

Policies and Governance ^[1]

The eComm Program, housed in University Information Services (UIS), works with each of CU's four campuses to promote a collaborative, consistent communication program. Our [eComm team](#) ^[2] looks forward to working with you to help you achieve your communication goals.

Given the complexities of running a system-wide eCommunication program, policies and guidance documents support our efforts. The content in each of these policies is directly related to the eComm User Agreement that each user of Salesforce, Marketing Cloud, and Cvent agrees to before accessing the platform.

APS 6002: Electronic Communications

[APS 6002](#) ^[3] establishes electronic communication as the official means of communication and related parameters for use. Electronic communication includes email, text messaging, and emerging technologies that are part of software solutions.

eComm Policy

The [eComm Policy](#) ^[4] establishes parameters for use of the eComm program (Salesforce, Marketing Cloud, and Cvent) at the University of Colorado. Questions about the policy or program? Please [contact us](#) ^[5].

eComm User and License Management Policy

The [eComm User and License Management Policy](#) ^[6] establishes parameters around user management, including discovery, pre-access requirements, provisioning, new user training and verification quiz, ongoing audits, and deprovisioning. Questions about the policy or the program? Please [contact us](#) ^[5].

Enterprise CRM Service Agreement

The [CU Enterprise CRM Service Agreement](#) ^[7] governs the relationship between the CU Enterprise CRM Program and university customers for CRM administration and support services (Salesforce.com and integrated applications).

Attachments:

[Enterprise CRM Service Agreement](#) ^[8]

Groups audience:

eComm

Source URL: <https://www.cu.edu/ecomm/strategy/policies-and-governance>

Links

[1] <https://www.cu.edu/ecomm/strategy/policies-and-governance>

[2] <https://www.cu.edu/ecommerce/strategy/leadership>

[3] <https://www.cu.edu/office/aps/6002>

[4] <https://www.cu.edu/sites/default/files/pages/153297-policies-and-governance/docs/ecommerce-policy.pdf>

[5] <mailto:jennifer.mortensen@cu.edu>

[6] https://docs.google.com/document/d/1UO124b2_I76u09QhLqQmalyThZCIZZVjFjWeQaY-m10/edit?usp=sharing

[7] <https://www.cu.edu/doc/enterprise-crm-service-agreementpharmacy-addendum.pdf?download=true>

[8] <https://www.cu.edu/doc/enterprise-crm-service-agreementpharmacy-addendum.pdf>