

# 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 C:** Establish standard operating procedures for University and affiliated organization solicitations of alumni and friends.

## Recent Key Accomplishments

Procedures have been established and are being implemented via the collaborative efforts of University Advancement and soliciting campus organizations

## Upcoming Activities

University Advancement is working collaboratively with campus constituents to work more closely related to solicitations.

## Emerging Issues

N/A

## Solutions

N/A

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Establish standard operating procedures for University and affiliated organization solicitations of alumni and friends.	Ongoing		50%	Procedures have been developed and reviewed. The communication of these procedures to University and affiliated organizations is forthcoming.

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