Trellis CRM Open Forums

Date:
May 7, 2019

The University of Arizona has launched a Constituent Relationship Management (CRM) initiative to strengthen the University's relationships and provide a more personalized digital experience. The UA-branded CRM program, Trellis, has the ability to strategically advance the University in many areas including but not limited to student success, advising, and engagement; marketing and communications; alumni relations; community and government relations.

UA's Trellis CRM team is hosting a series of Open Forums in May and June for faculty and staff to learn more about CRM, how it will benefit the UA, opportunities for campus engagement, and implementation details. The forums are a chance to provide feedback, ask questions, and participate in a conversation surrounding this important campuswide initiative.

Please register to attend one of the following forums:

- **Monday, May 13** [1], 11:00-12:00PM, Thomas W. Keating Bioresearch Building (BIO5), Room 103
- **Wednesday, May 29** [2], 2:30-3:30PM, Student Union Memorial Center, Kachina Lounge (southeast corner, Level 3)
- **Tuesday, June 11** [3], 11:00-12:00PM, Old Main, Silver and Sage Room
- **Monday, June 24** [4], 1:30-2:30PM, Old Main, Silver and Sage Room

*Seating is limited. A Zoom meeting will be available for each session for those unable to attend the physical locations.*

**For Additional Information**

Click [here](https://uaatwork.arizona.edu/uannounce/university-arizona-launches-crm-strategy) to read the UA's CRM launch announcement.

Visit [trellis.arizona.edu](https://trellis.arizona.edu) to learn more about Trellis CRM and products in development, read the FAQ, and stay up-to-date on the latest progress.

If you have questions or would like to provide comments, please contact the Trellis team at [trellis@list.arizona.edu](mailto:trellis@list.arizona.edu).

**Source URL:** https://uaatwork.arizona.edu/uannounce/trellis-crm-open-forums

**Links**
[1] https://trellis.arizona.edu/events/57-trellis-crm-open-forum
[3] https://trellis.arizona.edu/events/59-trellis-crm-open-forum
[4] https://trellis.arizona.edu/events/60-trellis-crm-open-forum
[6] https://trellis.arizona.edu/
[7] mailto:trellis@list.arizona.edu