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eComm Roadmap Development [1]



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The development of a five-year eComm roadmap is currently underway based on feedback from our campus partners serving on the eComm Executive Committee and eComm Super User Committee. We expect this process to be complete in mid-June 2026. While some elements of the roadmap will likely address current program challenges, it will also encompass critical areas for program growth such as deliverability, SMS, and increasing value through broader use of features and the introduction of additional constituent data.

Examples of areas that may be featured in the five-year roadmap include the following:

Governance

- Implementation of an ongoing multi-campus governance structure that allows for involvement from executive leadership and super users on each campus and in CU Advancement
- Development of ongoing roadmap creation and management strategies to ensure ideas are appropriately socialized and that broad agreement on eComm's future is reached
- Creation of tools and processes to assist in decision making in an environment where campus visions and resources differ

Salesforce

- Development and implementation of data governance practices to allow for enriched constituent outreach
- Addition of more data points for CU constituents such as participation in campus activities or various affiliations that could be used to improve segmentation
- Ongoing enhancements to eComm Event Management to improve existing features and introduce new functionality
- Maintenance practices and data retention practices to reduce storage costs
- Introduction of more streamlined processes for audience creation

Marketing Cloud

- Implementation of a simple send solution
- Consolidation and/or optimization of business unit structure
- Implementation of SMS outreach
- Broader access and training for features such as Journey Builder
- Alignment of outreach tools with evolving constituent expectations

- Template improvements

Event Management

- Ongoing enhancements to eComm Event Management to improve existing features and introduce new functionality
- Template improvements to allow for a more streamlined approach to event creation
- Migration of some free, simple events to eComm Event Management to reduce registration costs

User Experience

- Increased user provisioning frequency
- Enhanced training for critical program areas such as CAN-SPAM, accessibility, and PCI compliance
- Integration of training into CU's Percipio platform
- Revised policies to better reflect the uses and applications of eComm and the program's link to the constituent experience

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