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Program Update from the Vice President of Communication [1]



March 1, 2026 by jennifer.mortensen [2]

As a user of CU's eComm program, you are likely already aware of how tools including Salesforce, Marketing Cloud, Cvent and others allow you to engage your constituents more effectively. That said, we know that the world is changing: our audiences expect more from us both in content customization and data availability. While email still has value, we know that digital engagement is ever-evolving and that to develop truly engaging outreach, the eComm program needs to grow and change as expectations shift.

We're writing today to share initial plans that will support changes in the eComm program as you know it today, including addressing long-standing issues such as program cost and technology growth. We hope that the information below is helpful to you as we work together to ensure that eComm services remain both relevant and affordable long into the future.

You can expect regular updates from us in the months ahead as the efforts below take shape. And as always, please reach out to your eComm specialist or to program leadership for questions and assistance.

Thank you for your ongoing partnership.

Michele Ames
Vice President for Communication

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