

Virtual

TOWN HALL



eComm Implementation Update

Feb. 25, 2015

www.cu.edu/ecommerce



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Who's here?

PROJECT LEADS

- Ken McConnellogue
- Kim Egan
- Nalini Kaplan
- Jason Hunter
- Virginia Berkenkotter, ACF
- Alanna Steffens, ACF
- Susan Tobes, ACF

CAMPUS ECOMM MANAGERS

- Melanie Jones, System
- Megan Gallegos, UCCS
- Steve Tapp, CU Denver | AMC
- Matt Roush, Advancement
- Tom Needy, CU-Boulder
- Rachel Vacceriello, CU-Boulder
- Erin Frazier, CU-Boulder



What is eComm?

eComm is a systemwide initiative that provides University of Colorado schools, colleges, departments and units with a unified solution for electronic communication with alumni, donors, parents, and students, faculty and staff.

It was initiated by CU's President Bruce Benson in 2009 to ensure a consistent approach to communications and branding compliance; achieve efficiencies of scale and address issues of data accuracy and currency.

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eComm | *By the numbers*

Records

- 35,000 employees (faculty & staff)
- 55,000 students
- 457,000 alumni
- 348,000 donors
- 450,000 w/ emails

 **1 million records**

eComm in 2014

- 300 eComm users

EMAIL MARKETING

- 3,200 messages sent (10,000)
- 22 million inboxes hit (59 million)

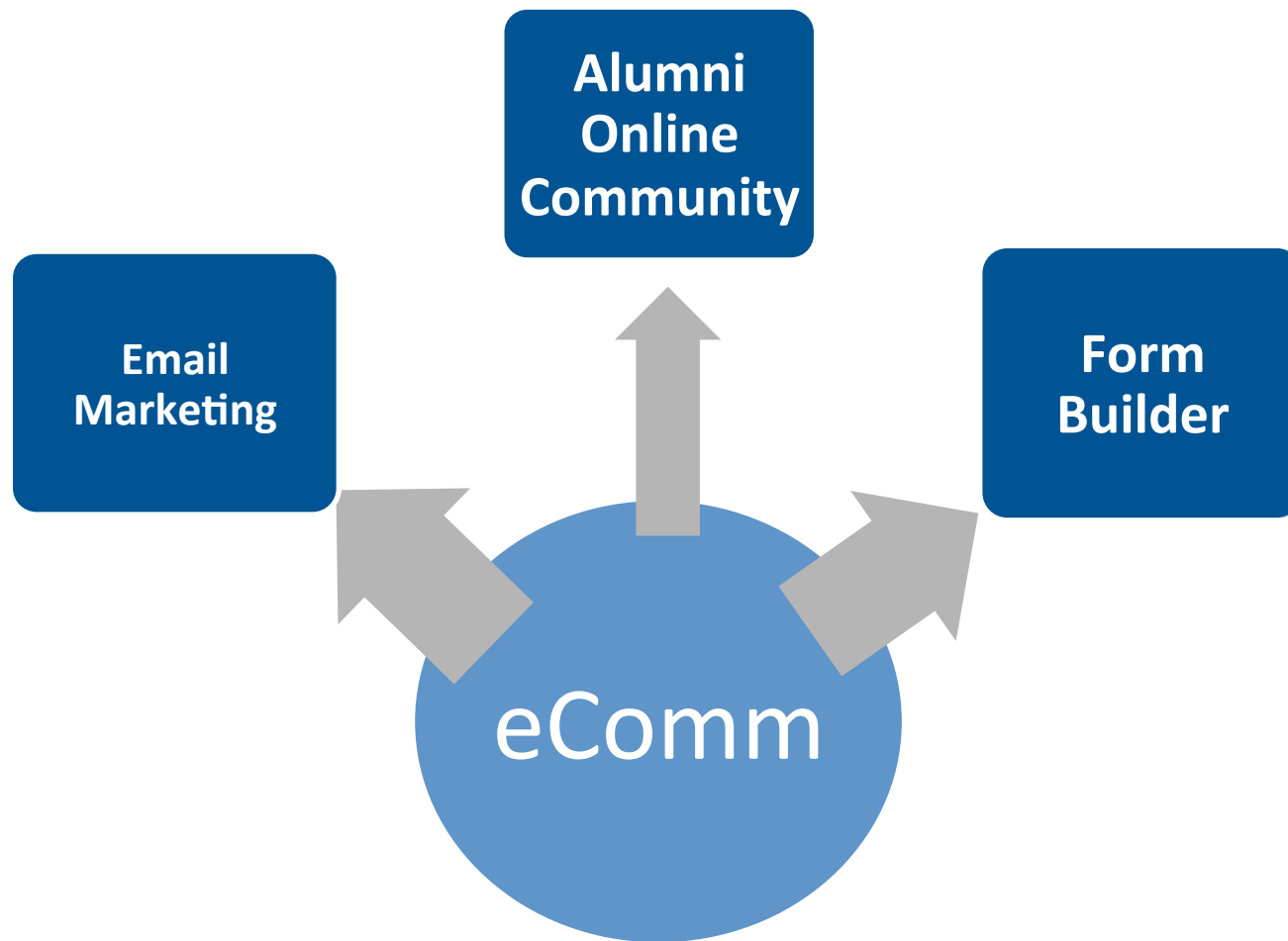
EVENT REGISTRATION

- 400 events (700)
- \$70,000 in revenue (\$2 million)
- 5,000 attendees (20,000)



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eComm | *Suite of tools*

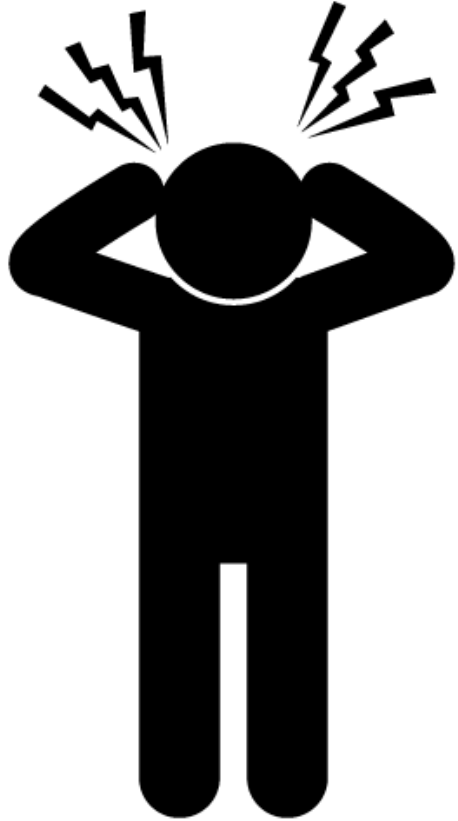


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eComm | *Challenges*



1.Data

2.Harris Connect



eComm | *What needs to be done*

1. Replace Harris Connect
2. Implement a CRM
3. Leverage shared data, technology, staffing and resources
4. Be strategic
5. Assess staffing/resource needs
6. Establish amazing support



eComm | *The solution*



eComm | *Our general contractor*



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eComm | *Our sub-contractors*



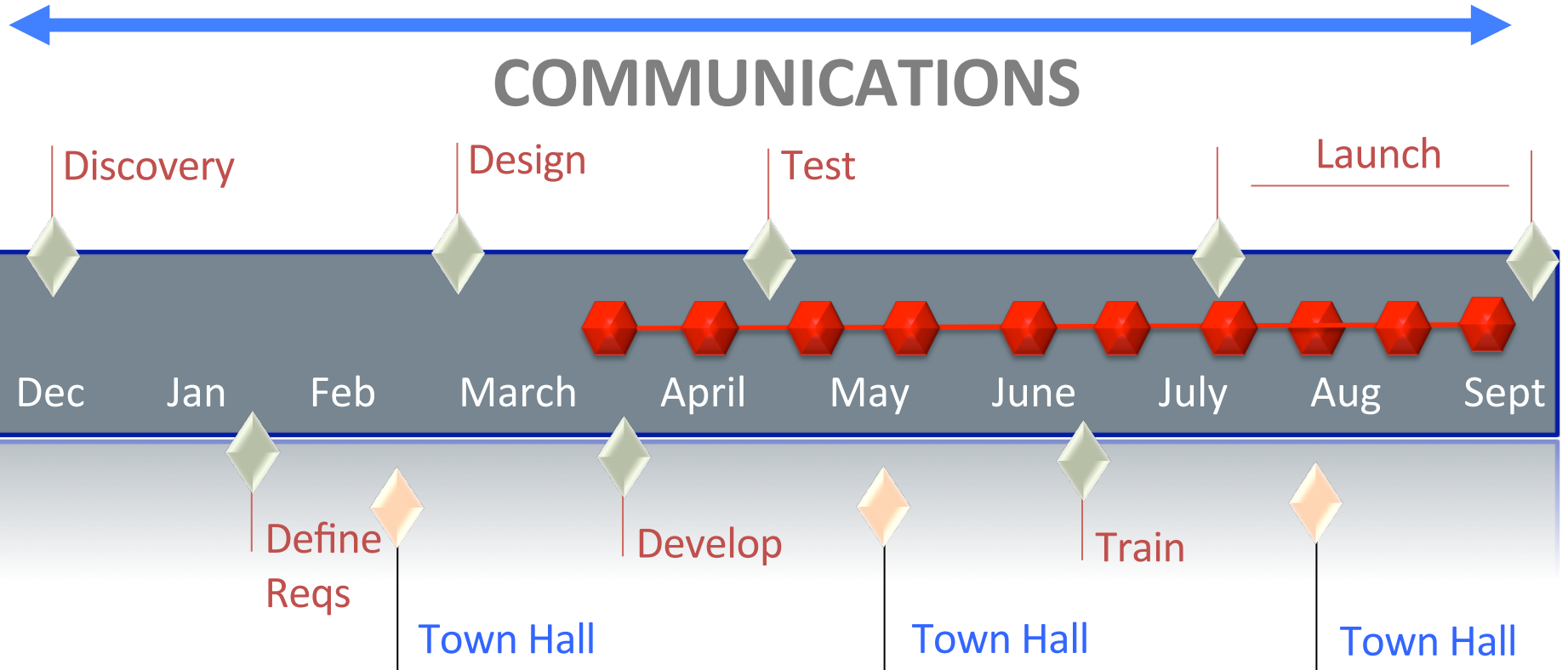
ACF Solutions

Absolute Client Focus

- ✓ Project Management
- ✓ Client POC
- ✓ Sub-contractor POC



eComm | *Timeline Phase I*



eComm | *Support*

People

- President, Chancellor, VPs and other A-level leadership support
- Campus specialists
- Project Manager

Resources

- Website - www.cu.edu/ecommerce
 - Quick Reference Guides
 - Short videos
 - Detailed manuals
- Classroom training
- Full access to SF training
- Integrated with campus help desks

Funding

- License and software cost-share
- President funding development

eComm | *Your eComm Specialists*



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eComm | *Training*



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eComm | *Internal Communications*

- Unique place in CAN-SPAM compliance
- Integrating the bulk mail tools into one, comprehensive system
- Carefully integrated with the IT environment at individual campuses
- Multi-campus affiliation recognized
- Student, faculty and staff journey is greatly enhanced when a comprehensive snapshot of communications is part of the constituent record



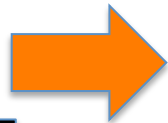
eComm | *What about Harris stuff?*

MIGRATING

- Data that is tied to records
- Email Preference data
- Community display preferences

NOT MIGRATING

- Email Marketing activity
- Event Registration activity
- Queries
- Reports



HARRIS ARCHIVE PROJECT (HAP)

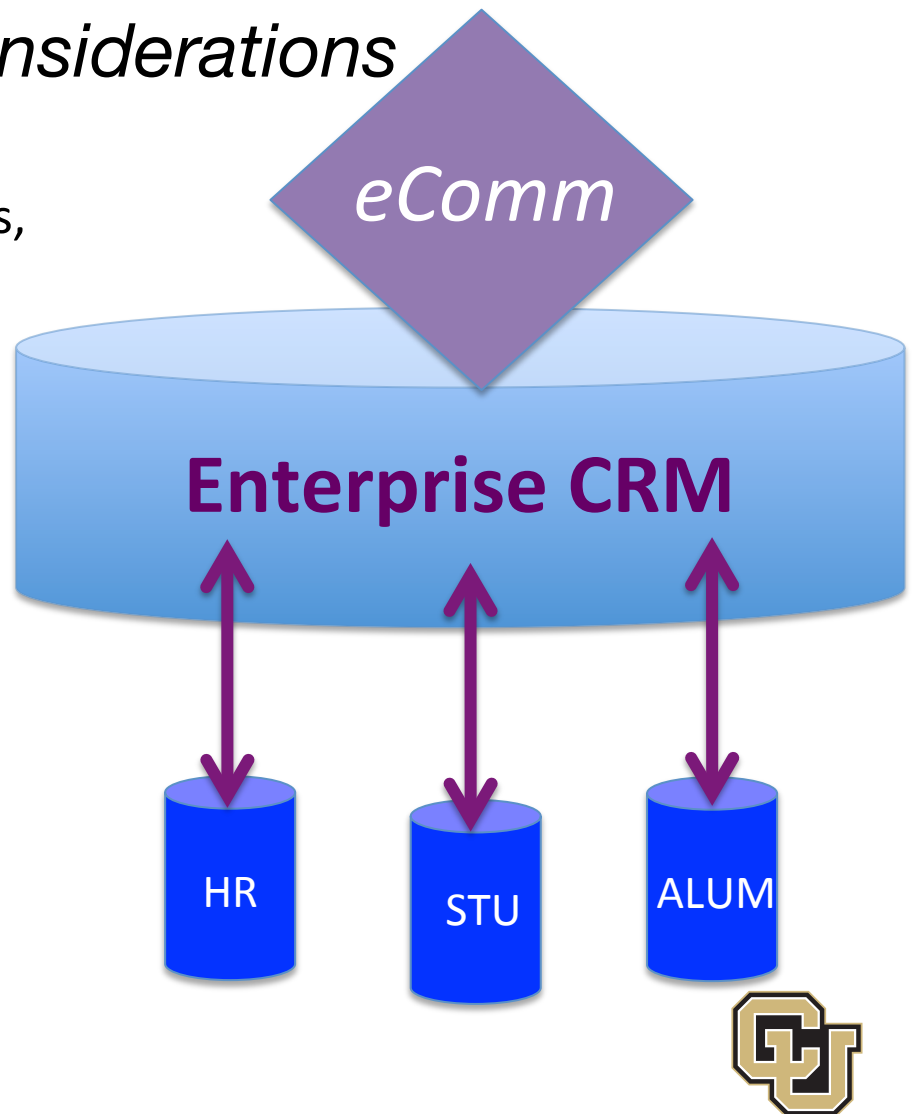
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eComm | *Critical considerations*

- Integrating with CU's source systems, including Advance
- Aggregating A LOT of data
- Building a foundation
- Cross campus & department collaboration
- Fall activities
- Harris sunsetting



eComm | *That's a lot of work and features, but...*



CU Connected | *Where we're headed*



Putting the constituent in the center

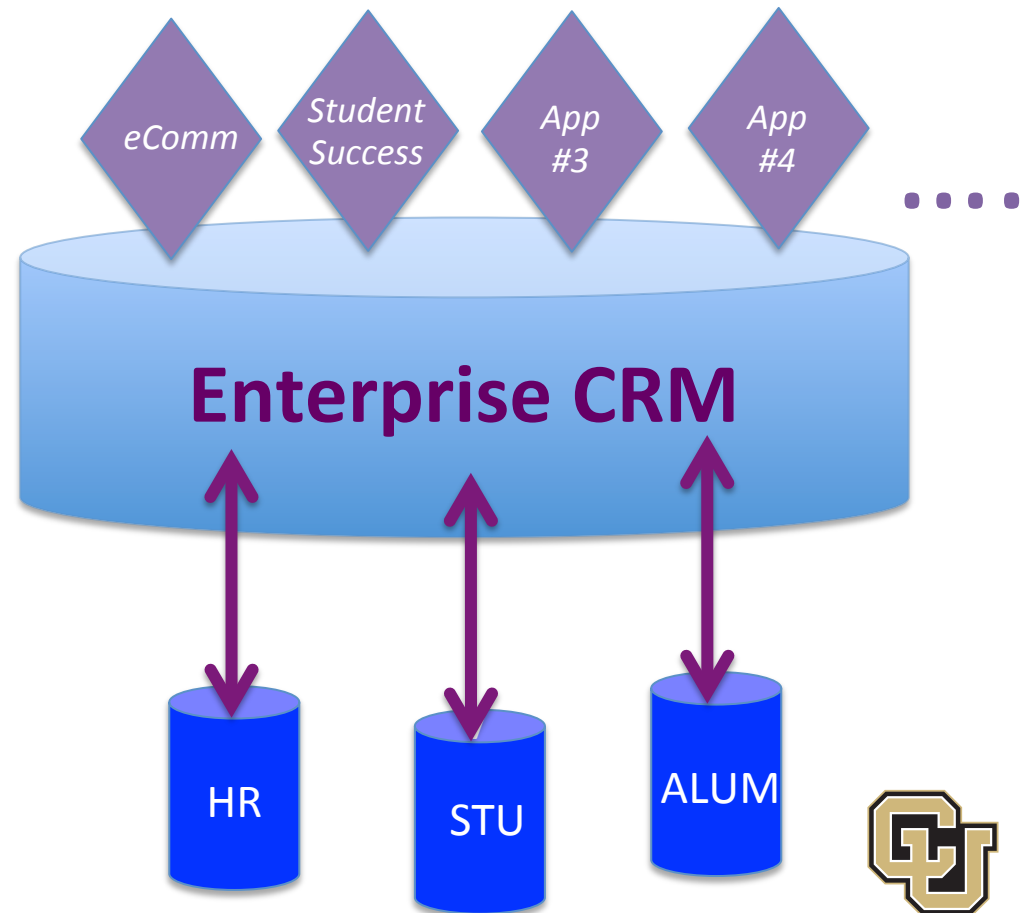


CU Connected | *ONE Single Systemwide CRM*

ONE CRM that supports custom applications, like **eComm**.

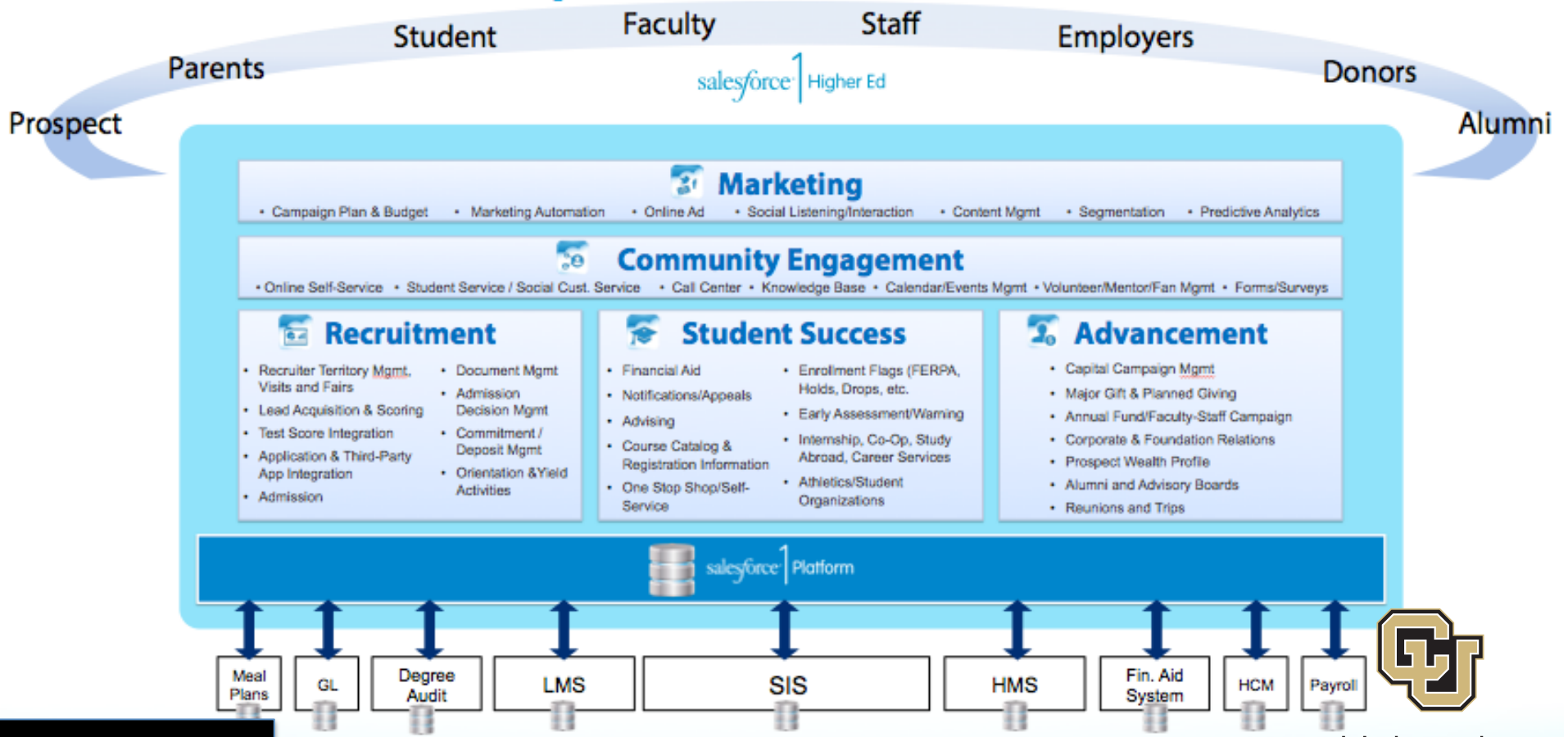
ONE CRM that shares data with **CU's Systems of Record**.

ONE CRM Community that **leads, shares and exceeds**.



CU Connected | *Shared across constituents, across campuses*

The Connected Campus



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CU eCRM Center of Excellence

CRM Executive Committee

CRM Center of Excellence

Strategy, Delivery & Service Ops

SFDC Architecture Group

Data Management, Modeling, Platform Support, Administration, Contract, Licenses, Add-on, Integrations, BI, Security, Authn/Provisioning, Network, UI/UX

Business Process and Policy

App Security

UI/UX

Reporting

App Development

Project Mgmt

Testing

User Adoption

User Support

App Administration

Data Integration

Solution / Delivery Team

Advising

eComm

Solution 3

Solution 4

Solution n

New CU Initiative / Organization

www.cu.edu/ecommm

eComm & eCRM

Q & A



eComm | *Wanna know more?*

Visit www.cu.edu/ecommerce

Contact your campus eComm specialist

Send question about CRM to Nalini at
Nalini.Kaplan@Colorado.EDU

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