

# 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

Recurring processes have been implemented to provide for the regular updating of addresses, phone numbers, email addresses and deceased individuals.

## Upcoming Activities

Database conversion to RENXT and redesign of NetCommunity platform.

## Emerging Issues

The parent company for our alumni database is transitioning to a new system. This transition will require a change in certain procedures.

## Solutions

Close communication with Blackbaud and ongoing support provided by Director of Advancement Services and Communications will ease the transition over the next six months

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Annually, 100 percent of graduates will be added to the database.	Ongoing		100%	One hundred percent of graduates were added to alumni database for fall 2014, spring 2015 and summer 2015.
Item. Reduce the number of “lost” alumni to 10 percent of the database.	Ongoing		38%	26.5 percent of our alumni have no valid address on file.*

Submitted by: Adam Neal & Amanda Downs 12/4/2015

\*Approximately 261 alumni with no valid addresses were added to the database in an effort to find lost classmates. Without the addition of these names, the total number of lost alumni would be 25.3%.