

DEVELOPMENT AND ALUMNI RELATIONS

MISSION STATEMENT:

Our mission is to foster lifelong relationships with WKU's constituencies through activities designed to honor the WKU Spirit, involve members of the WKU family in the life of the University, and secure private support to further advance WKU's overall mission.

PROGRAM INFORMATION:

The Division of Development and Alumni Relations, in support of the mission of WKU, supplies leadership, programs, and activities designed to provide:

- Sustaining private support from our alumni and friends;
- Cultivation and stewardship of our alumni, friends, and volunteers;
- Accurate information on our alumni and friends and accounting of all private support;
- An active volunteer base of individuals engaged with WKU;
- Coordination of the alumni and donor outreach efforts of partners in WKU's academic and institutional programs;
- Communication with and involvement of WKU alumni, friends, and volunteers in the life of WKU and in support of today's students' success; and
- An informed alumni base able to respond to the emerging needs of the institution.

University departments reporting to the Vice President of Development and Alumni Relations include: Advancement Services, Alumni Relations/Alumni Association, Development, Leadership Annual Giving, Donor Engagement and the WKU Foundation.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

Specific goals for the Division include the following:

- Launch a corporate and foundation relations (CFR) program, assemble internal and external stakeholders groups, more actively engage WKU faculty and staff in support of CFR efforts, and improve connections with and support of regional business and industry. Grow CFR fundraising;
- Focus alumni relations activities on delivering direct support for the institution's student recruitment, mentoring, retention, completion, and career placement efforts; launch a career development program focused on alumni; raise WKU's alumni engagement score; increase membership in the Association by over 1,000 net; and expand sponsorship solicitation efforts for program activities;
- Focus fundraising efforts on WKU priorities, including endowment and unrestricted giving. Maintain current high pledge-fulfillment rates. Improve matching gift capture by 25%. Expand women in philanthropy program. Launch crowd-funding pilot, student philanthropy program, and rebranded *WKU Fund*. Increase donor contact rates and pace of relationship advancements;
- Continue study of a future comprehensive capital campaign, conducting a feasibility study. Create an integrated development plan for each institutional unit;
- Complete planned gift donor outreach initiative. Grow deferred gift inventory by 10%;
- Strengthen prospect research efforts, directly soliciting data from stakeholders and adding new constituency appends. Pilot enhanced data analytics program;
- Update WKU giving websites and expand social media efforts in support of fundraising; and
- Launch external investment advisory committee for WKU Foundation.

FINANCIAL INFORMATION:

| | 2016-17 Revised Budget | | 2017-18 Proposed Budget | |
|--------------------------------|-------------------------------|-----------------------------------|--------------------------------|-----------------------------------|
| | <u>Pos.</u> | <u>Unrestricted Budget</u> | <u>Pos.</u> | <u>Unrestricted Budget</u> |
| <u>Educational and General</u> | | | | |
| Personnel/Fringe Benefits | 41.0 | 3,224,526 | 40.0 | 3,693,868 |
| Operating Expenses | | 919,609 | | 1,191,541 |
| Capital Outlay | | 22,350 | | 20,350 |
| Total Expenditures | | 4,166,485 | | 4,905,759 |