GrowingSLU Business Plan

Project title: Alumni EMail Accounts

One sentence project description:
Provide SLU email accounts for our graduates.

1. One paragraph summary of project:
Assign permanent email accounts for graduates to recognize their connection to St. Louis University. This can be a typical “slu.edu” account or it could be a special “slualumni.edu” or “slufriend.edu” account that they can use in perpetuity. Currently, alumni have access to their SLU email for 5 years post-graduation, but at that point the email is deactivated. This initiative proposes that alumni keep this email. We may have to have rules to revoke this permission for possible misuse of the email account.

2. Expected timeline for implementation, including stages or phases if necessary:
Could be initiated as soon as IT makes the proper arrangements with Google.

3. Positive financial impact on SLU (additional revenue), including business model:

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Expenses</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Net income</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

This will allow us to maintain contact with individuals that either are alumni or are supporters of the University.

4. Positive non-financial impact on SLU:
It would clearly be a matter of pride for many of our graduates and supporters to have a SLU address.

5. Alignment with Jesuit mission and strategic plan of the University:
Improving connections with our graduates and supporters is important since we can better keep them informed of our progress and our mission.
6. **What's needed, including budget (i.e. startup capital needed) and other resources (i.e. physical space, personnel, etc.):**
The there will be no significant cost to implement this idea, and thus no funds are being requested.

7. **Potential obstacles:**
Misuse of the email accounts for illicit purposes might be possible.

8. **How this project relates to what other universities or programs are doing [OPTIONAL]:**
Many universities offer this to their graduates already. For example, the following AJCU institutions offer lifetime email to their graduates: College of the Holy Cross, Fordham University, Georgetown University, Le Moyne College, Loyola University Chicago, Loyola University Maryland, Loyola University New Orleans, Regis University, Rockhurst University, Seattle University, University of San Francisco, Xavier University.

9. **Questions that still need to be answered [OPTIONAL]:**
Information security services: how do we ensure people are keeping their accounts up to date and not making their accounts vulnerable? Can we provide virus protection? Is information security willing to get on board with the project?

Will this initiative be supported by the alumni department?

Consider talking with Center for Advancement if we want to connect this to alumni donations.

If you have any questions, please contact David at hakansond@slu.edu or Victoria at whitakervl@slu.edu.

**Due date: July 29, 2016**