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.

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 Information Services (UIS). Additionally, each of CU's four campuses and Advancement have at least one designated eComm Specialist.

CU SYSTEM
Jennifer Hane
Executive Director of Electronic Communication
jennifer.hane@cu.edu
303-860-5631

Melanie Jones
Training Manager
melanie.jones@cu.edu
303-860-5737

CU ADVANCEMENT

Matt Roush
Communications Manager
matt.roush@cu.edu
303-541-1224

CU ANSCHUTZ MEDICAL CAMPUS
Jason Thomas  
Strategic Communications Manager  
jason.thomas@cuanschutz.edu  
303-724-0127  
CU BOULDER CAMPUS
Erin Frazier  
Director, Campus Communications and Engagement, Strategic Relations and Communications  
erin.frazier@colorado.edu  [7]  
303-492-8384

Sravanth Gampa  
eCommunications Professional  
Strategic Relations and Communications  
sravanth.gampa@colorado.edu  [8]  
720-656-0280

Jessica Raab  
Email Communication Specialist, Strategic Relations and Communications  
jessica.raab@colorado.edu  [9]  
303-709-4713

Tom Needy  
Alumni Sr. E-Communications Manager  
CU Boulder Alumni Association  
tom.needy@colorado.edu  [10]  
303-492-6635

CU COLORADO SPRINGS CAMPUS
CU DENVER CAMPUS

Claire Hamilton
Senior eCommunications Specialist
claire.b.hamilton@ucdenver.edu [15]
303-315-0328

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/ecomm/strategy
Links

[1] https://www.cu.edu/ecomm/strategy
[2] mailto:jennifer.hane@cu.edu
[3] mailto:melanie.jones@cu.edu
[4] mailto:daniella.torres@cu.edu
[5] mailto:matt.roush@cu.edu
[6] mailto:jason.thomas@cuanschutz.edu
[7] mailto:erin.frazier@colorado.edu
[8] mailto:sravanth.gampa@colorado.edu
[9] mailto:jessica.raab@colorado.edu
[10] mailto:tom.needy@colorado.edu
[11] mailto:tracy.berger@colorado.edu
[12] mailto:amber.bartlett@colorado.edu
[13] mailto:enissen@uccs.edu
[14] mailto:kgronset@uccs.edu
[15] mailto:claire.b.hamilton@ucdenver.edu
[16] https://docs.google.com/spreadsheets/d/1n0uRPza71eFzlkAB5Buub4mMJ772kzJHExRH7ungTeA/edit?usp=sharing