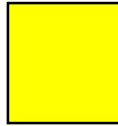


Vision 2020 Update-Alumni Engagement & Philanthropic Giving

Overall Status



Goal I: Increase the number of alumni engaged in support of the University through attendance at events, email communications, volunteer service and membership in the National Alumni Association.
Strategy D: Create a foundation for future alumni engagement by cultivating students and young alumni through various points of engagement.

Recent Key Accomplishments

Alumni Relations has strengthened its social media presence to more easily connect with young alumni.

Increased participation of young alumni in events such as homecoming and regional and local events.

Upcoming Activities

Future regional young alumni events are being planned.

Emerging Issues

Engaging young alumni continues to be a challenge nationally.

Solutions

Focus group sessions are being planned to solicit feedback from alumni and friends related to events and engagement.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Increase the number of young alumni actively engaged (age 45 or younger/graduated 1999 or earlier) to 2,500	6/30/15		38%	Through various events and activities, there have been 1,899 interactions with young alumni in FY16 as of 11/30/15*.

Submitted by: Belinda Fuller 12/15/15

** 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.*