Action Recommended: Top-level UNC Domains No Longer Available to Send Emails through Qualtrics

Help Document: Odum Institute February 2024

Custom "FROM" email addresses used to send mail within Qualtrics must use a configured department subdomain and not a top-level domain beginning March 14th, 2024.

What to expect:

1. **Top-level domains (and certain subdomains) <u>used for sending emails</u> within Qualtrics will fail beginning March 14, 2024.** These domains include:

   Top-level domains:
   - @unc.edu
   - @live.unc.edu
   - @office.unc.edu
   - @ad.unc.edu
   - @email.unc.edu

   Subdomains:
   - @unchealth.unc.edu
   - @renci.org

2. **If you are sending emails anywhere on the Qualtrics platform FROM an email address ending in any of the above domains, the distribution will fail.** This includes:

   - email distributions,
   - reminder & thank you emails,
   - email task workflows,
   - email triggers,
   - directory messages,
   - distribution APIs,

- report & results sharing,
- and more - If it <u>sends</u> an email from the listed domains, it will be affected.

3. **To avoid disruption to the above:**

- Check your distributions, workflows, triggers, directory messages, API distribution calls, and anywhere in the platform sending emails.

- Update the domain used in the <u>FROM</u> field to any approved UNC subdomain or the customized subdomain created for UNC Qualtrics users (see below).

4. **Currently approved subdomains include**:
   NOTE: the approved subdomains are subject to change. In the event any subdomain is removed, a notification will be sent to all Qualtrics users prior to any changes.

- survey@qualtrics.unc.edu: This is the default subdomain and is available to <u>all</u> UNC Qualtrics users

- UNC subdomains: aims.unc.edu, aux-services.unc.edu, beam.unc.edu, bio.unc.edu, bios.unc.edu, cidd.unc.edu, dentistry.unc.edu, ehs.unc.edu, energy.unc.edu, fac.unc.edu, facilities.unc.edu, hsrc.unc.edu, ils.unc.edu, kenan-flagler.unc.edu, med.unc.edu, neurology.unc.edu, physics.unc.edu, psafety.unc.edu, qualtrics.unc.edu, sog.unc.edu, store.unc.edu, wunc.org

- If your departmental subdomain is not listed above and you would like to use it, contact ITS using the Help Portal here: https://help.unc.edu/sp or your departmental IT.

5. **To use survey@qualtrics.unc.edu:**

- Simply type this address into your FROM email field, <u>OR</u>

- Add your own custom local-part (the text before the @ symbol) to the domain and change the "FROM" field in your email editor.

- You can continue using your personal email address in the "Reply To" field.

- If you prefer distributions to be set up as "no-reply", use the default @qualtrics.unc.edu domain.

- In the example below, you will see the use of the approved subdomain, survey@qualtrics.unc.edu in the FROM field, and a personal email address in the "Reply To" line so that the researcher would receive a message if the recipient chose to reply to the survey mailing:

- In the example below, you will see the use of the approved subdomain with a personalized prefix in the FROM field. The prefix can be personalized to whatever you choose. Here, the same address is used in the "Reply To" line. In this instance, the message would act as 'no-reply' since "@qualtrics.unc.edu" is not attached to a mailbox.

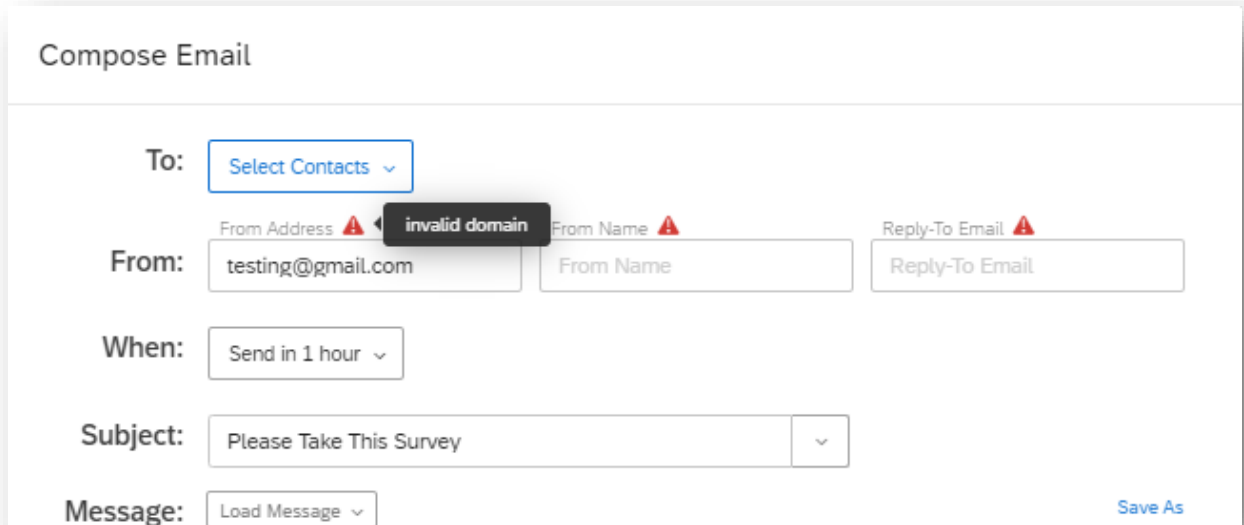6. **If you are unsure whether the domain associated with your email address is available:**

   - Type the email address you wish to use into the "From" line in your "distributions" tab when composing an email. If the domain is not approved, you will receive a message indicating that the domain is invalid. See below:

7. **For questions or assistance,** please see FAQs below first. If these do not answer your questions, please submit a <u>Qualtrics Support</u> ticket here: https://help.unc.edu/sp

8. **FAQs:**

   - **If I'm distributing my survey using the single-reusable anonymous link, will this change affect my data collection?**
     - *No. This will only affect your distributions if you are using the built-in Qualtrics mailer to distribute your survey, or a Distribution API with a custom domain.*

   - **Can I send survey invitations TO email addresses with the affected domains?**
     - *Yes. You can send survey invitations to any email address including those affected by the changes described above, as well as email addresses outside of the UNC brand (i.e. Gmail, Yahoo, iCloud, etc.).*

   - **What is the reason for this change?**
     - *In response to changes to the email landscape, ITS has been working behind the scenes to protect UNC-Chapel Hill's email reputation. For more*

information, see UNC support documentation here:
https://its.unc.edu/2024/02/02/protect-unc-email-reputation/

- **Can you send me a list of the areas being affected by this change?**
    - *Anywhere on the Qualtrics platform that sends an email will be affected if you are using one of the above listed custom domains in the "From" line.*

        See Qualtrics documentation below for more information.
        Note: this is a list of the most common instances. Consider all aspects of your projects where emails are sent to avoid disruption.

    - *Email distributions: https://www.qualtrics.com/support/survey-platform/distributions-module/email-distribution/emails-overview/*

    - *Reminder Emails: https://www.qualtrics.com/support/survey-platform/distributions-module/email-distribution/reminder-thank-emails/#SendingReminderEmails*

    - *Thank you Emails: https://www.qualtrics.com/support/survey-platform/distributions-module/email-distribution/reminder-thank-emails/#SendingThankYouEmails*

    - *Email Task Workflows: https://www.qualtrics.com/support/survey-platform/actions-module/email-task/*

    - *Distribution APIs: https://api.qualtrics.com/9128704e20b4e-distributions*

    - *Email triggers: https://www.qualtrics.com/support/survey-platform/survey-module/survey-tools/email-triggers/*

    - *Share Reports & Results: https://www.qualtrics.com/support/vocalize/sharing-dashboards/exporting-data-from-vocalize/#EmailDashboards*

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