Sudden Impact Marketing: Six Ways to Build a More Responsive Marketing Database
By: Craig Conard

Nearly every organization wrestles with database issues. And those issues tend to become painfully apparent when campaigns, such as those for fundraising, are launched.

Overengineering of database structure, disparate data sources, old data, bad data, siloed data, and direct imports of purchased lists are some of the most common issues. But there are ways to fix them.... continue reading
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In the Venn diagram of life, somewhere near the intersection of intelligence, obsession, and social ineptitude, you will find The Nerd. He or she will have discovered at some point along their voyage a penchant for a particular field of study…a desire to learn more…to dig deeper…to boldly go where no one has gone before. You might know one. You might be one. 

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Save The Date
The 1st Annual AICUO Affiliate Members Conference will be on June 29, 2015, at Ohio Dominican University. The conference will bring together staff from AICUO member campuses and professional staff from affiliates. The event will feature a lunch, networking, educational breakout sessions and vendors.

Sign up to receive updates on the conference including registration information or visit our website to learn more about all of our affiliate members.

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