**Goal I:** Increase the number of alumni engaged in support of the University through attendance at events, electronic communications**, volunteer service and membership in the National Alumni Association.

**Strategy B:** Strengthen the University’s partnership with the WVSU National Alumni Association through services that support growth in membership, enhanced, mission-focused programming and an informed, actively-engaged Board. Membership in the National Alumni Association will increase by 40 percent by 2020.

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**Recent Key Accomplishments**

The WVSU Foundation continues with support of the National Alumni Association (NAA) with a partnership established to assist with fund management that started in early 2014.

Alumni Relations and WVSU Foundation partnered to send an NAA membership appeal. There have been 114 new and/or renewed members as of 11/30/15.

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**Upcoming Activities**

The biennial National Conference will be held in Chicago, IL on May 4-7, 2016. The planning event is a collaborative effort of Alumni Relations and the National Alumni Association.

Revitalization of five alumni chapters in progress.

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**Emerging Issues**

Communicating with alumni via their preferred medium continues to be a challenge. With the high cost of print materials, we realize the benefit of moving toward more electronic communications and registrations. However, a large proportion of our alumni population prefers print materials.

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**Solutions**

Work with alumni chapters to show benefits of working through web versus paper materials. Continue to provide print copies of materials for certain alumni.

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**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. Increase membership in the WVSU National Alumni Association to 604* members</td>
<td>June 30, 2016</td>
<td></td>
<td>100%</td>
<td>As of December 1, 2015, there were 636 active, dues-paying members of the National Alumni Association. As of November 15, 2015, 223 of 636 total active, dues paying members (35.2 percent) of the NAA gave a financial contribution beyond their dues. Submitted by Patricia Schumann Date: 12/15/15</td>
</tr>
<tr>
<td>Item. 40 percent of members will make financial contributions beyond their membership dues</td>
<td>June 30, 2016</td>
<td></td>
<td>88%</td>
<td>----------</td>
</tr>
</tbody>
</table>

*Baseline data contained non-active members. New totals and goals are based on active members only. (Baseline: 560, 2020 Target: 784)  
**“Electronic communication” was added to overall goal statement.