




Vision 20/20 UPDATE

Alumni Engagement & Philanthropic Giving

Overall Status







Goal:

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:

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

Alumni Relations hosted a presidential tour to introduce Dr. Jenkins to the State family: Institute/Charleston, Atlanta, DC/Baltimore and Cleveland.

Newest WV Alumni Chapter has been chartered that will engage our largest population of alumni here in WV.

Upcoming Events

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 survey will be emailed to all alumni to gauge the interest of alumni to participate in alumni events and making monetary contributions to their alma mater.

Alumni chapters will participate in sending handwritten notes on postcards to prospective students to encourage them to attend WVSU. Chapters will also send postcards to the recent graduates from their area of service to encourage them to join their chapters upon their return home after graduation.

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.

Solutions

Creative programming and unique collaborations could provide an appealing event for alumni at a reduced price point. Create opportunities Alumni Relations to co-sponsor events with other campus departments and alumni chapters.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: Increase engagement of local alumni (60-mile radius of campus) to 2,500	<input type="text" value="06/30/2017"/>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<input type="text" value="61.6"/> %	Through various engagement opportunities, 1,539 local alumni have been engaged in FY17 as of December 1, 2016.
Item: Visit at least 3 areas in each at least 3 regions	<input type="text" value="06/30/2017"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	<input type="text" value="100"/> %	Traveled to all regions this past year.
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text"/>	<input type="text"/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text"/>	<input type="text"/>