

Philanthropy & Alumni Engagement

MISSION STATEMENT:

To foster lifelong relationships with WKU constituents through activities designed to honor the WKU spirit, engage all members of the WKU family in the life of the University, and secure private support to advance WKU’s mission.



FUNCTIONAL AREAS:

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

Key Team Metrics	Goal
Opportunity Fund	\$50,000,000
Gift Receipts	\$22,000,000
Alumni Engagement Index	15%
President’s Circle Members	2,600
Annual Donor Retention	65%

AREAS OF FOCUS:

Organizational Efficiency

- Exhibit division’s core values in all that we do.
 - Positive and supportive culture.
 - Accountable for our work and to our peers.
 - Resilient team that adapts to change.
 - Feedback is seen as an opportunity for growth.
 - Professionalism is expected at all times.

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- Continue to assess staff deployment and adjust support for the evolving needs of our constituents in a post-COVID environment.
- Strategic budget oversight focused on investments in technology and innovation.
- Develop key performance indicators for each functional area beyond front-line fund- raisers.
- Create a robust reporting suite to identify trends, track progress in real-time, and guide decision-making.
- Empower staff with continuous cross-training to maximize positions and create opportunities for growth.

Impactful Philanthropy

- Launch expanded Opportunity Fund effort coupled with new institutional scholarship program. Focus on pipeline development through management of ~8,000 prospects in engagement officer portfolios.
- Expand utilization of student engagement officers in the philanthropic cycle.
- Develop omnichannel annual giving strategies to focus on retention of current donors and reactivation of lapsed donors.
- Reimagine individual donor societies into a cohesive structure focused on experiences rather than benefits.

Meaningful Alumni Engagement

- Engage alumni as global ambassadors through a variety of programs and activities reimaged for a post-COVID society.
- Secure additional resources needed to enhance program offerings of the association and create a maintenance endowment for the Augenstein Alumni Center.
- Celebrate WKU alumni and their achievements through an expanded awards program and content features.
- Continue focus of the WKU Spirit magazine content on impact of the strategic plan through vivid storytelling, creativity, and photography.
- Utilize program assessment tool developed by the WKUAA board to evaluate all programs and services of the association.
- Develop an engagement plan for all board volunteers through time of service and beyond

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Closer Collaborations

- Engage the campus community in Day of Caring to inspire philanthropy, increase enrollment, and share the WKU Spirit.
- Drive community involvement for the Innovation Campus and secure resources from corporate partners.
- Utilize campus colleagues and colleges to develop and share cohesive messaging, fund- raising initiatives, donor engagement, and stewardship.
- Determine roles and responsibilities of WKU’s institutionally related foundations during this year of transition.

FINANCIAL INFORMATION:

		2019-20 Unrestricted Budget		2021-22 Proposed Budget
Education & General	Pos.		Pos.	
Personnel/Fringe Benefits	38.0	3,457,948	38.0	3,459,751
Operating Expense		586,964		586,964
Capital Outlay		20,350		20,350
Total		4,065,262		4,067,065