




Vision 20/20 UPDATE

Academic Programs, Research Growth, Faculty Excellence and Rewards and Public Service

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 communication with and among alumni through the effective use of print and electronic communication, including email, website, social media and online tools for giving, event registration, membership dues, etc.

Recent Key Accomplishments

E-communications were effectively leveraged for numerous events and initiatives during FY16 and into FY17 including but not limited to 125th Anniversary events, WVSU's first Day of Giving, Homecoming, and Giving Tuesday. E-mail solicitations and initiatives have also increased on-line giving with over \$11,000 raised during the University's first Day of Giving and over \$20,000 raised during Giving Tuesday. Social Media accounts for WVSU Alumni have seen an increase over previous years, as well. Online membership renewals and purchases have grown for the National Alumni Association as well as local chapters, including the newly created Yellow Jacket Chapter.

Upcoming Events

The newly created Yellow Jacket Alumni Chapter of West Virginia will be having its Inaugural Meeting during December of 2016. At this meeting, members will be provided with membership cards that feature a barcode. This barcode, when scanned at events, will allow for the tracking of attendance as well as offer a point of contact for members to view their membership status and upgrade or renew.













Emerging Issues

While hundreds have signed up for NetCommunity (WVSUConnect), there are still a large number who do not log in on a regular basis.

Solutions

The Director of Advancement Services & Communications is currently developing additional services and content that will be marketed to all alumni and offered to only members of WVSUConnect.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: <input type="text" value="Increase the number of alumni registered with NetCommunity (WVSU Connect) to 440. (This goal has been updated to 475)"/>	<input type="text" value="06/30/2017"/>	<input type="radio"/>  <input type="radio"/>  <input checked="" type="radio"/> 	<input type="text" value="95.2"/> %	<input type="text" value="As of December 1, 2016, there were 452 registered NetCommunity (WVSU Connect) users, exceeding the initial goal set for FY17 by 12. The goal has been updated to 475."/>
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"/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text"/> %	<input type="text"/>