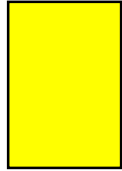


Vision 2020 Update-Alumni Engagement & Philanthropic Giving

Overall Status



Goal I: Increase the number of alumni engaged in support of the University through attendance at events, electronic communications**, volunteer service and membership in the National Alumni Association.
Strategy B: Strengthen the University's partnership with the WVSU National Alumni Association through services that support growth in membership, enhanced, mission-focused programming and an informed, actively-engaged Board. Membership in the National Alumni Association will increase by 40 percent by 2020.

Recent Key Accomplishments

The WVSU Foundation continues with support of the National Alumni Association (NAA) with a partnership established to assist with fund management that started in early 2014.

Alumni Relations and WVSU Foundation partnered to send an NAA membership appeal. There have been 114 new and/or renewed members as of 11/30/15.

Upcoming Activities

The biennial National Conference will be held in Chicago, IL on May 4-7, 2016. The planning event is a collaborative effort of Alumni Relations and the National Alumni Association.

Revitalization of five alumni chapters in progress.

Emerging Issues

Communicating with alumni via their preferred medium continues to be a challenge. With the high cost of print materials, we realize the benefit of moving toward more electronic communications and registrations. However, a large proportion of our alumni population prefers print materials.

Solutions

Work with alumni chapters to show benefits of working through web versus paper materials. Continue to provide print copies of materials for certain alumni.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Increase membership in the WVSU National Alumni Association to 604* members	June 30, 2016		100%	As of December 1, 2015, there were 636 active, dues-paying members of the National Alumni Association.
Item. 40 percent of members will make financial contributions beyond their membership dues	June 30, 2016		88%	As of November 15, 2015, 223 of 636 total active, dues paying members (35.2 percent) of the NAA gave a financial contribution beyond their dues.

Submitted by Patricia Schumann Date: 12/15/15

*Baseline data contained non-active members. New totals and goals are based on active members only. (Baseline: 560, 2020 Target:784)

**"Electronic communication" was added to overall goal statement.