

Vision 2020 Update-Alumni Engagement & Philanthropic Giving

Overall Status



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

The NetCommunity alumni web portal was launched in July of 2013. In 2014 we began using integrated email service through NetCommunity. We are now working from one database to communicate with alumni and friends.

Upcoming Activities

An integrated communications plan is being developed as a way to make the best use of current resources and leverage free platforms. Work is underway with the Eastern Region of the National Alumni Association to pilot an online community via NetCommunity.

Emerging Issues

Growth in the number of registered NetCommunity users continues to be a challenge because of the many other channels alumni have available to them.

Solutions

Highlight for users the unique aspects of NetCommunity such as viewing their giving history, searching for fellow alumni, and reading class notes.
 Review authenticated vs. unauthenticated content.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	
Item. Increase the number of alumni registered with NetCommunity to 282	6/30/15		66%	As of November 15, 2014, there were 188 registered NetCommunity users.

Submitted by: Adam Neal Date: 12/17/2014