

## FAQs

### Outbound Email Feature

#### **We recommend discussing with your IT group**

Intrepid Learn provides an option to send email messages related to class experiences (e.g., an email that goes to all participants at the start of the class). However, corporate email services can have varied rules for how they process, filter, or block inbound email.

We recommend that you discuss this feature and your use cases with your IT department to avoid surprises and best position you for success. More context for this conversation is provided below.

#### **General context**

We use Amazon’s email service SES to process sending emails from Intrepid Learn and out to your learners (recipients).



Corporate ISPs will identify emails coming from Intrepid Learn have been sent from an Amazon SES managed IP.

- Additionally, they will identify the specific email address(es) that you configure to use when sending emails from Intrepid Learn.
- In this type of scenario, where an email has multiple parties associated with it, corporate ISPs are concerned with ensuring the emails are authentic (not spoofs). The next section addresses set-up options that include digital signatures to mitigate this concern.

#### **DKIM Email set-up**

There are two main options for setting-up how you send email from Intrepid Learn:

Step 1: DKIM is requested by the client. This makes sense if they want to send outbound emails with a custom from address that they have the rights to.

Step 2: We generate a DKIM csv file to send to the client’s IT contact

Step 3: the client IT registers the DNS records contained in the CSV file we sent them

Step 4: the client sets up the FROM address in the email admin of the Intrepid platform

Step 5: click “send a verification email” to the from address and click on the link from that verification email

### **Technical considerations (to discuss with your IT or appropriate group)**

1. Validate your preferred set-up option (from above) for how you send email
2. Understand if your ISP has rules in place like blocking inbound group emails that have over a certain number of recipients. Discuss your expected email scenario(s) and expected volume of recipients with your IT department to identify any considerations early in your preparations.
3. Identify if your ISP manages a Whitelist of IPs from which to accept inbound emails. If so, the Ips used by Intrepid’s SES account can be added to the whitelist. \* 54.240.34.30 and 54.240.34.29
4. Ideally, you walk away from conversations with your IT department having opened a channel of communication should things change in the future

### **Mitigate your risks**

When you first start using emails from Intrepid Learn, we advise you to mitigate the potential impact of an unexpected issue by:

- Having a back-up communication option
- Starting with a class/scenario that is non-critical (e.g., don’t use the feature for the first time, with the first email, of the first launch of your biggest program)

### **Expectations when sending**

Processing time through Amazon’s email service (SES) can vary depending on factors such as volume of recipients (each recipient represents an additional email to send). Generally, we advise to expect that sending time could range from a couple of minutes to an hour for a large recipient list.

### **Email best practices**

Emails can be sent from Intrepid Learn to registered users that have an account on the platform.

- Scoping the capabilities this way helps ensure it serves the learning experience for known persons versus other, broader purposes (such as marketing) that could introduce spam concerns.
- However, even with this scoping, it is still good to follow email writing best practices such that the subject line and purpose of the email are clear, mitigating the chance that a user will accidentally flag it as spam.

- In addition to emails sent by class administrators, automatic notification emails can be enabled on a class-by-class basis. Administrators can control if these are turned on/off for a class and users can control receipt of notification emails from their profiles based on their personal preference.

It is also good practice to monitor your sent emails for “bounces” that indicate a bad address. Intrepid provides summary statistics in admin panel (identify if any bounces have been received) as well as reporting (to see which specific addresses bounced).

- Given that the email service is scoped to registered users, bounces should be infrequent.
- In our learning use case, bounces could occur from scenarios such as a typo when a user’s account was created or if there is a gap between when a class participant leaves your organization (when their email is likely disabled) and when their class account is disabled.