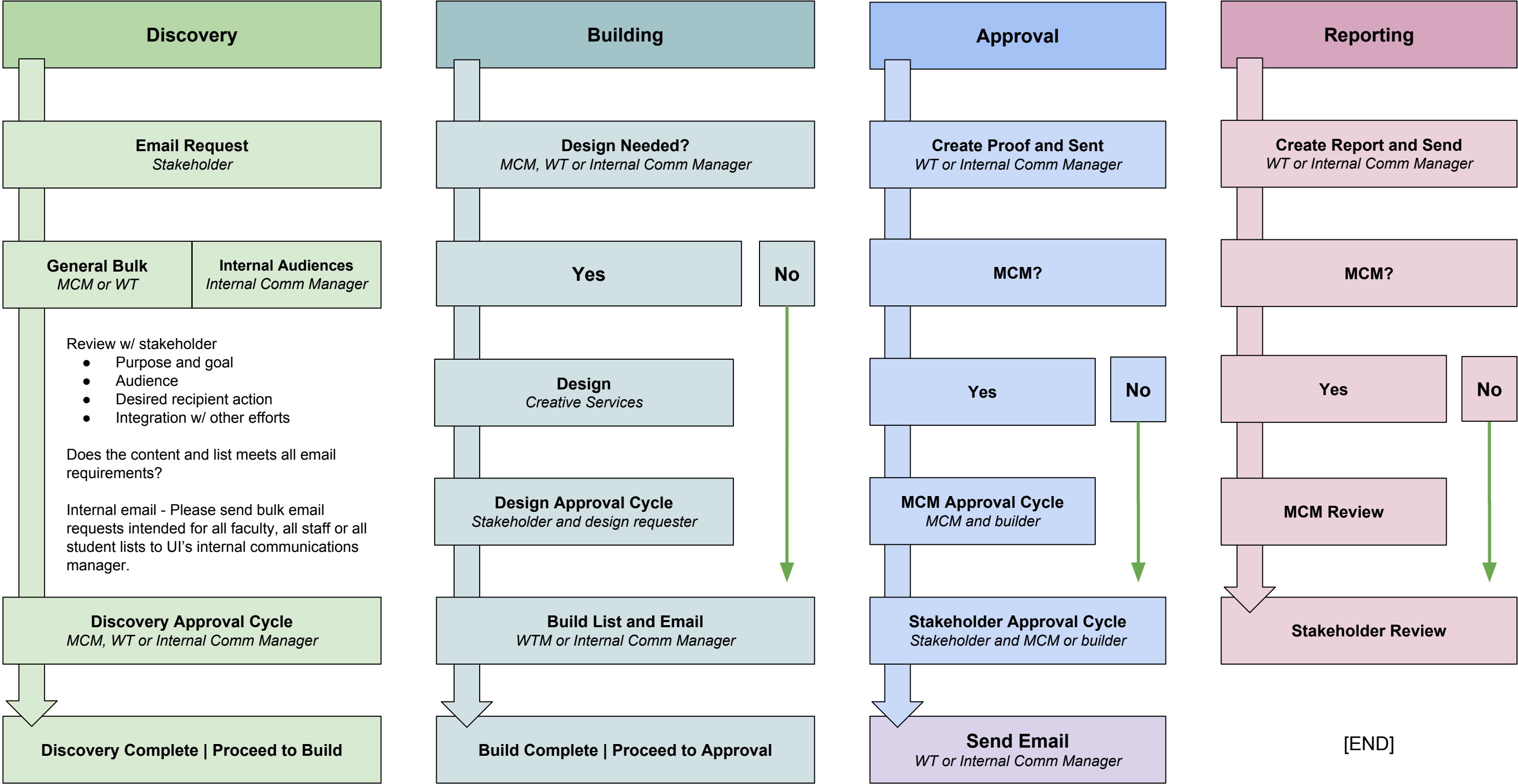


Sitecore Email Process

Updated July 2017



Discovery

Email Request

Stakeholder

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.

Discovery Approval Cycle

MCM, WT or Internal Comm Manager

Discovery Complete | Proceed to Build

Building

Design Needed?

MCM, WT or Internal Comm Manager

Yes

No

Design

Creative Services

Design Approval Cycle

Stakeholder and design requester

Build List and Email

WTM or Internal Comm Manager

Build Complete | Proceed to Approval

Approval

Create Proof and Sent

WT or Internal Comm Manager

MCM?

Yes

No

MCM Approval Cycle

MCM and builder

Stakeholder Approval Cycle

Stakeholder and MCM or builder

Send Email

WT or Internal Comm Manager

Reporting

Create Report and Send

WT or Internal Comm Manager

MCM?

Yes

No

MCM Review

Stakeholder Review

[END]