

History of eComm ^[1]

A systemwide search began in 2008 to identify a single vendor to provide the University of Colorado a unified suite of electronic communication tools. The single platform solution would be designed to improve the quality, frequency and accuracy of CU's data; enhance the effectiveness of CU's electronic communications; provide a single environment for CU constituents to interact; and save money. More than 20 representatives from the campuses' alumni relations offices, IT and communications departments, the CU Foundation and Office of the President served on a search committee to identify a vendor. Harris Connect was selected to fulfill a three-year contract.

Before signing the contract with Harris Connect, a gap analysis was led by retired Vice President of University Information Services Dave Makowski. Makowski developed a charter document ^[2], which informed program strategies and contract negotiations with Harris Connect ^[3]. The contract was signed in November 2010.

A program director, housed in the Office of the President, was hired in December 2010. The campuses' alumni offices and the CU Foundation hired Electronic Communications Managers ^[4] in fall 2011. These individuals provide training and support to communicators using eComm.

Services became available to CU schools, units and departments that communicate with alumni, donors, parents and friends of CU in December 2011. The CU eCommunications Program (eComm) offers CU communicators a suite of tools under a unified platform from which to deliver electronic communications (email, event registration forms, donation forms) to CU alumni, donors, parents and friends.

In September 2012, a strategic realignment of the electronic communications manager positions for the Denver campus and the CU Anschutz Medical Campus occurred, transitioning the positions under Academic Technology & Extended Learning (ATEL).

The future of the program will include the transition of additional schools, colleges, departments, centers and institutes into the eComm program, training additional administrators on effective electronic communications, and the launch of an internal communications program that will allow units to communicate with CU faculty, staff and students.

Source URL: <https://www.cu.edu/ecomm/history-ecomm#comment-0>

Links

[1] <https://www.cu.edu/ecomm/history-ecomm> [2] <https://www.cu.edu/ecomm/about/charter-document>

[3] <https://www.cu.edu/ecomm/about/harris-connect> [4] <https://www.cu.edu/ecomm/contact>