

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, volunteer service and membership in the National Alumni Association.
Strategy B: Strengthen the University's partnership with the WVSU National Alumni Association through services that support growth in membership, enhanced, mission-focused programming and an informed, actively engaged Board. Membership in the National Alumni Association will increase by 40 percent by 2020;

Recent Key Accomplishments

The National Alumni Association partnered with the WVSU Foundation to assist with fund management in early 2014. Bringing the two organizations closer together provides the opportunity for refined processes, elimination of duplicate efforts, and a streamlined reporting process for National Alumni Association leadership.

Upcoming Activities

The biennial Alumni Summit will be held on campus on May 8-9, 2015. The planning event is a collaborative effort of Alumni Relations and the National Alumni Association.

Alumni Relations will begin to send renewal notices to alumni with lapsed membership. With wide variances in the ability of chapters to support this activity, the structure provided through Alumni Relations will benefit record keeping and the alumni experience.

Emerging Issues

Communicating with alumni via their preferred medium continues to be a challenge. With the high cost of print materials, we realize the benefit of moving toward more electronic communications and registrations. However, a large proportion of our alumni population prefers print materials.

Solutions

Work with alumni chapters to show benefits of working through web vs. paper materials. Continue to provide print copies of materials for certain alumni.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Increase membership in the WVSU National Alumni Association to 800 members	6/30/15		98%	As of November 15, 2014, there were 783 dues paying members of the National Alumni Association.
Item. 30 percent of members will make financial contributions beyond their membership dues.	6/30/15		27%	As of November 15, 2014, 215 of 783 total dues paying members of the National Alumni Association gave a financial contribution beyond their dues.

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