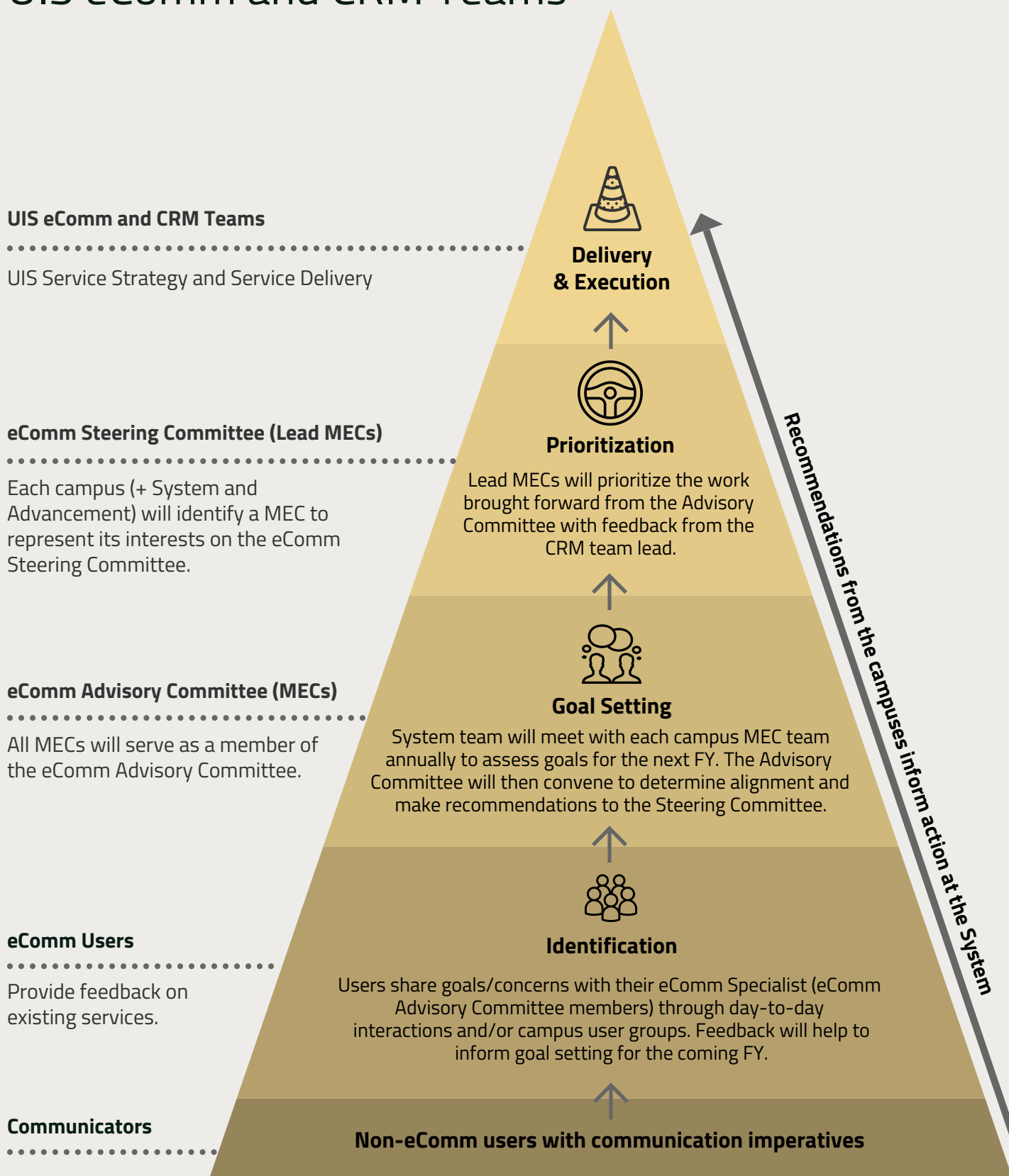


# Governance and Roadmapping

## UIS eComm and CRM Teams



The goal of this governance/roadmapping model is to ensure that the eComm program continues to grow and develop in a manner that serves both the enterprise and the campuses/system/advancement while understanding that these objectives do not always align. An annual goal setting meeting will occur with each MEC team after which shared goals will be identified. The Advisory Committee will discuss goals that are not in alignment and make a recommendation to the Steering Committee for prioritization. Quarterly meetings will ensure we remain transparent and on track.