

# *Planning and Advancement Committee Agenda*

## **☂ Legislative Affairs Status Report**

## **☂ Foundation's Giving Report**

## **☂ Status on Annual Fund Drive**

- 1. Total amount to date**
- 2. Giving from faculty**
- 3. Giving from staff**
- 4. Giving from friends/supporters**
- 5. Corporate match giving**

## **☂ Campaign Status Report**

- 1. Steering Committee Development**
- 2. President's moves Management Program**

## **☂ Alumni Relations Strategy Phase I**

- 1. Development of a comprehensive Plan for Alumni Enhanced engagement**

## **☂ Prospect/Donor Data Base Research Management**

- 1. I-Wave**
- 2. Foundation Search**
- 3. Wealth Engine**

## **☂ Overview of National Alumni Association Summit**

**West Virginia State University Board of Governors  
Meeting of June 23, 2011**

**ITEM:** Alumni Relations Strategy  
**ADMINISTRATIVE AREA:** Planning and Advancement  
**RECOMMENDED ACTION:** Information  
**PRESENTER:** Mr. Phil Bright

**BACKGROUND**

1. Continue to engage commuter alumni while maintaining a strong relationship with older alumni via:
  - A. E-Newsletter (1,000 email subscribers)
  - B. Tower Magazine (16,000 addresses)
  - C. Facebook account and other social media avenues
2. Continue to update Raiser's edge software and records
  - A. Potential for obtaining online directory for alumni
3. Cement relationship with Alumni Advisory Group
4. Pre- Alumni Club
  - A. Involve more commuter students
  - B. Continue book fund awards
  - C. Engage students in more community service projects
  - D. Connect students with alumni in various areas
5. Graduating Seniors
  - A. Continue to actively participate in Grad Salute events
  - B. Pursue a Senior Giving Program or Class Gift opportunities
6. Assist in job referrals
7. Mentoring/ assisting with student retention
8. Return to learn program
9. Assist in recruiting new students
  - A. Work with Alumni Chapters as a liaison to the Admissions and Recruitment department