

# 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 C:** Develop a Homecoming program that expands engagement opportunities for a diverse population and promotes a lifelong relationship between the University and its alumni.

## Recent Key Accomplishments

Historically, young alumni have not participated in Homecoming activities at the same level as older alumni. In an effort to draw additional young alumni, Alumni Relations hosted a 'Young Alumni Meet & Greet'. This event saw significant young alumni participation.

Additional Homecoming events for 2015 included an art exhibit, dedication honoring former coaches and a Legacy Society reception.

## Upcoming Activities

Planning for Homecoming 2016 has already begun. The planning committee is comprised of a diverse representation of campus and alumni partners.

A survey was administered following Homecoming. The results will be used by the committee as they more closely align Homecoming events with alumni interests in the future.

## Emerging Issues

Engaging young alumni and families in Homecoming activities continues to be an area of growth.

Our core group attending Homecoming activities continues to be our traditional residential student.

## Solutions

Use survey feedback to continue improving programs and additional social media outreach to connect with young alumni. Approach programming for select events from a 'family-centric' perspective.

## 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 for Homecoming by 5 percent annually	October, 2015		100%	There was a 22.4 percent increase in registrations for 2015 Homecoming activities.

Submitted by Belinda Fuller Date: 12/15/15