

Strategic Planning Template

(summary of comprehensive reports)

Alumni and Parents

[June 8, 2021]



Committee Charge

Conduct a review of Alumni efforts that strengthens and supports the University. Evaluate the engagement levels of Alumni including Alumni relations, fundraising, student programs and career development programs. The analysis should also include examination of parental influence on a prospective student's University and college selection. Identify and analyze opportunities for the University to better engage with parents and prospective students to influence their University selection process.



Data Collection / Analysis/Internal

- Alumni Relations website info
- Annual reports 2017-2020
- Student Centers Utilization report
- Admissions application
- Annual gifts summary
- Athletics ticket revenue data
- HORN\$ membership



Data Collection / Analysis/External

- ✓ Villanova alumni engagement info available via website
- ✓ Villanova parent association info available via website
- ✓ Tennessee State University Alumni website
- ✓ Tennessee State University young alumni resource info
- ✓ Alumni network Gallup poll findings regarding impact of alumni affiliation
- ✓ NCCU alumni engagement info
- ✓ NCCU parent and guardian engagement website
- ✓ Fayetteville State University Alumni website
- ✓ Fayetteville State University Parents and Guardians website



Summary of Findings

- WSSU is in alignment with our HBCU UNC system peer institutions-FSU and NCCU with alumni donor giving
- WSSU benefits from organic alumni engagement but needs to make a more concerted effort
- WSSU limits parent engagement to Ramdition, Homecoming and graduation
- Villanova has a documented plan for engagement with alumni, and multiple dedicated websites and staff members managing the same
- Villanova has a documented plan for continuous engagement of parents/guardians
- Tennessee State has invested resources into alumni engagement and an alumni center
- NCCU and FSU both use a parent/guardian association and council to facilitate engagement



Strengths

Admissions application tracking children of alumni

Alumni access to banner

Alumni engagement with the search committee process

Alumni giving increased consistently from 2018-2020 (213%)

Alumni engagement in Athletics events

Athletics HORN\$

Care package program

Career services support of Alumni

Institutional advancement donor relations

Parent's press newsletter

Parents and family dedicated site

Raisers Edge software

Ramdition week activities for parents

Return to serve engagement by alumni

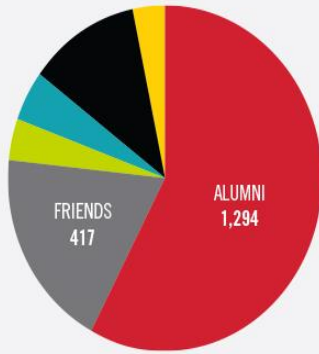
Website dedicated to alumni



GIFT SUMMARY BY SOURCE

2018 DONORS

- ALUMNI 1,294
- FRIENDS 417
- CORPORATIONS 89
- FACULTY/STAFF 105
- STUDENTS 254
- OTHERS 70

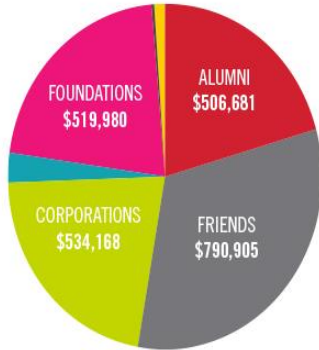


FOUNDATION TOTAL
2,242

OTHERS: FOUNDATIONS, FUNDRAISING CONSORTIA, OTHER ORGANIZATIONS, PARENTS, RELIGIOUS ORGANIZATIONS

2018 DOLLARS

- ALUMNI \$506,681
- FRIENDS \$790,905
- CORPORATIONS \$534,168
- FACULTY/STAFF \$68,650
- FOUNDATIONS \$519,980
- RELIGIOUS ORGANIZATIONS \$12,234
- OTHERS \$21,227



FOUNDATION TOTAL
\$2,530,618

OTHERS: FUNDRAISING CONSORTIA, OTHER ORGANIZATIONS, PARENTS, STUDENTS

GIFT SUMMARY BY SOURCE

2019 DONORS



FOUNDATION TOTAL
3,295

- ALUMNI 1,721
- FRIENDS 1,072
- CORPORATIONS 76
- FACULTY/STAFF 131
- STUDENTS 183
- OTHERS 112

OTHERS: FOUNDATIONS, FUNDRAISING CONSORTIA, OTHER ORGANIZATIONS, PARENTS, RELIGIOUS ORGANIZATIONS

2019 DOLLARS



FOUNDATION TOTAL
\$4,135,819.12

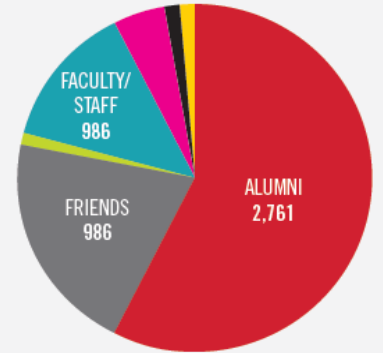
- ALUMNI \$668,170
- FRIENDS \$258,658
- CORPORATIONS \$2,148,245
- FACULTY/STAFF \$77,483
- FOUNDATIONS \$777,215
- RELIGIOUS ORGANIZATIONS \$18,861
- OTHERS \$187,187

OTHERS: FUNDRAISING CONSORTIA, OTHER ORGANIZATIONS, PARENTS, STUDENTS

GIFT SUMMARY BY SOURCE

2020 DONORS

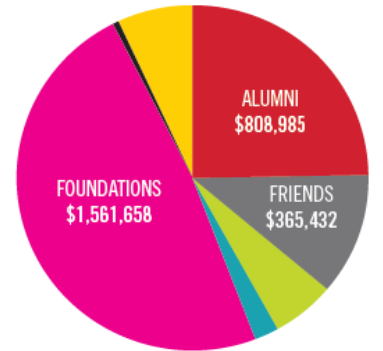
- ALUMNI 2,761
- FRIENDS 986
- CORPORATIONS 55
- FACULTY/STAFF 626
- FOUNDATIONS 230
- STUDENTS 69
- OTHERS 59



OTHERS: FOUNDATIONS, FUNDRAISING CONSORTIA, OTHER ORGANIZATIONS, PARENTS, RELIGIOUS ORGANIZATIONS

2020 DOLLARS

- ALUMNI \$808,985
- FRIENDS \$365,432
- CORPORATIONS \$183,493
- FACULTY/STAFF \$76,106
- FOUNDATIONS \$1,561,658
- RELIGIOUS ORGANIZATIONS \$22,771
- OTHERS \$218,663



OTHERS: FUNDRAISING CONSORTIA, OTHER ORGANIZATIONS, PARENTS, STUDENTS

Weaknesses

- Lack of Alumni survey data available on campus
- Lack of Alumni survey data available within the National Alumni Association
- Alumni use of on campus facilities for meetings and events
- Parent gifts and pledges of financial support
- Lack of Parent/guardian engagement survey data available on campus
- Limited access for alumni to attend indoor athletics events-Gaines
- Limited band alumni engagement



Opportunities

Adding a field in 25 live for external-alumni

Alumni admissions volunteers

Care package program

Easier access to information about engagement opportunities for alumni

National Alumni Association membership database

Parent's press newsletter

Raisers edge software use campus wide for tracking and engaging alumni and alumni parents

Band alumni engagement-increased



Threats

Independent college decision making-lack of parental influence

Job loss by parents and alumni during the pandemic

Social media influence not controlled by the University

Alumni one time gifts vs reoccurring gifts

COVID 19 effect

Lack of ownership in the stadium



Priorities or Areas of Focus

Implementation of commissioned survey data-create a University wide systematic survey cycle

Implement on campus one stop surveys for students and alumni who visit campus

Alumni relations director hiring

Increased parent engagement thru direct outreach

Young alumni engagement thru activities on campus and virtually

Creation of a parent/family association

Increased off campus recruitment activities-leverage alumni



Priorities or Areas of Focus

Short-term Priorities (Years 1-2)

Staffing in alumni relations-in progress

Establishing routine survey data collection for parents at time of enrollment and each year of matriculation

Creating a parent profile creation opportunity via the WSSU parent's website

Capturing alumni data via website with web capture pages

Assist with creation of an assessment tool for the NAA to utilize

Planned updates to the alumni link on the WSSU website

Addition of personnel in enrollment management

Priorities or Areas of Focus

Short-term Priorities (Years 1-2)

Highlight opportunities for alumni business owners and professionals to partner with WSSU current and former students

Increase awareness about career services available to alumni to foster engagement

Renovations to CE Gaines-bleachers, locker rooms and trophy cases

Creation of a legacy ID card for recognition of Alumni

Creating a formal athletics donor club

Creating a formal band alumni organization

Priorities or Areas of Focus

Longer-term Priorities (Years 3-4)

Creation of an Alumni Center on campus

Renovation or construction of CE Gaines Center