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Why use eComm? [1]

Units across the system have a need to communicate with various audiences, internally and externally. To accomplish this goal, units are utilizing a variety of channels to deliver their messaging. These decentralized practices negatively impact data access, integrity and security; branding of the University; federal legislation such as CAN SPAM; cross-unit and campus coordination and collaboration; calendaring; fundraising; and perception of the University among alumni, donors, students, faculty/staff, parents and friends. The CU eComm program works to resolve the aforementioned issues while also providing valuable resources to eComm administrators that will:

1. Empower them to be better communicators,
2. Engage their constituents more effectively,
3. Save money

If that didn't convince you, here are specifics:

Data Security

Measures must be taken to ensure information on CU constituents is monitored, tracked and stored in a secure data warehouse that adheres to industry data security standards. Currently, many units maintain data on affiliated constituents in excel spreadsheets, Outlook contacts or vendor databases that are not integrated with a secure central database and therefore opens the door for data to be compromised.

Decentralization

By way of data lists being managed outside of a secure data warehouse, data is isolated to the use of only those units. Not only are other units unable to benefit from the data, but also the unit managing the list is closed from the utilization of good data that's being managed outside of their unit.

Quality

Despite any preconceptions, data is not as good as the data in a master database. The master database, called Advance, that supports the CU eComm system has several dozen individuals constantly researching and updating the database.

Currency

The CU Advance (A SunGard™ product) database that is housed at the CU Foundation has more than 750,00 records. Excluding deceased/lost and those that are flagged as "Do Not Contact," there are approximately 400,000 records without email addresses. The University must capture more data that is current and accurate, especially as more and more

constituents rely on mobile communications (text and mobile-friendly emails).

Access

Units across the system must have secure access to data. This access enables units to update contact information on constituents quickly and easily, develop demographic and statistical reports, deliver quality e-communications to constituents in a secure manner and support and respond to constituents more effectively, securely and quickly. The CU eComm system supports this need.

Unsubscribe, CAN SPAM legislation

CAN SPAM refers to a federal legislation that was passed by Congress in 2003. The law defines emails that fall under the law as any “commercial electronic mail message” where “the primary purpose of which is the commercial advertisement or promotion of a commercial product or service (including content on an Internet website operated for a commercial purpose).” These types of emails must include a straightforward means for the recipient to opt-out or unsubscribe from receiving emails.

Currently, some units do not include a legal means of unsubscribing. Other units do incorporate a legal means, but because the data is isolated, the communication preferences are never shared or stored in a systemwide centralized data warehouse. This practice leads to unhappy constituents who continue to receive emails from CU when they have already unsubscribed. Not good.

Cross-unit/campus/system coordination and collaboration

Communicators across campus should be collaborating with each other for cross-promotion opportunities and to reduce the number of emails being sent to constituents. CU eComm program managers

Calendaring

A centralized calendar that outlines when (and to whom) emails are being delivered to will reduce the number of emails constituents receive in a short window, such as a day or a week.

Fundraising

The University of Colorado is currently receiving 4% funding from the state of Colorado. And did you know that fundraising for the University of Colorado is one of the lowest in the country? The need for good data is paramount to increase support for the University. Still have questions about fundraising? Go to http://ecomm.cu.edu/home2/user-support/cu-foundation-fundraising-faq/ [2]. Domain implications Did you know that when you send out mass emails from your Outlook email tool, you inadvertently compromise your campus’ web domain, such as Colorado.edu, ucdenver.edu or uccs.edu? Email providers and spam filers don’t like receiving lots of emails from a dynamic IP address, because it looks like a hijacked home computer. If you’re not using an email-marketing vendor like eComm, you’re putting your campus’ domain at risk. That’s not very nice.

Branding & Messaging

We know you know all about the massive branding effort that the University undertook over the last several years. There were hundreds of different logos smattered across the CU system. Constituents were confused about who was messaging them, “Is this a CU department sending me this email?” eComm will support the branding effort by ensuring all electronic communications from emails to registration forms are properly branded. A suite of email templates have been developed for eComm administrators to select from. Don’t worry though. You don’t have to use an eComm template. If you’re lucky enough to have a webmaster on staff, feel free to use his/her resources to develop your own template. However, there’s a few rules if do: 1. Make sure your template has been approved by your campus branding authority. Don’t know who that is? Ask your eComm Program Manager. Find yours at http://ecomm.cu.edu/home2/groups/users/ecomm-program-managers/ [3]. 2. Your template must contain a few eComm “data tags” (these are explained later on) to comply with federal CAN SPAM legislation and allow constituents to easily register for their campus online community. These required data tags are generally placed in the footer of your email.

Budgeting

We’re all in a pinch and looking at our budgets to figure out what can be cut and we know it’s not fun. Well, here’s your answer. Cut your contract with your email tool such as Constant Contact, MailChimp or Emma. eComm is offered systemwide to ALL schools, colleges, units and departments that communicate electronically with constituents FOR FREE. Not only are the tools free, but are also robust and integrated with a secure master database (Advance). That’s not it! eComm also comes with your very own support team – there’s one on each campus. Find yours here [4]. The eComm Program Managers have been working diligently make sure you have the resources and support to be successful. And, did we mention that it’s free? What more could you want?

Be Green

Speaking of budgets, we all know the cost of printing can be high. Using the eComm system will not only help you cut your printing costs, but also help you be more environmentally friendly because of the lack of earth resources used.

Groups audience:
eComm

Source URL:https://www.cu.edu/ecomm/why-use-ecomm#comment-0

Links
[1] https://www.cu.edu/ecomm/why-use-ecomm [2] http://ecomm.cu.edu/home2/user-support/cu-foundation-fundraising-faq/ [3] http://ecomm.cu.edu/home2/groups/users/ecomm-program-managers/ [4] https://www.cu.edu/ecomm/ecomm-specialists