




Vision 20/20 UPDATE

Alumni Engagement & Philanthropic Giving

Overall Status







Goal:

Develop a communication system that informs alumni of University and alumni news and engages them through effective targeted messages and interactive media.

Strategy:

Strengthen data integrity through research, regular database updates and protocols to ensure consistency of data. Annually, 100 percent of graduates will be added to the database. Reduce the number of "lost" alumni to 10 percent of the database.

Recent Key Accomplishments

Recurring processes and procedures have been maintained to provide for the regular updating of addresses, phone numbers, email addresses, and deceased individuals.

Upcoming Events

Redesign of NetCommunity platform will be completed by the Spring of 2017.

Emerging Issues

There is currently a large number of new users of the Raiser's Edge system.













Keeping up with changes of address, particularly for more targeted mailings where up-to-date information is vital, is a constant challenge.

Solutions

The Director of Advancement Services & Communications will provide in-depth training of new users based on user roles. The department's procedural manual for Raiser's Edge will be updated and shared with all users. Training will also include proper procedure for updating constituent records.

NetCommunity provides constituents with a way to update their records online.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: <input type="text" value="Annually, 100 percent of graduates will be added to the database."/>	<input type="text" value="09/01/2016"/>	<input type="radio"/>  <input type="radio"/>  <input checked="" type="radio"/> 	<input type="text" value="100"/> %	<input type="text" value="100% of graduates were added to alumni database for fall 2015, spring 2016, summer 2016."/>
Item: <input type="text" value="Reduce the number of 'lost' alumni to 10 percent of the database."/>	<input type="text" value="07/01/2020"/>	<input type="radio"/>  <input checked="" type="radio"/>  <input type="radio"/> 	<input type="text" value="39.4"/> %	<input type="text" value="25.4 percent of our alumni have no valid address on file."/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text"/>	<input type="text"/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text"/>	<input type="text"/>