**Sitecore Email Process**

**Updated July 2017**

### Discovery
- **Email Request**
  - **Stakeholder**

### Building
- **Design Needed?**
  - **MCM, WT or Internal Comm Manager**
  - **Yes**
  - **No**

### Approval
- **Create Proof and Sent**
  - **WT or Internal Comm Manager**
  - **MCM?**
    - **Yes**
    - **No**

### Reporting
- **Create Report and Send**
  - **WT or Internal Comm Manager**

### General Bulk
- **MCM or WT**

### Internal Audiences
- **Internal Comm Manager**

#### Review w/ stakeholder
- Purpose and goal
- Audience
- Desired recipient action
- Integration w/ other efforts

#### Does the content and list meets all email requirements?
- Internal email - Please send bulk email requests intended for all faculty, all staff or all student lists to UI’s internal communications manager.

#### Design Needed?
- **MCM, WT or Internal Comm Manager**
- **Design**
  - **Creative Services**
- **Design Approval Cycle**
  - **Stakeholder and design requester**

#### Build List and Email
- **WTM or Internal Comm Manager**
- **Build Complete | Proceed to Approval**

#### MCM Approval Cycle
- **MCM and builder**

#### Stakeholder Approval Cycle
- **Stakeholder and MCM or builder**

#### Send Email
- **WT or Internal Comm Manager**

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**Discovery Approval Cycle**
- **MCM, WT or Internal Comm Manager**

**Discovery Complete | Proceed to Build**

**[END]**