

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.

PROGRAM INFORMATION:

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

- Significant and sustained increases in private support;
- Cultivation and stewardship of our alumni, friends, and volunteers;
- Accurate information on our alumni and friends and accounting of all private support;
- Communication with and involvement of WKU alumni and friends into the fabric of WKU;
- An active volunteer base of individuals who are engaged in WKU; and
- An informed alumni base to respond to emerging needs of the institution.

University departments reporting to the Vice President for Development and Alumni Relations include: Advancement Services, Alumni Relations, Annual Giving, Major Gifts and Planned Giving, and WKU Foundation.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

The primary goal of Development and Alumni Relations is to support the academic departments and programmatic units of WKU by providing leadership and coordination of WKU’s external relations programs. To this end, the main focus of the division during the fiscal year will be to involve alumni in the life of the institution and to significantly increase the amount of private support secured for WKU.

Specific goals for the division include:

- Focusing alumni relations activities to further enhance student recruitment, continuing education, career networking and mentoring, community service and civic engagement, and to implement various programs which reach those objectives and involve alumni in the life of the institution;
- Continuing to enhance the data in the Advance database and implement document imaging measures to support the increased need for accurate alumni and donor records; and
- Focusing fund-raising efforts on WKU’s priorities, including people, places, and programs. An explicit focus will be on the new Scholarship Endowment Matching Campaign.

FINANCIAL INFORMATION:

	2012-13 Revised Budget*		2013-14 Proposed Budget	
	<u>Pos. Unrestricted Budget</u>		<u>Pos. Unrestricted Budget</u>	
<u>Educational and General</u>				
Personnel/Fringe Benefits	39.6	2,786,362	41.0	3,019,088
Operating Expenses		937,021		962,464
Capital Outlay		15,750		15,750
Total Expenditures		3,739,133		3,997,302

*For comparison purposes, the 2012-13 Revised Budget figures have been adjusted to reflect University reorganization.