Vision Statement

The University of Colorado's university-wide constituent relationship management platform will ensure a personalized, constituent-centered approach that maximizes the university’s ability to use data to support engagement strategies. The CRM will foster collaboration, cost-effectiveness, and efficiency as it moves toward a shared technology architecture and common data platform.

What is eComm?

The CU eComm program offers CU schools, colleges, units and departments a unified platform for electronic communications with alumni, donors, parents and friends via a suite of
web-based tools: Salesforce, MarketingCloud, and Cvent.

eComm’s email marketing and event management tools for CU communicators integrate with
CU’s source systems of more than 1.2 million records. This integration creates customized,
targeted and engaging communications that capture valuable data in a dynamic and secure
environment.

An [online community][2] provides a secure and authenticated space for CU alumni to update
their profiles. Future enhancements will allow them to search for and network with other CU
alumni, identify communications and privacy preferences, register for events and more.

Why a single platform?

eComm provides a single, centralized environment for CU constituents to update their contact
information, register for events, donate to CU and identify communication preferences. By
increasing the quality, currency and accuracy of constituent data, CU can enhance
engagement with its audiences while adhering to CAN-SPAM legislation and saving money.

eComm Leadership

The eComm program is housed in University Relations in the University of Colorado Office of
the President. Additionally, each of CU’s four campuses and Advancement have at least one
designated eComm Specialist.

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CU ADVANCEMENT

CU ANSCHUTZ MEDICAL CAMPUS & CU DENVER CAMPUS

Learn how eComm’s suite of tools work together. Select the blue plus signs () on the image below for more information.

Data Model

eComm uses data from three source systems: HRMS for employees, Campus Solutions for students, and Advance for donors and friends. CU’s Identity Management System (IDM) manages affiliations for all constituents. Master Data Management (MDM) ensures data integrity between the systems.
**Data Glossary**

The data glossary [16] provides full descriptions and values.

**Groups audience:**
eComm

**Source URL:** https://www.cu.edu/ecommerce/strategy
Links
[1] https://www.cu.edu/ecomm/strategy
[2] https://alumnicommunity.cu.edu
[3] mailto:Ken.McConnellogue@cu.edu
[4] mailto:jenifer.hane@cu.edu
[5] mailto:melanie.jones@cu.edu
[6] mailto:kate.oconnell@cu.edu
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[12] mailto:jessica.raab@colorado.edu
[13] mailto:tom.needy@colorado.edu
[14] mailto:rachel.binder@colorado.edu
[15] mailto:enissen@uccs.edu
[16] https://docs.google.com/spreadsheets/d/1n0uRPza71eFzIkAB5Buub4mMJ772kzJHExRH7ungTeA/edit?usp=sharing