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 A: Strengthen data integrity through research, regular database updates and protocols to ensure consistency of data. Annually, 100 percent of graduates will be added to the database. Reduce the number of "lost" alumni to 10 percent of the database.

Recent Key Accomplishments

A series of data hygiene projects were undertaken in the fall of 2014. Projects included the updating of addresses, phone numbers, email addresses, and deceased individuals.

Upcoming Activities

Standard operating procedures are being developed related to data hygiene. A series of regular data updates are necessary to ensure State's ability to connect with alumni and friends across a variety of print and electronic mediums.

Emerging Issues

N/A

Solutions

N/A

Upcoming Deliverables/Milestones

Item	Due Date	Status	Progress	Comments
Item. Annually, 100 percent of graduates will be added to the database.	Ongoing	🟩	100%	100 percent of graduates were added to alumni database for summer 2013, fall 2013, and spring 2014.
Item. Reduce the number of "lost" alumni to 10 percent of the database.	Ongoing	🟨	39%	25.5 percent of our alumni have no valid address on file.

Submitted by: Adam Neal Date: 12/17/14