Alumni Email Update

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ECU
Alumni Email*

- Initiative started in 2006
- Requested by SGA and University
- Offer lifetime “.edu” email address
- Started as an opt-in service
- Path for 2-way communication between Alumni and University for a mutually beneficial relationship
- Implemented Spring 2007
- @alumni.ecu.edu

*Alumni is defined by ‘having successfully attended a semester’ at ECU
Alumni Email

• Process Change 2014
• Accounts ‘auto-created’ beginning with Dec 2014 alumni (if had current PirateID)
• Student Account is moved from the Student ‘bucket’ to the Alumni ‘bucket’
• Can still receive emails sent to “@students.ecu.edu “
• Only can send as “@ecualumni.ecu.edu”
@alumni.ecu.edu (Pre-2014)
13,415 Accounts
Last 180 Days of Activity

11,404 Accounts with no activity last 180 days
2,011 Accounts with activity up to 6 months ago
1,893 Accounts with activity up to 90 days ago
@ecualumni.ecu.edu (Post-2014)
29,794 Accounts

<table>
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<tr>
<th>Category</th>
<th>Accounts</th>
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