Project: Raider Recognition/Laker Laudation

Description:
Technology will be used to help people on campus feel appreciated. An electronic birthday, WSU anniversary, and/or achievement card will be sent to each student, alumni and employee at WSU. We have the needed data so this system can be easily automated.

Actions:
• Meet with staff in CaTS to determine the pathways for creating an automated email based on a Wright State community member’s birth date, work anniversary date, or date of graduation.
• Meet with staff in Marketing for assistance with the design of a series of e-cards.

Milestones:
• E-cards are created by Marketing
• CaTS creates and tests the system
• The system is in use

Metrics:
• Students, staff, faculty, and alumni feel more connected with and appreciated by the University

Resources:
• The use of e-cards will require time from CaTS to implement the program. Time from staff in Marketing for creation of the message and any graphics/design will also be needed. It is hoped it would be automated after an initial start-up but may need yearly maintenance/updating of design.

Success Factors:
• CaTS is essential to the automation of the project.

Suggested Ownership:
• CaTS
• Marketing