Vision 2020 Update—Alumni Engagement and Philanthropic Giving

Goal IV: Cultivate life-long philanthropy in support of WVSU through programs that educate students, alumni and friends about the importance of philanthropy and provide giving opportunities appropriate for each stage of life.

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

Recent Key Accomplishments
- Received $4,118,803 in new gifts and pledges during FY 2014, as compared with $2,352,095 in FY 2013.
- Cumulative total for the Capital Campaign at the end of FY 2014 was $8,248,222.
- Increased Campaign goal from $12.5 million to $18 million.
- Executed public launch of the Capital Campaign in October 2014.

Emerging Issues
- Despite public launch, awareness of Capital Campaign is still relatively low among alumni and other constituent groups.
- Low endowment limits Foundation operating revenue, thereby increasing reliance on unrestricted current gifts.

Upcoming Activities
- Will conduct regional campaign launches in cities with large concentrations of State alumni during 2015.
- Working with Campaign Steering Committee, Foundation Board and National Alumni Association leadership to increase awareness of and support for the Capital Campaign.

Solutions
- Consistent marketing and weaving references about the campaign into all messaging to alumni and friends.
- Including the WVSU Fund as a Campaign goal.

Upcoming Deliverables/Milestones

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item. Raise $5,000,000 in new gifts and pledges during FY 2015</td>
<td>6/30/15</td>
<td></td>
<td>45%</td>
<td>$2,249,580 received as of 11/14/14</td>
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<tr>
<td>Item. Bring cumulative Campaign total to $8,248,222.</td>
<td>6/30/15</td>
<td></td>
<td>127%</td>
<td>$10,496,468 received as of 11/14/14</td>
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Submitted by: Patricia Schumann  Date: 12/12/14