CBA Update:
New Communication Tools to Replace Listserv Technology

From: Mark Dubois, President and Douglas Brown, Executive Director
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Re: Upgrading from Listserv Technology to Online Forums, Messaging and Email

Our new website offers exciting new features to make it easier for members to share information and hold conversations with one another: email, messaging and online forums.

Read on to learn:
• How to easily email and message other members
• How to use the Online Forum feature which will replace Listservs on December 31.

Sunsetting Listservs
Together these technologies provide better functionality than the outdated Listserv system with additional benefits to enhance your experience as a member—including more opportunities for collaboration and much greater control over the content you post and the notifications you receive.

We have been using our new website for virtually all association communication since its launch in July. This way, the most current member contact information as provided by the member is utilized. The new website does not connect to the old Listserv, which has not been updated since July, 2014. Therefore, to ensure all members are properly included in future correspondence we have made the policy decision to deactivate our listserves as of December 31, 2014.

New Communication Options: (Instructions attached for each)
• Email other members directly
  o Simple plain-text communication directly to member’s email inbox.
• Message other members within the system
  o Rich text messages and attachments to the CBA inbox (in the system), members receive a copy of the message via email, and login to retrieve message, download attachments and the like.
• Online Forum
  o Robust online conversations (like Listserv) but with greater control of what you receive and when you receive it.
  o See the next page to learn more about how forums compare to the Listserv system.

To learn more about the new website and how to use it, visit: www.ctbar.org/NewSiteTraining
# How Forums Compare to Listserv Technology

<table>
<thead>
<tr>
<th>Feature</th>
<th>Listserv</th>
<th>Forum</th>
<th>Benefits of Forums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>Unsecure; can be hacked and/or used inappropriately</td>
<td>Secure; a password is required for access</td>
<td>Non-member participation is now able to be limited</td>
</tr>
<tr>
<td>Start a Discussion</td>
<td>You send an e-mail to the group’s designated &quot;mail.ctbar.org&quot; e-mail address</td>
<td>Log in to the website, navigate to your group’s page, and choose Forums→forum name→New Topic to add your message</td>
<td>Easy access to view other discussions that have already been started and may already have information about your topic</td>
</tr>
<tr>
<td>Attachments</td>
<td>Attachment received directly in your e-mail inbox</td>
<td>Notification received directly in your e-mail inbox, with a prompt to log in to view attachment</td>
<td>All attachments remain with the original post, so they are easy to find and there is no need to re-share large attachments; you can add up to ten attachments to a post</td>
</tr>
<tr>
<td>Edit Posts</td>
<td>Not available</td>
<td>A forum post can be edited after it has been submitted</td>
<td>Member control of information is enhanced with the ability to edit</td>
</tr>
<tr>
<td>Notification of Activity</td>
<td>You receive an e-mail notification with the actual text of the message each time a response or new correspondence is made</td>
<td>You receive an e-mail notification with the actual text of the new forum post with the option to log in and respond</td>
<td>You have the option to &quot;subscribe&quot; to the topic(s) of your choice and receive further notifications via e-mail or simply return to the discussion at your leisure, which allows you to choose how to participate in the conversation</td>
</tr>
<tr>
<td>Respond to a Message</td>
<td>Reply all to e-mail</td>
<td>Post your reply in your group forum page by logging in to the CBA website</td>
<td>Responses are secure and organized</td>
</tr>
<tr>
<td>Unsubscribe</td>
<td>Not available unless you unsubscribe to all Listserv correspondence</td>
<td>You can unsubscribe from an individual threaded conversation or from an entire forum</td>
<td>You now can control number of notifications you receive, which will avoid e-mail inbox overload, especially on topics not of interest</td>
</tr>
<tr>
<td>Search Old Conversations</td>
<td>Not available; only possible search is via e-mail if you have saved all Listserv responses</td>
<td>All posts are archived on the website, so you can view what was written in prior posts, all associated replies, and add your own content as desired</td>
<td>This feature creates a knowledge base where members can see old questions and answers and continue participation</td>
</tr>
<tr>
<td>Report Inappropriate Messages/Abuse</td>
<td>No ability to report inappropriate messages and limited ability to control user usage</td>
<td>A &quot;report&quot; button allows group administrator to review and take action on inappropriate posts; the administrator can delete posts/limit activity as needed</td>
<td>Greater control enhances accountability and professionalism</td>
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COMMUNICATING WITHIN YOUR GROUP

To communicate with all group members by email (similar to a ListServ), click “options” and you will see the following choices:

(1) **“Message all group members”** sends a message to all group members and is distributed within the website. Group members will receive an email notification to inform them of a new message in their “Message Center” inbox. The email notification will include a link to log in to the site to view the message. Please note that the text of the message will NOT appear in the email.

(2) **“Email all group members”** will allow you to send an email to all group members. Members will receive an email in their regular email inbox (i.e. Outlook, Gmail, etc.) where they can communicate through traditional email messages with group members.

Group pages also feature a **“Group Feed”**, which allows you to post messages/comments in the group. This feed functions much like a “News Feed” on Facebook with posts being just like “status updates”. Your message will appear directly under the “Post” box, above “Recently Updated Profiles”.

(continued)
ADDITIONAL GROUP FEATURES

On the right side of the page you’ll see access to your:

- “Group Directory”, which will list all of the members of your group.
- “Group Calendar”, will list all of your group’s specific events.
- “Blogs”, can only be published by your Group’s Leadership. Group members can add comments to Blog posts in this area.
- “Forums”, which allows you to publish your own questions or comments to group members. You can also read other member’s comments/responses on one screen.
CBA Online Forums

Please remember:
You must be logged into the CBA website to comment/view forum activity.

For helpful tips on saving your CBA username/password, please see the Saving Your CBA’s username/password section found on www.ctbar.org/NewSiteTraining.

Useful Forum Terms
What is a forum?
A forum is a private Internet message board where CBA members can have online conversations in the form of posted messages.

What is a forum topic?
A forum topic is a post/message within the forum about a particular subject.

How to Use Forums
How do I post to a forum or create a new forum topic?

• Access the group’s homepage and then select the Forums link on the right side of the screen

• Select the forum name link
To create a new topic discussion within the forum, select **New Topic**.

After selecting a **New Topic**, the below screen will appear for you to fill out. The form requires you to enter the **Subject** of the forum topic you are creating.

**In this form, you can also:**

- Embed code from YouTube or other video sharing sites
- Design and create the contents of your forum topic
- Upload documents or photos in this field. **Note:** You can upload 10 files at a time.
Once you have completed this form, click **Submit Post**.

**Replying within a Forum**

To reply to a forum post, you **must** be logged in to the CBA’s website to respond to any forum activity. There are two ways to reply to a forum post:

1. Select the **Reply** link
2. Select the **Quick Reply**

**Note:** The “Quick Reply” does not allow you to use the full editor in your response.
Subscribing to a Group Forum

- All CBA group members are automatically subscribed to their group’s forum.  
  **Example:** If you are a member of the Real Property Section, you are automatically subscribed to that group’s forum.

- Group members have the ability to control which notifications they receive and how to participate in group conversations. This avoids e-mail inbox overload on forum conversations not of interest to the member.

- Group members will receive an e-mail notification every time a new forum topic is created. The e-mail notification will include the actual text of the forum post/topic, but members must "subscribe" to that topic to receive further notifications via e-mail. There is also the option to go back to the discussion at a later time.

**Subscribing/Unsubscribing to Forum Topics**

*If I would like to receive further notification on a forum topic, how do I subscribe to the topic?*

First, you must access the forum you would like to subscribe to. You can access the forum topic two ways:

1. Use the link provided in the e-mail notification
2. Access the group’s home page, choose the **Forum** link on the right side of the screen, then select the forum topic you would like to subscribe to.

Once you’ve selected the forum topic you would like to **subscribe** to, select the **Thread Actions** link and choose the **Subscribe to Instant Updates** link to begin receiving activity updates on this topic.

If you would like to **unsubscribe** to this forum topic, simply follow the same instructions and instead of the link displaying Subscribe to Instant Updates, it will read **Unsubscribe to Instant Updates**.
Managing Forum Subscriptions

How do I view all of my forum subscriptions?

There are two ways to view all of your forum subscriptions:

1. Access the group’s home page and then select the Forum link on the right side of the screen. Then, select the My Subscriptions & Settings link directly above the red bar.

2. Or you can access your forum subscriptions by selecting Manage Profile on the left side of the screen.

And then selecting “Forum Settings” directly under the Community section.
The below screen will list all of your forum subscriptions.

You can unsubscribe to the entire forum and/or you can unsubscribe to forum topics you’ve already subscribed to.

Please Remember: If you unsubscribe to the entire forum and/or forum topics, you will no longer be notified of any new activity.