

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 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

Young alumni have not historically 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 Party' and a masquerade party. Both of these events saw significant young alumni participation.

Additional Homecoming events for 2014 included a 5K race and a tailgate for our academic colleges.

Upcoming Activities

Planning for Homecoming 2015 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 five percent annually.	October 2014		100%	There was a 14 percent increase in pre-registration for 2014 Homecoming activities.

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