




# Vision 20/20 UPDATE

## Alumni Engagement & Philanthropic Giving

Overall Status







Goal:

Increase the number of alumni engaged in support of the University through attendance at events, volunteer service and membership in the National Alumni Association.

Strategy:

Develop a Homecoming program that expands engagement opportunities for a diverse population and promotes a lifelong relationship between the University and its alumni.

### Recent Key Accomplishments

Young alumni have not historically participated in Homecoming activities at the same level as older alumni. In an effort to draw additional young alumni, Alumni Relations hosted a 'Young Alumni Meet & Greet'. This event continues to grow young alumni participation.

There was a significant increase in online homecoming registrations.

Partnership with Class Reunion campaigns are adding to the continued success of homecoming.

### Upcoming Events

Planning for Homecoming 2017 has already begun. The planning committee is comprised of a diverse representation of campus and alumni partners.

A survey was administered following Homecoming. The results will be used by the committee as they more closely align Homecoming events with alumni interests in the future.

Partnership with upcoming class reunion appeals for 2017.

### Emerging Issues













Engaging more alumni to participate and register for homecoming.

Our core group attending Homecoming activities continues to be our traditional residential student.

### Solutions

Use survey feedback to continue improving programs and additional social media outreach to connect with young alumni. Approach programming for select events from a 'family-centric' perspective.

### Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Increase the number of alumni registered for Homecoming by 5 percent annually.	10/01/2016	<input type="radio"/>  <input type="radio"/>  <input checked="" type="radio"/> 	<input type="text" value="100"/> %	There was a 25.4% increase in registrations for 2016 Homecoming activities.
		<input type="radio"/>  <input type="radio"/>  <input checked="" type="radio"/> 	<input type="text" value=""/> %	
		<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text" value=""/> %	
		<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text" value=""/> %	