1. Click on the **Mail Jobs** icon from the main menu and expand **“Completed Jobs”**.
2. Single click on the sent job in question > Main Menu Arrow > **“Create Copy of Selected Job”**.
3. A new, open job has been created, and you will be prompted for a Job Title for the new mail job.
4. Enter the title and click **OK**.
5. Notice the job has been created and is now found under **“Open Jobs”**.
6. Double-click to enter the workflow.

Tracking Statistics

Once your mail job is successfully sent, a job summary notification will be sent to your email inbox containing statistics about your mail job, example: deliveries, opens, clicks, etc.