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