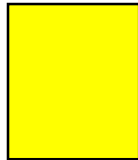


Vision 2020 Update—Alumni Engagement and Philanthropic Giving

Overall Status



Goal IV: In partnership with the WVSU Foundation, develop management practices and financial goals to support increased, long-term financial support for the University.

Strategy C: Successfully complete the University's Capital Campaign: *Realize the Promise, Deliver the Future* by June 30, 2017.

Recent Key Accomplishments

Received \$4,201,600 in new gifts and pledges during fiscal year 2015, as compared with \$4,118,803 in fiscal year 2014.

Fiscal year 2016 giving as of 11/30/15 was \$4,879,286.

Cumulative total for the Campaign for WVSU as of 11/30/15 was \$17,249,604.

Upcoming Activities

Continue working with Campaign Steering Committee, Foundation Board and National Alumni Association leadership to increase awareness of and support for the Campaign for WVSU.

Continue to work with individual donors to secure major gifts.

Emerging Issues

Increased number of multi-year pledges has created challenges with stewardship and pledge fulfillment.

Solutions

Developing a stronger system for generating and monitoring pledge reminders and nurturing donors throughout the pledge payment period.

Upcoming Deliverables/Milestones

| <u>Item</u> | <u>Due Date</u> | <u>Status</u> | <u>Progress</u> | <u>Comments</u> |
|--|-----------------|---------------|-----------------|--------------------------------------|
| Item. Raise \$5,800,000 in new gifts and pledges during FY2015 | 6/30/2016 | | 89% | \$4,879,286 received as of 11/30/15 |
| Item. Bring cumulative Campaign total to \$18,000,000 | 6/30/2016 | | 96% | \$17,249,604 received as of 11/30/15 |

Budget Efficiency Summit Update