



## Summary of discussions and recommendations for **eComm Governance/policies** October 2019

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### **Statement of Purpose**

A system-wide eComm governance committee would be responsible for leadership and coordination of the eComm program, developing and communicating data sharing standards, articulating and sharing best practices, and recommending policies to foster effective communication. It would have four key roles, as articulated below.

### **Guiding Principles for eComm governance**

- Data is a university-wide asset.
- Advancement, alumni, campuses, colleges and units have targeted imperatives with data they need to accomplish.
- Access protocol to data needs to be clearly articulated.
- Data sharing policies and practices need to be clearly articulated.
- Data sharing policies and practices need to align with Advancement efforts.
- There need to be standards for data that are common across the university (ex. specific data fields in CRM).
- eComm governance can provide a roadmap for larger CRM (and overall digital content and communications) governance.
- Policies governing electronic communication should be consistent across the university.
- eComm should strive for fewer, more targeted communications.
- The recommendations of the “Constituent-Centered Communication” group should guide communication practices.

### **Membership of eComm Governance**

Representatives from each campus, system administration, Advancement  
Representatives of key functional areas (marketing/communications, CIO, Advancement)

### **Duties of eComm Governance**

#### *Vision*

- Provide leadership and coordination of eComm activities across CU.
- Lead change management communications in conjunction with campus/system communicators.
- Articulate roles and responsibilities of system eComm (training, license management, COE interface, centralized system communications) and campus MECs (campus communicator interface, centralized campus communications).
- Recommend policies that foster effective, constituent-centered communication.

#### *Strategy*

- Establish system-wide data sharing protocol/standards.
- Articulate levels and protocols for individual/unit data access.
- Ensure a focus on data security and adherence to standards such as FERPA, HIPPA, Can-Spam.
- Gather and disseminate best practices for electronic marketing/communication.
- Ensure alignment with Advancement NextGen.



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*Prioritization*

- Identify strategic areas for growth of data (i.e., constituent interests/activities/participation).
- Establish review process for eComm enhancements/problems (campus-specific and program-wide) and prioritize accordingly.
- Identify areas for future financial investment to guide ongoing program use and act on evolving technology.

*KPI/ROI*

- Establish shared goals and KPIs that measure outcomes and define success.