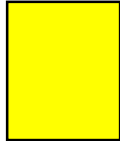


Vision 2020 Update-Alumni Engagement & Philanthropic Giving

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

Emailed birthday cards were successfully sent to all alumni with emails since January 2015. The monthly member raffle for WVSU Connect has also generated many new members and has highlighted the Online Community and its content. Since the last update in November 2014, there have been 171 new members signed up.

Upcoming Activities

Themed holiday and birthday cards featuring Stinger and the Director of Alumni Relations are currently being produced for use throughout 2016. The University's 125th Anniversary will also feature prominently in the majority of communications in 2016 including, but not limited to, the University's first official Day of Giving.

Emerging Issues

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

Solutions

Addition of special authenticated content for WVSU Connect members and increased features available such as customizable e-cards users can send to friends and family may help increase membership on WVSU Connect.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Increase the number of alumni registered with NetCommunity (WVSU Connect) to 432	June 30, 2016		83%	As of November 30, 2015, there were 359 registered NetCommunity (WVSU Connect) users.

Submitted by Amanda Downs 12/4/2015