

## 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:

- 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;
- Communication with and involvement of WKU alumni and friends in the life of WKU;
- An active volunteer base of individuals who are engaged with WKU; and
- An informed alumni base able 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/Association, Development, Lead Annual Giving, Development Creative Services, 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 increase the amount of private support secured for WKU.

Specific goals for the division include:

- Focus 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;
- Utilize the Augenstein Alumni Center to increase on-campus programming in an effort to bring alumni and friends back to campus;
- Continue to enhance the alumni and donor data in the Advance database through data appends and research projects;
- Steward and cultivate WKU’s donors for their previous and future gifts;
- Focus fund-raising efforts on WKU’s priorities, to continue pipeline building and stage setting for the University’s next capital campaign; and
- Effectively use marketing channels to build brand awareness and generate high volume leads. Use data mining and segmentation techniques to increase brand engagement that contributes to revenue generation and deeper connections with donors.

**FINANCIAL INFORMATION:**

	<b>2014-15 Revised Budget</b>		<b>2015-16 Proposed Budget</b>	
	<b>Pos.</b>	<b>Unrestricted Budget</b>	<b>Pos.</b>	<b>Unrestricted Budget</b>
<u>Educational and General</u>				
Personnel/Fringe Benefits	43.0	3,145,945	41.0	3,129,292
Operating Expenses		875,752		895,270
Capital Outlay		25,350		25,900
Total Expenditures		4,047,047		4,050,462