

# Vision 2020 Update-Alumni Engagement & Philanthropic Giving

## Overall Status



**Goal I:** 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 A:** Develop opportunities for meaningful engagement that appeal to alumni of diverse backgrounds, interests and geographic areas, including social, career networking and service activities.

## Recent Key Accomplishments

In collaboration with Appalachian Power Park, WVSU Alumni Relations invited local alumni to a WV Power baseball game. Alumni Relations also hosted a number of alumni at the Durham Bulls Athletic Park in Raleigh-Durham, NC in the spring of 2014.

Alumni Relations partnered with Student Affairs to extend an invitation to all State alumni for an on-campus career fair in the fall of 2014.

## Upcoming Activities

Alumni Relations will continue to provide a diverse array of engagement opportunities for Alumni. In collaboration with the National Alumni Association, several regional and local events are being planned for spring 2015.

Alumni Relations will host a wine and cheese event in Putnam County, WV.

## Emerging Issues

Increasing the number of engaged alumni is challenged by the current budgetary environment. Providing free programming for alumni versus asking them to pay for attendance has proven to be a barrier for engagement.

## Solutions

Creative programming and unique collaborations could provide an appealing event for alumni at a reduced price point.

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Increase engagement of local alumni (60-mile radius of campus) to 590	6/30/15		29%	Through various events and activities, 173 local alumni have been engaged in FY15 as of November 11, 2014.

Submitted by: Adam Neal Date:12/17/14