

BBA Program Distributed Authorship

Content Subject Matter Experts (SMEs)

These individuals are the point of contact for a given area of the website. They should review content at least quarterly for accuracy ([read more about what is considered an accuracy update](#)).

The trained Sitecore editor for the area may make updates, or the SME may send a request to webteam@wsb.wisc.edu.

Content SMEs may also be Sitecore-trained editors, but this is not required.

BBA Current Student Resources

Area of Website	Name	Email	Date Added to this List	Date of Accuracy Check
Admissions and Recruitment	Kevin Zalanowski	kevin.zalanowski@wisc.edu	5/9/2019	TBD
Academic Advising	Katie Denzin	katie.denzin@wisc.edu	5/9/2019	TBD
Pre-Business Advising	Katie Denzin	katie.denzin@wisc.edu	5/9/2019	TBD
Pre College-Programs	Karen Stroud Felton	karen.stroudfelton@wisc.edu	5/9/2019	TBD
Career Services	Jamie Macias	jamie.macias@wisc.edu	5/9/2019	TBD
Student Life	Julie Duffstein	julie.duffstein@wisc.edu	5/9/2019	TBD
International Programs	Joseph Halaas	joseph.halaas@wisc.edu	5/9/2019	TBD

Sitecore-Trained Editors

These individuals have been trained to use Sitecore and have access to update designated pages of the website.

If an area does not have an individual trained in Sitecore editing, page accuracy should still be reviewed by the Content SME above at least quarterly. If updates are necessary, a web team request should be submitted to webteam@wsb.wisc.edu.

If an individual will not be making edits at least monthly, we recommend they do not receive training/access and edits are instead sent to webteam@wsb.wisc.edu.

If a new hire needs Sitecore training, please submit a training request by emailing webteam@wsb.wisc.edu.

BBA Current Student Resources Site

Area of Website	Name	Email	Date of Training
Admissions and Recruitment	Kate McNally	kate.mcnally@wisc.edu	07/01/2019
Academic Advising	Katie Denzin	katie.denzin@wisc.edu	07/01/2019
	DJ Mattison	dj.mattison@wisc.edu	07/22/2019
Pre-Business Advising	Katie Denzin	katie.denzin@wisc.edu	07/01/2019
	DJ Mattison	dj.mattison@wisc.edu	07/22/2019
Pre College Programs	N/A	--	--
Career Services	Jamie Macias	jamie.macias@wisc.edu	07/01/2019
Student Life	Julie Duffstein	julie.duffstein@wisc.edu	07/01/2019
	Brianna Kuhn	brianna.kuhn@wisc.edu	07/01/2019
	Karen Thomas	karen.thomas@wisc.edu	07/01/2019
	Justice Hadley (Student- myBiz)	justice.hadley@wisc.edu	09/01/2019
	Valerie Jakusz (myBiz)	valerie.jakusz@wisc.edu	09/01/2019
ALC	LaToya Wilson (Student)	lwilson25@wisc.edu	TBD - Schedule 9/2019
	Kathryn (Katie) Murphy (Student)	kmmurphy7@wisc.edu	TBD - Schedule 9/2019

International Programs	Joseph Halaas	joseph.halaas@wisc.edu	07/01/2019
	Brianna Cacchione	brianna.cacchione@wisc.edu	07/01/2019
	Bianca Cusimano Danner	bianca.cusimanodanner@wisc.edu	07/01/2019
	Deidre Robinson	deidre.robinson@wisc.edu	07/01/2019
	Louisa Ehrlich	lehrlich3@wisc.edu	07/01/2019
	Jacob Borst	incoming.exchange@wsb.wisc.edu	09/11/2019
Other	Mary Lewitzke	mary.lewitzke@wisc.edu	TBD

Email Builder Editors

The email builder training is currently the older way of editing in Sitecore. It will be updated to the newer Experience Editor in the near future. We will reach out to email builder editors at that time.

Types of Emails	Name	Email	Date of Training
For emails sent through LRM	Mary Lewitzke	mary.lewitzke@wisc.edu	2018 (Trained in older email builder)
For emails sent through LRM (Backup to Mary Lewitzke)	Marissa Simplot Kate McNally	marissa.simplot@wisc.edu kate.mcnally@wisc.edu	3/14/2019 (Trained in older email builder)
Academic Advising	Katie Denzin	katie.denzin@wisc.edu	TBD
	Joseph Halaas	joseph.halaas@wisc.edu	TBD
	Brianna Cacchione	brianna.cacchione@wisc.edu	TBD
	Bianca Cusimano Danner	bianca.cusimanodanner@wisc.edu	TBD
	Deidre Robinson	deidre.robinson@wisc.edu	TBD
	Louisa Ehrlich	lehrlich3@wisc.edu	TBD
Student Life	Julie Duffstein	julie.duffstein@wisc.edu	TBD
	Brianna Kuhn	brianna.kuhn@wisc.edu	TBD
	Karen Thomas	karen.thomas@wisc.edu	TBD (Trained in older email builder)
	LaToya Wilson	lwilson25@wisc.edu	TBD - Schedule in Sept. 2019
	Kathryn (Katie) Murphy	kmmurphy7@wisc.edu	TBD - Schedule in Sept. 2019

Blog Authors

myBiz blog post creation is currently the older way of editing in Sitecore. Migration to the responsive layout is scheduled for June-July 2019. When the blog is moved to the responsive container, responsive posts will be authored in WordPress and pulled into Sitecore dynamically. For this reason, blog post creation is a separate training from Sitecore editor training.

Blog Name	Name	Email	Date of Training
myBiz Blog	Brianna Kuhn	brianna.kuhn@wisc.edu	TBD
	LaToya Wilson	lwilson25@wisc.edu	TBD - Schedule in Sept. 2019
	Kathryn (Katie) Murphy	kmmurphy7@wisc.edu	TBD - Schedule in Sept. 2019
International Programs: Business Badgers Abroad Blog	Joseph Halaas	joseph.halaas@wisc.edu	TBD
	Brianna Cacchione	brianna.cacchione@wisc.edu	TBD
	Bianca Cusimano Danner	bianca.cusimanodanner@wisc.edu	TBD
	Deidre Robinson	deidre.robinson@wisc.edu	TBD
	Louisa Ehrlich	lehrlich3@wisc.edu	TBD

Related articles

- [Brand and Insights iContact Client Folder Settings](#)
- [Strategic Human Resources and Management iContact Client Folder Settings](#)
- [Risk and Insurance iContact Client Folder Settings](#)
- [How-to use the Sitecore Email Builder](#)
- [Training: Media Library, Image Re-sizing and Optimization](#)