



**Survey invitation:
Constituent/customer relationship management (CRM) software
use at the U**

You are receiving this email because you are subscribed to UIT's public email list.

The University of Utah Campus CRM Strategy Committee* requests that you/your organization complete a brief survey about constituent/customer relationship management (CRM) software use at the U.

The **Campus CRM Strategy Committee**, a subcommittee convened by the **U's Strategic Information Technology Committee**, is co-chaired by AVP for Enrollment Management Mary Parker and CIO Stephen Hess. Through this survey, the committee hopes to better understand use of CRM software at the U and improve CRM offerings and support for university organizations.

What are CRMs? CRMs are used to manage information about, and interactions with, current and potential constituents and customers. At the U, constituents may include current/prospective students, students' families, donors, alums, guests/patrons, patients, faculty, staff, business partners, etc.

[Take the survey](#)

This survey has 6 questions and should take less than 5 minutes to complete. It will close on **Wednesday, August 29, 2018 at 5:00 p.m.**

Please coordinate with your organization to provide one survey response per ORG ID or organization, if possible.

Please forward this email or share the survey link with other University of Utah colleagues and organizations as soon as possible.

If you have any questions or concerns, please contact uit@utah.edu. Thank you.

*Campus CRM Strategy Committee:

Mary Parker and Steve Hess, co-chairs

Martha Bradley, Undergraduate Studies

Gary Carter, UIT

Tim Ebner, Registrar

Sean Farrell, Athletics

Rakin Hall, Office of Admissions

Beth Howard, Academic Advising Center

Paul Majnik, University of Utah Development Office

Paula Millington, UIT

Ken Pink, UIT

Anne O'Brien, Continuing Ed & Community Engagement

Ben Repak, Eccles School of Business

Cory Stokes, Undergraduate Studies



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