




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:

Strengthen the University's partnership with the WVSU National Alumni Association through services that support growth in membership, enhanced, mission-focused programming and an informed, actively engaged Board. Membership in the National Alumni Association will increase by 40 percent by 2020.

Recent Key Accomplishments

Continued partnership with the National Alumni Association and the WVSU Foundation to assist with fund management. Bringing the two organizations closer together provides the opportunity for refined processes, elimination of duplicate efforts, and a streamlined reporting process for National Alumni Association leadership.

Upcoming Events

Alumni Relations will send renewal notices to alumni with lapsed membership. With wide variances in the ability of chapters to support this activity, the structure provided through Alumni Relations will benefit record keeping and the alumni experience.

Enhancing the membership benefits program with new affinity partners.

Emerging Issues

Communicating with alumni via their preferred medium continues to be a challenge. With the high cost of print materials, we realize the benefit of moving toward more electronic communications and registrations. However, a large proportion of our alumni population prefers print materials.

Solutions

Work with alumni chapters to show benefits of working through web vs. paper materials. Continue to provide print copies of materials for certain alumni.

Continue to inform alumni about the benefits of NetCommunity.

Alumni Relations Director elected to the NAA Executive Board as Executive Secretary.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: <input type="text" value="Increase membership in the WVSU National Alumni Association to 700 members."/>	<input type="text" value="06/30/2017"/>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<input type="text" value="98.3"/> %	<input type="text" value="As of December 1, 2016, there were 688 active, dues paying members of the National Alumni Association."/>
Item: <input type="text" value="40 percent of members will make financial contributions beyond their membership dues."/>	<input type="text" value="06/30/2017"/>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<input type="text" value="33"/> %	<input type="text" value="As of December 1, 2016, 227 of 688 total active, dues paying members (33%) of the National Alumni Association gave a financial contribution beyond their dues in FY16/FY17."/>
Item: <input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value=""/> %	<input type="text" value=""/>
Item: <input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value=""/> %	<input type="text" value=""/>