Published on *University of Colorado* (https://www.cu.edu)

- Vision
- Leadership
- Video
- Tools
- Data Model



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 [1]
303-860-5631



Melanie Jones
Training Manager
melanie.jones@cu.edu [2]
303-860-5737



Da
daniell
3

CU ADVANCEMENT



Matt Roush
Communications Manager
matt.roush@cu.edu [4]
303-541-1224

CU ANSCHUTZ MEDICAL CAMPUS



Jason Thomas
Strategic Communications Manager
jason.thomas@cuanschutz.edu [5]
303-724-0127

CU BOULDER CAMPUS



Erin Frazier
Director, Campus Communications and Engagement, Strategic Relations and Communications
erin.frazier@colorado.edu [6]
303-492-8384



Sravanth Gampa
eCommunications Professional
Strategic Relations and Communications
sravanth.gampa@colorado.edu [7]
720-656-0280



Jessica Raab
?Email Communication Specialist,
Strategic Relations and Communications
jessica.raab@colorado.edu [8]
303-709-4713



Tom Needy
Alumni Sr. E-Communications Manager
CU Boulder Alumni Association
tom.needy@colorado.edu [9]
303-492-6635



T
Senior eCom
Strategic Relat
tracy.berg
3

CU COLORADO SPRINGS CAMPUS



Eric Nissen
??Manager of Electronic Communications
enissen@uccs.edu [12]
719-255-3755



Kayla Gronseth Boyer
??eComm Marketing Assistant
kgronset@uccs.edu [13]
719-255-3683

CU DENVER CAMPUS



Claire Hamilton
Senior eCommunications Specialist
claire.b.hamilton@ucdenver.edu [14]
303-315-0328

Better emails. Better events. Better data.

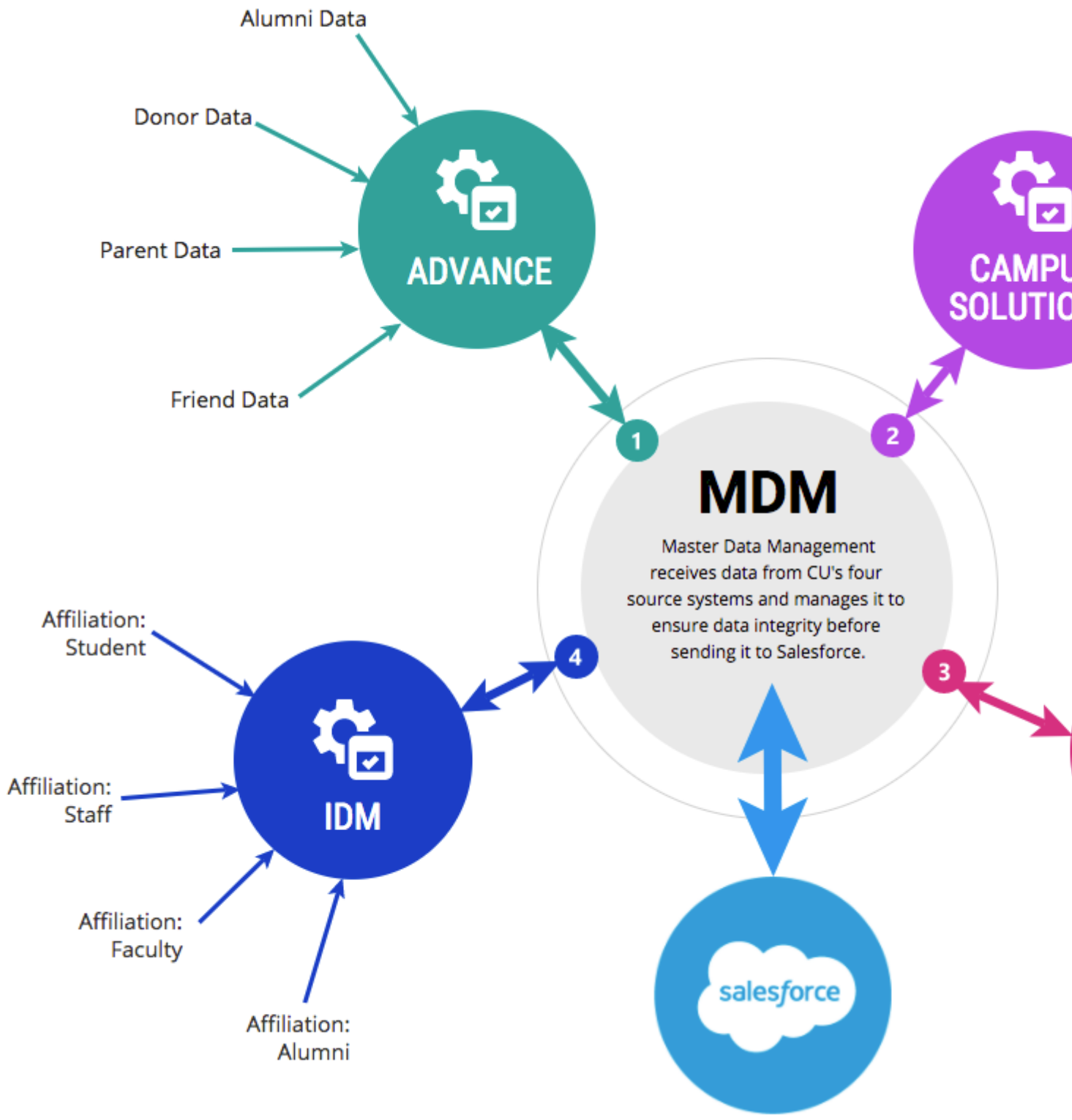
mp;amp amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;am

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 [15] provides full descriptions and values.

[16] [17]

Source URL:https://www.cu.edu/node/140637/video

Links
[1] mailto:jennifer.hane@cu.edu

[2] mailto:melanie.jones@cu.edu [3] mailto:daniella.torres@cu.edu [4] mailto:matt.roush@cu.edu
[5] mailto:jason.thomas@cuanschutz.edu [6] mailto:erin.frazier@colorado.edu
[7] mailto:sravanth.gampa@colorado.edu [8] mailto:jessica.raab@colorado.edu
[9] mailto:tom.needy@colorado.edu [10] mailto:tracy.berger@colorado.edu
[11] mailto:amber.bartlett@colorado.edu [12] mailto:enissen@uccs.edu [13] mailto:kgronset@uccs.edu
[14] mailto:claire.b.hamilton@ucdenver.edu
[15]
https://docs.google.com/spreadsheets/d/1n0uRPza71eFzIkAB5Buub4mMJ772kzJHExRH7ungTeA/edit?usp=sharing
[16] https://www.cu.edu/print/ecomm/strategy [17] https://www.cu.edu/printpdf/ecomm/strategy