Vision 2020 Update-Alumni Engagement & Philanthropic Giving

**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.

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**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.

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**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.

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**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.

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**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.

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**Upcoming Deliverables/Milestones**

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<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Item. Increase the number of alumni registered for Homecoming by five percent annually.</td>
<td>October 2014</td>
<td></td>
<td>100%</td>
<td>There was a 14 percent increase in pre-registration for 2014 Homecoming activities. Submitted by: Adam Neal Date: 12/17/14</td>
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