

E-newsletter Process

Working Document as of June 1, 2005

Phase	Team Lead	Phase	Team Lead
<p>1) Scope meeting - when client has numerous questions/goals</p> <p>a) Meet with PR/marketing coordinator to evaluate how an e-newsletter fits into overall marketing plan</p> <p style="padding-left: 20px;">i) Identify audience ii) Identify core messages/content areas iii) Identify frequency iv) E-mail list? v) If e-news, process for production, timelines</p> <p>b) Preview the templates that are available at: http://cms.kent.edu/enews/demo.cfm</p> <p style="padding-left: 20px;">i) Discuss customizable regions ii) Discuss URL (www.kent.edu/enews/determinedbyclient)</p> <p>c) PR/marketing coordinator schedules or has client schedule</p>	<p>PR/ marketing coordinator</p>	<p>1) Scope meeting - when client is intentionally requesting e-newsletter</p> <p>a) Meet with PR/marketing coordinator to evaluate how an e-newsletter fits into overall marketing plan</p> <p style="padding-left: 20px;">i) Identify audience ii) Identify core messages/content areas iii) Identify frequency iv) E-mail list? v) If e-news, process for production, timelines</p> <p>b) Preview the templates that are available at: http://cms.kent.edu/enews/demo.cfm</p> <p style="padding-left: 20px;">i) Discuss customizable regions ii) Discuss URL (www.kent.edu/enews/determinedbyclient)</p> <p>c) Web team member provides</p>	<p>PR/marketing coordinator; Web member attends OR Web team member as determined by PR/marketing coordinator</p>

<p>CommonSpot demo with Web team member to keep meeting length manageable and to allow Web team member to answer additional CommonSpot questions</p>		<p>CommonSpot demo and answers additional questions</p>	
<p>2) Pre-production Initial Issue</p>			
<p>a) Send necessary information to Web team member including:</p> <ul style="list-style-type: none"> i) Template choice ii) Site URL/name iii) Sections iv) Header links (and footer) <ul style="list-style-type: none"> (1) Mandatory to issue home page (2) Mandatory to department home (3) Mandatory to Kent State home page (4) Mandatory here or in footer to contact us page with contact name, e-mail address, phone and physical location (5) Mandatory here or on left in issue line – unsubscribe option v) Masthead/newsletter name vi) Left image vii) User account info viii) Forewarn about text-only e-mail announcing issue 	<p>Client or PR/Marketing Coordinator (TBD by these parties)</p>		

<p>(compare to commercial e-cards)</p> <p>b) Web team member submits to production queue and schedules training with client</p> <ul style="list-style-type: none"> i) CommonSpot ii) Image prep trg – TBD if picture manager works for issue page (also as we go consider Gary Motes for training venue) <p>c) Web team member reminders</p> <ul style="list-style-type: none"> i) Add client(s) to CommonSpot listserv ii) Add e-news listing to cms.kent.edu/enews listing <p>d) Solidify e-mail list – sending by way of listserv? Set up listserv at https://secure.kent.edu/list</p>	<p>Web team member (training typically occurs one week after submitted to production queue)</p> <p>When testing templates, be sure:</p> <ol style="list-style-type: none"> 1. issue template is provided 2. article template is provided 3. all mandatory links appear in header/footer/primary navigation 4. contact us page exists 5. you add footer information in so we are covered with copyright info <p>Web team member</p> <p>Client/Listserv administrator</p>
<p>3) Production</p>	
<ul style="list-style-type: none"> a) Establish annual production schedules/timelines, share with PR/marketing coordinator for feasibility. Share with UCM editors so they can plan accordingly b) Write/gather content and images c) Content to UCM editors to review, please allow five to 10 	<ul style="list-style-type: none"> a) Client, perhaps PR/marketing coordinator support b) Client c) Client/Editors

working days d) Image prep e) Build pages f) E-mail UCM editors for additional review of copy, please allow five to 10 days g) UCM editors review copy and e-mail client when complete	d) Client e) Client f) Client g) Editor
4) Release	
a) Notify e-newsletter recipients of new issue b) Post updated link to Web site	Client