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# eComm User Newsletter | May 2024 [1]

May 6, 2024 by lauren.galena [2]




**True or False** CU Gold font on a white background and white font on a CU Gold background are color combinations that don't have sufficient levels of color contrast.

Hint: Try using a color contrast tool [3] to check for yourself.

- CU Gold: #CFB87C
- White: #FFFFF

## General Updates

### Marketing Cloud

- **Upcoming Session:** Be on the lookout for invites to upcoming sessions.
  - Managing campaign members [4] (date TBD)
  - Understanding CAN-SPAM [5] (date TBD)
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [6] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest). There is one group devoted to Marketing Cloud & Salesforce and a second group for Cvent. Chatter allows you to collaborate with others, share experiences, and stay informed about eComm resources and updates.

### Cvent

- **Cvent Hosted Training Event in Denver May 14:** Customer Success Group: Striking a

Balance Between Effort & Impact in 2024.
    - **Where:** Denver, CO
    - **When:** May 14 from 10 am - 1 pm
    - Learn more and register [7]
- **Some Reports Sunsetting in Cvent:** Have you noticed a sunset icon next to a report in Cvent? Reports with this icon next to them will be sunset 6/30/24 and replaced with updated versions. If you see this icon next to one of your existing reports that you're planning to use past 6/30/24, click on the icon to create an updated report.
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [6] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest). There is one group devoted to Marketing Cloud & Salesforce and a second group for Cvent. Chatter allows you to collaborate with others, share experiences, and stay informed about eComm resources and updates.
- **Cvent Express is Sunsetting:** We have been informed that Express events are to be sunset September 2024. That means all events will need to be created in the more robust Flex/Standard format [8]. eComm users will be communicated with as the sunset date approaches. There is no need to take immediate action.

# Featured Resources of the Month

May is Global Accessibility Awareness Month. As we discussed in last month's newsletter, 1 in 4 adults in the U.S. have some type of disability. It's important to aim to make your communications and events accessible to all. Here are a few resources to help support your efforts in creating accessible content.

## Marketing Cloud and Salesforce

Check out these accessibility best practices for communications [9].

Here are a few helpful tools and resources:

- Guide to Writing Alt Text [10]
- Using Emojis in Subject Lines [11]
- Colour Contrast Analyser (CCA) [12] (downloadable tool for Windows and Mac)

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

## Cvent

Check out these best practices for planning accessible events [13].

Here are some other helpful tools:

- ???????Color Contrast Checker [3]
- Alt Text Decision Tree [14] - Determine if your image needs alt text

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

## Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

## Celebrations & Success Stories

Have an eComm celebration/success story you'd like to share? Submit it here [15] to be featured on the eComm website [16] and in a future newsletter. **We can help with expanding upon your story. No need to submit a final version. Consider this a rough draft.**

Share any impressive metrics, milestones, ways you've used data to optimize, or achievements that stand out. Your story is a powerful testimony to the incredible results that can be achieved as a user of the eComm suite of tools.

## New & Updated Resources

- Cvent | Accounting Quick List [17] (Updated to include information about restricted fund 30s)
- Cvent Academy [18] (new)
- Cvent | Support and Resources [19] (updated screenshots)
- Cvent | Creating Fundraising Events [20] (Updated graphics - changed allocation fund to designation code throughout)
- Cvent | Registrant Management [21] (Added tab 'Managing Abandoned Registrations')
- Someone Not Receiving Marketing Cloud Messages [22] (Added information about List Detective)
- Subscribers and Subscriber Status [23] (Added section 'Unable to Find Marketing Cloud Subscriber')
- Using Emojis in Subject Lines [11] (Updated 'Obtaining Emoji Code' section)

**Answer: True** These color combinations are not accessible. Sufficient color contrast is crucial for readability. High contrast ensures easy distinction, while low contrast may lead to missed information or eyestrain, especially in bright settings. Use a color contrast tool [9] to ensure that your content has sufficient levels of contrast.

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