CU working to coordinate its constituent relationship management

CU’s Transformation and Innovation Program continues to make progress on many technology fronts, including work by the Program Management Office team to establish program-level processes and standards that will be used on each project in the TIP portfolio.

Consistent project level procedures will aid in coordination and management across the program as the team and stakeholders move forward; the projects relate to and inform one another.

A current focus is constituent relationship management, or CRM. In higher education, CRM systems use technology to automate, streamline and manage communications and touchpoints with prospective students, current students, alumni, donors, and others who interact with the institution.

The rich data captured in the system helps institutions to drive more efficient and effective service: They provide real-time numbers, data, graphs and trends at the macro level, as well as the ability to customize messages for personalized student engagements, ensure the channels used meet the needs of the constituent, and automate certain types of communications such as follow-ups.

“The real promise of CRM is in providing personalized engagement for all of our constituents – using everything we know about them and their needs – to provide targeted services to help them on their journey to success,” said Harper Johnson, Associate Vice President of Transformation and Innovation.

The Technology Assessment completed in spring 2020 showed that while CU has invested in CRM across the campuses, the university does not have a coordinated CRM strategy. This hinders data sharing across CU that would allow the university to more fully understand and serve constituents; the cost of the current CRM architecture also is higher because of duplicate spend. CU’s current CRM landscape consists of 17 separate CRM instances on nine different platforms.

While CU has made efforts to centralize CRM in the past, the new systemwide CRM project will build beyond what’s currently in place at the four campuses and system administration offices.

The main goal for the project is to develop a systemwide CRM strategy and supporting technical architecture that includes Recruitment and Admissions, Student Experience, and Advancement and Alumni Engagement. It will entail sunsetting legacy CRM instances to realize cost savings.

Expected benefits of the CU-wide CRM Project include improving student success, standardization of student data, more effective information technology and lower costs.

Recruitment and Admissions is the first area of focus for the project team.

Salesforce, a CRM platform already widely used across CU, is the industry leader, and will be leveraged for the broader CRM platform. A timeline for moving CRM functions from other tools to Salesforce is being developed.

The project team is working with Salesforce to assess current functionality and business processes in place with the existing CRM, along with the technical architecture needed for the most viable, efficient way to leverage and build upon what’s already in place. More than 50 people from across CU who work in CRM are taking part in the activity.

For more information on CU’s Transformation and Innovation Program, please see the TIP website, which also invites stakeholders to share their input.

TIP is committed to sharing regular updates and information as the work progresses.
Open Enrollment is over, and we’re all settled into our benefits plans for another year, right? Not so fast. Any time between now and Open Enrollment in spring 2021, you can make changes to your benefits provided you’ve gone through a qualifying life event.

Some life events seem obvious – if you’re newly hired or rehired, if you have a child or get married – and let you update benefits coverage for yourself or your family members.

However, there are life events you may not have thought of, including:
Change in job classification Changes in dependent care costs, including those related to COVID-19 Civil unions or domestic partnerships Divorce Adoption Losing or gaining eligibility on another benefit plan, such as Medicare/Medicaid or a parent’s or spouse’s plan Medicare eligibility … and many more

Don’t wait to act

Don’t assume you’re stuck with your benefits or lack thereof, but know that each life change has a time limit to update benefits.

Any time you undergo substantive changes in your career or home life, check the Employee Services Life Changes webpage. There, you’ll find guides outlining all qualifying life events that may allow you to update your coverage, add or remove beneficiaries or cancel plans.

“It’s important to ensure that your benefits meet your needs, and we want University of Colorado faculty and staff to understand their options and make any necessary adjustments when their lives change,” said Felicity O’Herron, associate vice president of Employee Services. “The quick overviews provided by these guides will help you make informed decisions.”

Please review the guide applicable to your circumstances to learn what changes you can make and how to make them. If you need more help, reach out to Employee Services at 303-860-4200, option 3, or email benefits@cu.edu to request changes.

Learn more at the Life Changes website: https://www.cu.edu/employee-services/benefits-wellness/current-employee/life-changes

Weber pointed university toward the stars

Arnold R. Weber, the University of Colorado’s 13th president, died Thursday, Aug. 20, 2020. He was 90.

“I’m saddened to learn of the passing of Arnold Weber, who served as CU’s president from 1980-1985,” said CU President Mark Kennedy. “He was known as a transformative leader who left a lasting legacy at CU.”
Similar to his personality, Weber’s administration was assertive. As a very involved president, Weber oversaw increases in financial support for all campuses and supported CU’s bid to become a national leader in space science.

Weber was instrumental in creating the multidisciplinary Office of Space Science and Technology and saw CU become the first university with its own satellite managed by undergraduates. Weber also worked to establish the Rio Abiseo Research Project in Peru.

Norlin Library experienced a 65% increase in purchasing resources during Weber’s first three years. Faculty salary increases raised standards and attracted outstanding professors.

An economist, Weber was provost and professor at Carnegie-Mellon University before becoming CU’s 13th president. He departed CU for the presidency of Northwestern University. Read more in Northwestern Now.

CU Boulder, Fort Lewis College announce new postdoctoral teaching fellowship

Expanded ALTEC slate boasts 20 language classes

The world awaits you: Explore languages and cultures virtually with the Anderson Language and Technology Center (ALTEC).

We’ve expanded our program this fall to bring you 20 classes over six languages and five levels, plus additional time options. With beginner and intermediate levels, as well as advanced conversation classes, there’s no better time to commit to broadening your horizon from the comfort of your home.

ALTEC’s fall non-credit language classes run Sept. 14 through Nov. 20 and meet twice a week at noon or in the evening for remote, live learning. Choose from:
American Sign Language French German Italian Japanese Spanish
Current CU affiliates receive a deep discount and pay just $150. Visit us online to learn more and discover the ALTEC advantage. Classes fill up quickly; enroll today.

Also, be sure to enter to win our raffle. The lucky winner will receive a free class this fall.

Want a built-in conversation partner? Invite your friends and fellow language lovers to learn with you.

Opening of William J. Hybl Sports Medicine and Performance Center begins new era for sport research, education, treatment and training
Moving beyond statements: The role of the public university in the fight for racial justice

Call for nominations: 2020 Bill Daniels Ethical Leader of the Year Award

Free CU Anschutz COVID-19 antibody tests to fuel diabetes study

Scientist Zamore reflects on the joys and challenges of being a Black nature lover

Corl joins College of Engineering and Applied Science as assistant dean

CU Boulder Center for Environmental Journalism welcomes new class of fellows

Links
[3] https://www.cu.edu/tip
[7] mailto:benefits@cu.edu