

## Suggested Departmental Mass Communications Review Process

(based on the Office of Undergraduate Admissions review procedures)

A review process such as the one suggested below will help ensure that mass email communications are delivered to the intended audience and that errors are minimized. The process involves two separate but connected departmental reviews, a business review and a technical review, and should be considered for all mass communications sent from campus departments. It is also recommended that at least three departmental review managers (coordinating review manager, business review manager, and technical review manager), and appropriate back-ups, be identified for this process.

- **Departmental Review Request Initiated:** Person or department (internal or external) intending to send the mass communication initiates departmental review request. At a minimum, the following information should be included with the request sent to the coordinating review manager:
  - Intended audience list
  - Audience list selection criteria
  - Query used to generate intended audience list
  - Proposed message (approved by appropriate departmental editorial office, if applicable)
  - Any additional info that might help expedite review process

If the request is complete, the coordinating review manager notifies the departmental business and technical reviewers to begin their segments of the review. These segments are detailed below.

- **Business Review Segment:** At a minimum, this should include the following:
  - Identifying appropriate departmental staff to perform review
  - Reviewing proposed message to ensure appropriateness for intended audience
  - Spot checking individuals (number to be determined by review manager) in the intended audience against the source database to ensure they match the desired selection criteria
  - Notifying other units and departments (internal or external) that may be impacted by the communication
- **Technical Review Segment:** At a minimum, this should include the following:
  - Identifying appropriate departmental staff to perform review
  - Confirming submitted audience selection criteria and accuracy of submitted query
  - Independent re-writing and processing of new query to generate impartial audience list based on reviewer's knowledge of business rules and audience selection criteria provided
  - Comparing audience counts and other details between the two queries to verify accuracy of the intended audience

When both segments of the departmental review are complete, the coordinating review manager should contact the original requester to inform him that this portion is complete and that the campus review segment can be initiated.

- **Campus Review Segment:** The appropriate campus authority or designee must approve all mass electronic messages before the UC Davis email system can be used (per the Mass Electronic Messaging policy at <http://manuals.ucdavis.edu/ppm/310/310-18.htm>). The appropriate approving offices for each intended audience are defined in the policy.

Once this approval is granted, the coordinating review manager or the original requester may use the UC Davis email system to distribute the mass communication. If you have questions and would like to speak to a person please contact the IT Express Help Desk at (530) 754-4357 or by email at [ithelp@ucdavis.edu](mailto:ithelp@ucdavis.edu).