

### Philanthropy & Alumni Engagement

#### MISSION STATEMENT:

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 Philanthropy and Alumni

Engagement 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 constituents and accounting of all private support.
- An active volunteer base of individuals engaged with WKU.
- Coordination of alumni and donor outreach efforts with partners across WKU's academic and institutional programs.
- Communication and involvement of WKU alumni, friends, and volunteers in the life of WKU and in support of student success.
- An informed alumni base able to respond to the emerging needs of the institution.

University departments reporting to the Vice President of Philanthropy and Alumni Engagement include:

- Advancement Services
- Alumni Engagement / WKU Alumni Association
- Donor Engagement
- Integrated Marketing & Appeals
- Philanthropy
- Philanthropy Operations

#### GOALS & OBJECTIVES:

Annual goals and objectives are designed to achieve the following metrics by fiscal year-end 2022.

## Philanthropy & Alumni Engagement

Key Team Metrics	FY22 Goal
Campaign Total	\$300,000,000
Alumni Giving	10%
Alumni Engagement Index	20%
Alumni Engagement Membership	8,500
President’s Circle Members	3,000

### *Organization Efficiency*

- Assess staffing effectiveness and implement changes to support evolving priorities.
- Identify budget opportunities and employ strategic oversight tied to business plans and divisional programming.
- Develop and train staff with best-in-class practices and tools.
- Develop metrics and implement accountability tracking plan.
- Focus on prospect management, rebuilding portfolios, and tracking solicitations, close rates, and dollars raised for future growth.
- Improve data integrity.
- Impactful Philanthropy
- Implement a successful campaign launch and build pipeline for future philanthropic support.
- Launch a new digital engagement program.
- Evaluate annual fund activities and implement strategic plan tied to campaign as well as alumni engagement.
- Execute first WKU Giving Day and new omnichannel giving strategies to mitigate the trend of declining alumni participation.
- Explore raising the endowment minimum.

### *Meaningful Alumni Engagement*

- Execute WKU Alumni Association strategic plan.
- Enhance WKU Spirit magazine and newsletters with a focus on strategic content.
- Evaluate all current alumni programs for overall effectiveness, including HODA, Homecoming, young alumni, and student programs.
- Establish plan of action to advance the utilization of volunteers in concert with the university strategic plan.

## Philanthropy & Alumni Engagement

### *Closer Collaborations*

- Focus on partnerships with colleges and units.
- Champion and assist with the alignment of WKUF and CHF.
- Improve communication with Chamber and local economic channels, with particular focus on Innovation Campus and corporate partners.
- Drive conversations throughout the lifecycle, admissions through alumni, with consistent messaging across campus.
- Ensure cohesiveness through University Marketing to drive constituent engagement.

### FINANCIAL INFORMATION:

		2019-20 Unrestricted Budget		2020-21 Proposed Budget
<i>Education &amp; General</i>	<i>Pos.</i>		<i>Pos.</i>	
Personnel/Fringe Benefits	38.0	3,457,948	38.0	3,334,836
Operating Expense		586,964		517,427
Capital Outlay		20,350		20,350
Total		4,065,262		3,872,613