

Policies & Oversight ^[1]

Given the complexities of running a system-wide eCommunication program, various policies and 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 signs before accessing the platform.

APS 6002: Electronic Communications

APS 6002 ^[2] 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. *Note that revisions are planned to begin in Dec. 2026.*

eComm Policy

The eComm Policy ^[3] 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 ^[4]. *Note that revisions are planned to begin in Dec. 2026.*

eComm User and License Management Policy

The eComm User and License Management Policy ^[5] 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 ^[4]. *Note that revisions are planned to begin in Dec. 2026.*

CU Anschutz Policy 3019A

The objectives of this policy ^[6] 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 ^[7] (“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.

Groups audience:

eComm

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

Links

- [1] <https://www.cu.edu/ecomm/strategy/policies-oversight> [2] <https://www.cu.edu/ope/aps/6002>
[3] <https://www.cu.edu/sites/default/files/pages/153297-policies-and-governance/docs/ecomm-policy.pdf>
[4] <mailto:jennifer.mortensen@cu.edu>
[5] https://docs.google.com/document/d/1UO124b2_I76u09QhLqQmalyThZCIZZVjFjWeQaY-m10/edit?usp=sharing [6] https://www.ucdenver.edu/docs/librariesprovider284/default-document-library/3000-general-admission/3019a---electronic-communications---cu-anschutz.pdf?sfvrsn=686c59bb_2
[7] <https://www.colorado.edu/policies/ecommunications-policy>