

## **MEC Weekly Digest | Feb. 15, 2022** <sup>[1]</sup>



February 17, 2022 by [jennifer.mortensen](#) <sup>[2]</sup>

### **February Team Meeting Moving to March**

- **Update:** Given team schedules, we will be rescheduling our next team meeting from Thursday, Feb. 24 to Thursday, Mar. 3. Jen Mortensen will update the calendar invite accordingly.

### **eComm/Pharmacy Support Transition**

- **Update:** We'll begin communications to transition stakeholders at the end of the week. Key updates include the following:
  - The eComm/Pharmacy transition website <sup>[3]</sup> is live.
  - We've begun knowledge transfer and training but have had to modify our timeline. The transition spreadsheet has been updated to reflect these changes.
  - We've hosted our first budget/user fee discussion and are making progress with this element of the transition, although significant work lies ahead in this space.
  - Boulder OIT elected not to assign a project manager to this effort since Jen Mortensen and Jeff Benn are running it through the UIS initiative process that will provide ongoing support and input from the leadership team.

### **Preferred Name Approved**

- **Update:** Jen Mortensen has obtained approval for preferred name from Campus Solutions, HCM, and Advance. We'll be working with Claire Hamilton and Jeff Benn to determine an implementation timeline. More information will be available soon.

### **February Last Login Audit**

- **Action:** Please complete column E of the last login spreadsheet (Feb. 2022 tab) by Friday, Feb. 18. Users will receive notification on Monday, Feb. 21.

### **Data Extension Automations**

- **Update:** Claire Hamilton began the data extension automation pilot in a few System business units, and that work raised an additional question that we'll need to address at

our next team meeting:

- **Question:** Campuses approach data extension notifications differently. Some campuses build data extensions to send an email notification to the user upon import while others do not configure notifications. When an automation runs, notifications will be sent to users who have an email address populated in the data extension notification field. Depending on the frequency with which we run the automations, users could receive MANY data extension import notifications on a daily basis. Please consider the ways in which we could address this issue with minimal impact to the end users.
- **Reminder:** In addition to the above question, please consider how you would like to address the following:
  - Data Extension Clean-Up
  - Identification of priority data extensions and business units
  - Process for creating automations

## Delivery of Transactional Communications to Unsubscribed Contacts

- **Issue:** Many of you have raised concern that contacts who are unsubscribed in Marketing Cloud are unable to receive transactional communications.
- **Research:** We've been working with Claire Hamilton to conduct additional research on this topic. Marketing Cloud allows unsubscribed contacts to receive transactional communications when the send classification is configured as Transactional. Testing for each campus has confirmed this to be the case.
- **Next Steps:** We recognize that campuses use send classifications differently (for example, selecting a commercial send classification and then overwriting the footer with a transactional delivery profile, which would not allow unsubscribed contacts to receive a transactional send). We plan to discuss this issue in more detail at our next team meeting so we can develop a consistent path forward for all campuses. In the interim time, Jen Mortensen will continue her weekly manual reactivation of unsubscribed students and employees.

## Delivery Profile Updates Complete

- **Update:** Claire Hamilton has completed changing the default footer for all business units and updating the commercial delivery profiles in all business.
- **Reminder:** Please use the updated instructions for creating delivery profiles for commercial communications [4]. Commercial delivery profiles should point to Account Default rather than to the CU Footer for All Emails library content.

## Outstanding Issues

- **CY22 Q1 Email Preferences and Business Units:** Thanks to those of you who submitted CY22 Q1 preferences and business units for processing. We're working with the COE to identify a timeline for completion given that Claire Hamilton and Daniella Torres will be training to take over this process. If you have urgent needs from the spreadsheet, please let Jen Mortensen know so that we can prioritize them accordingly.

## Ongoing Data Monitoring

- Data Issues Dashboard [5]

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[5]

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