



Project Overview Statement

Executive Summary

Project Title: Campus Email Communication to Students
Project ID: 165
Last Updated: 4/16/2007
Project Leader: Mareta Sizemore
Department: Student Life
Executive Sponsor: Silvia Husain

PROJECT BUSINESS CASE

Project Overview
<ul style="list-style-type: none">Student Life would like communicate to students on a specific campus via their BCC student email account. The request is to provide a distribution list of current students who are enrolled in a class held at a campus. This could be done by combining the distribution lists of all classes on a campus.
Business Goals
Improve communication <ul style="list-style-type: none">Enhance Awareness of campus services, academic important dates and events
Success Factors
<ul style="list-style-type: none">Students communicate using technology more frequently and prefer that as their primary source of communicationThe manpower used to create and maintain students' personal emails addresses for this type of communication would be eliminated because use of the BCC emails would be a much more efficient and accurate process.