

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 the National Alumni Association, Alumni Relations traveled extensively to support alumni chapters and regional events held during the year.

Alumni Relations hosted a successful reception in Putnam County.

Alumni Relations partnered with WVSU Foundation to host several university campaign events in various regions.

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 2016.

Alumni Relations will host a reception for local alumni in Charleston, WV.

Emerging Issues

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

Solutions

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

Electronic sign-in process with membership card (swipe system).

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 2,500*	June 30, 2016		61%	Through various engagement opportunities, 1,526 local alumni have been engaged in FY16 as of December 4, 2015.
Item. Visit at least 3 areas in each at least 3 regions	June 30, 2016		44%	Four chapters in two regions as of 12/2/15 Submitted by Belinda Fuller 12/4/2015

* Based on more accurate recordings of interactions (including donations, registrations, online interactions, engagement notes, membership updates and e-mail opens, the goals for this item have been updated.