




# 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:

Create a foundation for future alumni engagement by cultivating students and young alumni through various points of engagement.

### Recent Key Accomplishments

Alumni Relations has strengthened its social media presence to more easily connect with young alumni.

A presidential tour event was held in the DC/Baltimore area, at the home of a young alumni couple.

Young alumni met and brainstormed on how to get more young alumni engaged with the university at the NAA National Conference this summer.

Alumni Relations presentations to the First Year Experience classes about traditions and history of WVSU.

### Upcoming Events

Future regional young alumni events are being planned, including a local event.

Newly elected NAA executive officers (young alums) are developing a plan to engage more young alumni and WVSU students in the upcoming year.

Alumni Relations will expand its presence at student recruitment and orientation events by assisting the admissions staff by sharing some WVSU spirit to prospective and admitted students. Students will also be introduced to a local alumni chapter that will encourage a positive perspective about the University.

### Emerging Issues

WVSU student interest in engaging with alumni.

### Solutions

Resurrecting the Student Alumni Association, former Pre-Alumni Club on campus.

### Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Increase the number of young alumni actively engaged (age 45 or younger /graduated 1999 or earlier) to 1,300	06/30/2017	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	98.5 %	Through various events and activities, there have been 1,281 interactions with young alumni in FY1Y as of December 1, 2016.
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