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.

- Governance
- Policies

The goal of the governance/roadmapping model is to ensure that the eComm program continues to grow and develop in a manner that serves both the enterprise and the campuses/system/advancement while understanding that these objectives do not always align.

- An annual goal setting meeting will occur with each campus team (managers of electronic communication, or MECs) after which shared goals will be identified.
- The Advisory Committee will discuss goals that are not in alignment and make a recommendation to the Steering Committee for prioritization.
- Quarterly meetings will ensure we remain transparent and on track.

Governar

UIS eComm an

UIS eComm and CRM Teams

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UIS Service Strategy and Service

[3]

View Diagram [3]

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 [4] 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 [5] 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 [6].

eComm User and License Management Policy

The eComm User and License Management Policy [7] 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 [6].

CU Anschutz Policy 3019A

The objectives of this policy [8] are to facilitate campus electronic communications strategy, increase electronic communications effectiveness, increase brand compliance and campus reputation, reduce IT security vulnerabilities, increase legal compliance and reduce institutional risk

CU Boulder eCommunication Policy

This eCommunications Policy [9] ("Policy") defines the governance roles and responsibilities of organizational units to enable the University of Colorado Boulder ("university") to exercise proactive technology, method, and process controls for electronic communications ("eCommunications"), including the data and audiences associated with eCommunications. Electronic communications services include but are not limited to: email, text messaging, and authenticated web environments.
Attachments:
eComm Governance and Roadmapping Diagram [10]
Groups audience:
eComm

Links

[1] https://www.cu.edu/ecomm/strategy/policies-and-governance
[2] https://www.cu.edu/ecomm/strategy/leadership [3] https://infograph.venngage.com/pl/LoJ8IlU9Aks
[4] https://www.cu.edu/ope/aps/6002 [5] https://www.cu.edu/sites/default/files/pages/153297-policies-and-governance/docs/ecomm-policy.pdf [6] mailto:jennifer.mortensen@cu.edu
[7] https://docs.google.com/document/d/1UO124b2_I76u09QhLqQmaIyThZCIZZVjFjWeQaY-m10/edit?usp=sharing [8] https://www.ucdenver.edu/docs/librariesprovider284/default-document-library/3000-general-admission/3019a---electronic-communications---cu-anschutz.pdf?sfvrsn=686c59bb_2
[9] https://www.colorado.edu/policies/ecommunications-policy [10] https://www.cu.edu/doc/governance-and-roadmappingpdf