Agenda - A&S Communicators Meeting

Tuesday, May 12, 2015
Time: 3:30 p.m. to 4:45 p.m.
Place: Macky Auditorium, Room 230

1) Re-introductions (5 minutes)

2) Review minutes from last meeting (5 minutes)

3) Agenda additions/deletions (5 minutes)

4) Announcements (5 minutes)

5) Updates from Ecommunications Spring Meeting (4/23) and Spring Communicators Conference (4/30) (5 minutes) (Laura Kriho)

6) Meet Chrissy Elmblad Renegar, the college’s new Alumni Relations and Event Manager; learn how she can help you (20 minutes)

7) Discussion: How to recognize what will be seen as a news story (vs. a feature story), and what should you do when you believe you have a news story. (30 minutes)
   Presenter: Malinda Miller-Huey

8) Discuss topics for subsequent meetings, schedule next meeting
Notes from April 2015 Communicators Meetings

Here is a short summary of the highlights of these three meetings held in the past few weeks.

- **Spring eComm Meeting**
  - April 23, 2015
  - Koenig Alumni Center

- **eComm Virtual Town Hall**
  - April 28, 2015
  - Online

- **Spring Communicators Conference**
  - April 30, 2015
  - UMC 235

I. **Implementation of Be Boulder. design on websites and other communications**
   - Chancellor DiStefano says that he would like to see all websites compliant with the Be Boulder. messaging platform by the end of the year.
   - He would like us to work on making all our communications look more uniform.

II. **Salesforce Customer Relationship Management (CRM) program**
    - The Salesforce CRM solution is being developed.
    - They are taking information from many sources and compiling into one big Salesforce database.
    - Salesforce will include basic contact information and also information on enrollments, education, scholarships, interests, employment, affiliations and more.
    - It will allow people in the database to:
      - Set their preferences for how they receive email
      - Enter more information about themselves
      - Register for events
    - Marketing Cloud (formerly Exact Target) is going to be the solution for sending bulk emails to replace Harris Connect.
    - There will be an event registration module as well, but this will not be launched at the same time.

III. **Salesforce Timeline**
    - July 21 – 23: Mandatory user training. It will only be one day out of the three. It will probably be in Denver.
    - August 7: Harris email turns off
    - October/November: Harris will not be accessible anymore, so make sure you have downloaded everything you may need by then.

IV. **Harris Archive Project**
    You should archive things from Harris Connect that will not be moving to the new system.
    [http://www.cu.edu/ecomm/harris-archive-project](http://www.cu.edu/ecomm/harris-archive-project)

V. **Strategic Relations’ Toolkit for Communicators**
    A lot of good resources listed here.
    [http://www.colorado.edu/strategicrelations/toolkit](http://www.colorado.edu/strategicrelations/toolkit)

VI. **Contact List For CU-Boulder Communicators**
    This is separate from the A&S Communicators list.
    [http://www.colorado.edu/brand/communicators-list](http://www.colorado.edu/brand/communicators-list)