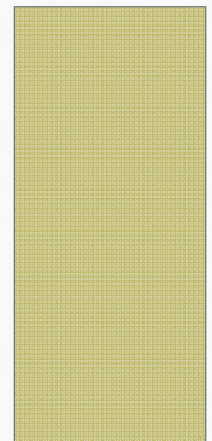


EMBRACING LIFELONG ENGAGEMENT

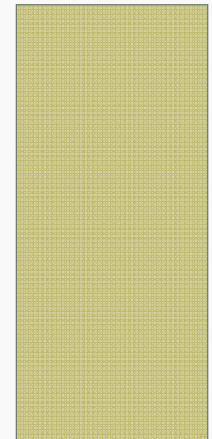
Alumni, Communications, Development



Embracing Lifelong Engagement

- From well before the first visit.
 - Websites, Social Media (welcoming design, content to pique interest)
 - Personalized visits – envision being at W&M – Ampersandbox “viewbook”
 - Richness, intimacy and growth that W&M provides – binding people to place – re-design of major events
 - Alumni – staying connected to W&M and each other – service and philanthropy. Communications that meet alumni needs, invite engagement, and tell a clear, convincing W&M story
 - Increase alumni giving – both annual and endowment.
-
- Align efforts across the university. In particular, increase collaboration and among the Alumni Association, University Communications and University Development (ACD) staffs to support the full student-alumni lifecycle.
 - One immediate area of emphasis – chapters and regional engagement – strategically promote and track increases in alumni engagement and satisfaction as part of the broader campaign effort to strengthen and expand the circle of alumni who are actively involved with W&M.

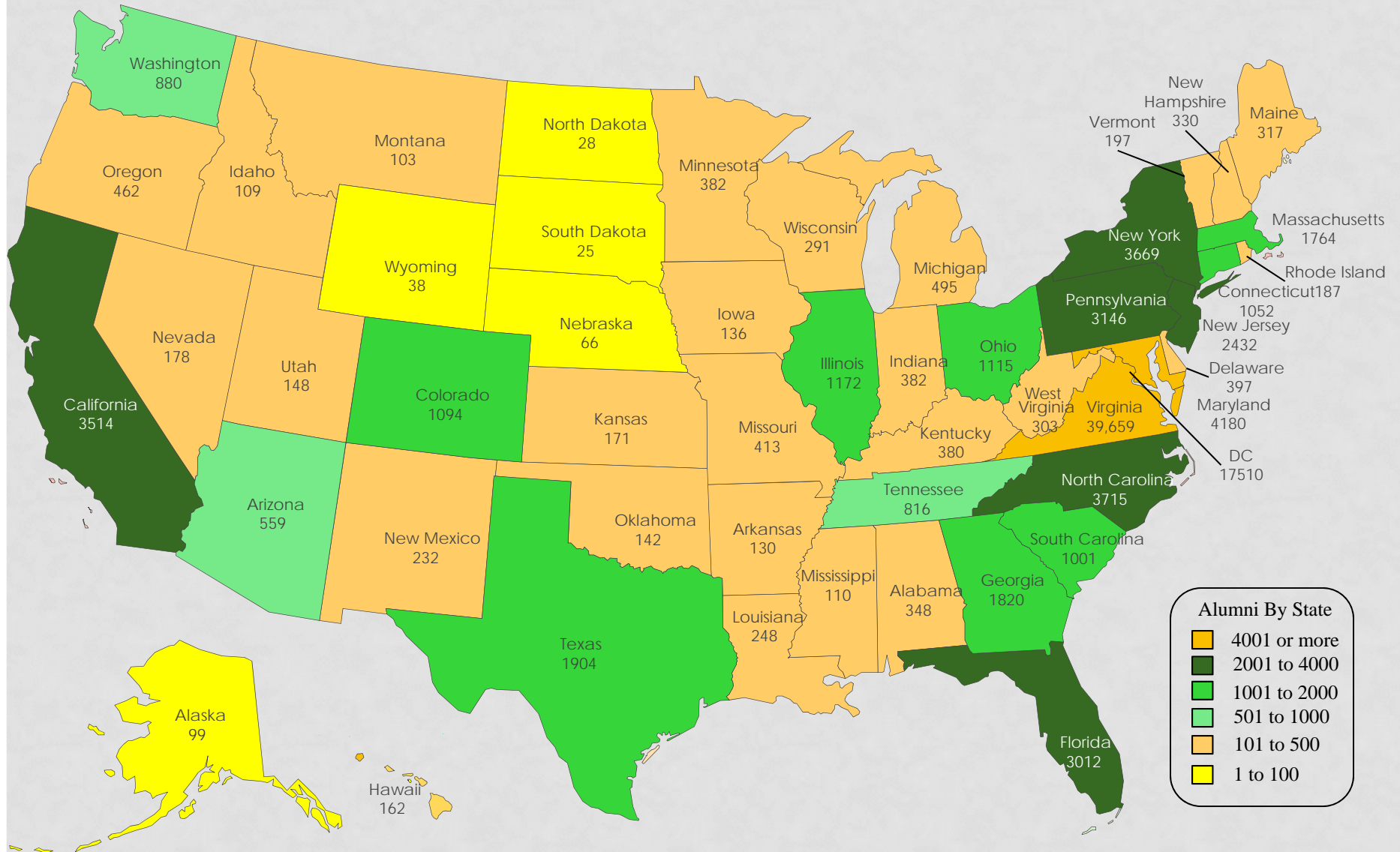
CHAPTERS AND REGIONAL ENGAGEMENT



OBJECTIVES

- Strengthen alumni chapters.
- Expand Regional Alumni Engagement Events.
- Grow Alumni Chapter program by 3-5 new chapters over course of campaign.
- Increase collaboration and efficiency among Alumni Association, University Development and University Communications (ACD) staffs that support the full student-alumni lifecycle.
- Increase and enhance alumni giving.
- Quantitatively measure and indicate increases in alumni engagement and satisfaction.

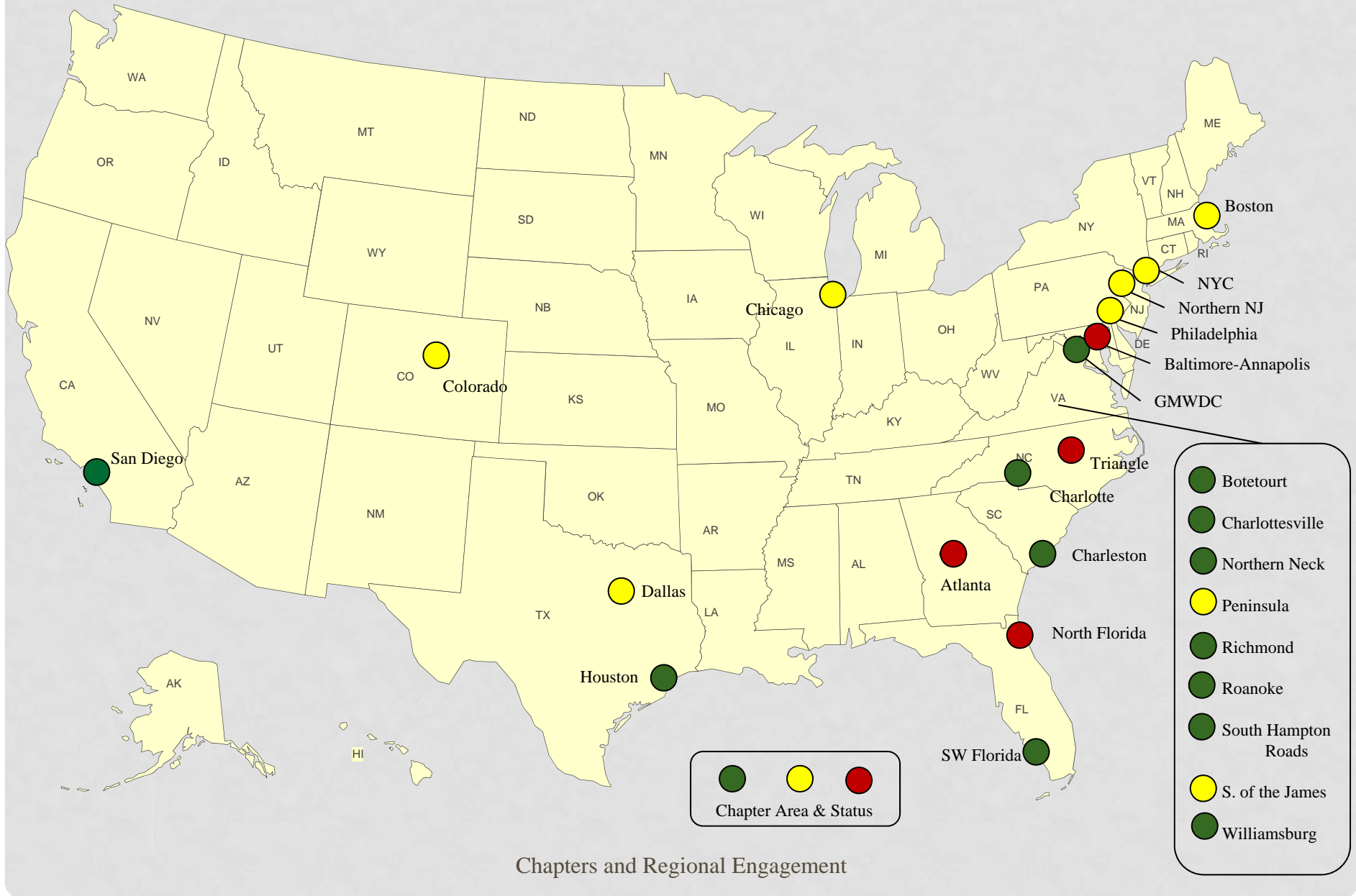
ALUMNI DENSITY BY STATE



Alumni By State

- 4001 or more
- 2001 to 4000
- 1001 to 2000
- 501 to 1000
- 101 to 500
- 1 to 100

ACTIVE CHAPTERS



Chapters and Regional Engagement

ALUMNI CHAPTER ENGAGEMENT PLAN

Specific objectives for FY 12-14 are:

- Reorganize WMAA staff to create a Director of Engagement position.
- Focus on succession planning for leadership in chapters and constituent groups.
- Encourage development of new chapters and constituent groups (e.g., Denver, A&E).
- Educate student population on benefits of becoming engaged alumni.
- Develop methods to mitigate administrative burdens on chapter volunteers

REGIONAL ALUMNI ENGAGEMENT EVENTS

FY 2011-12 - 10 events

FY 2012-13 - 15 events

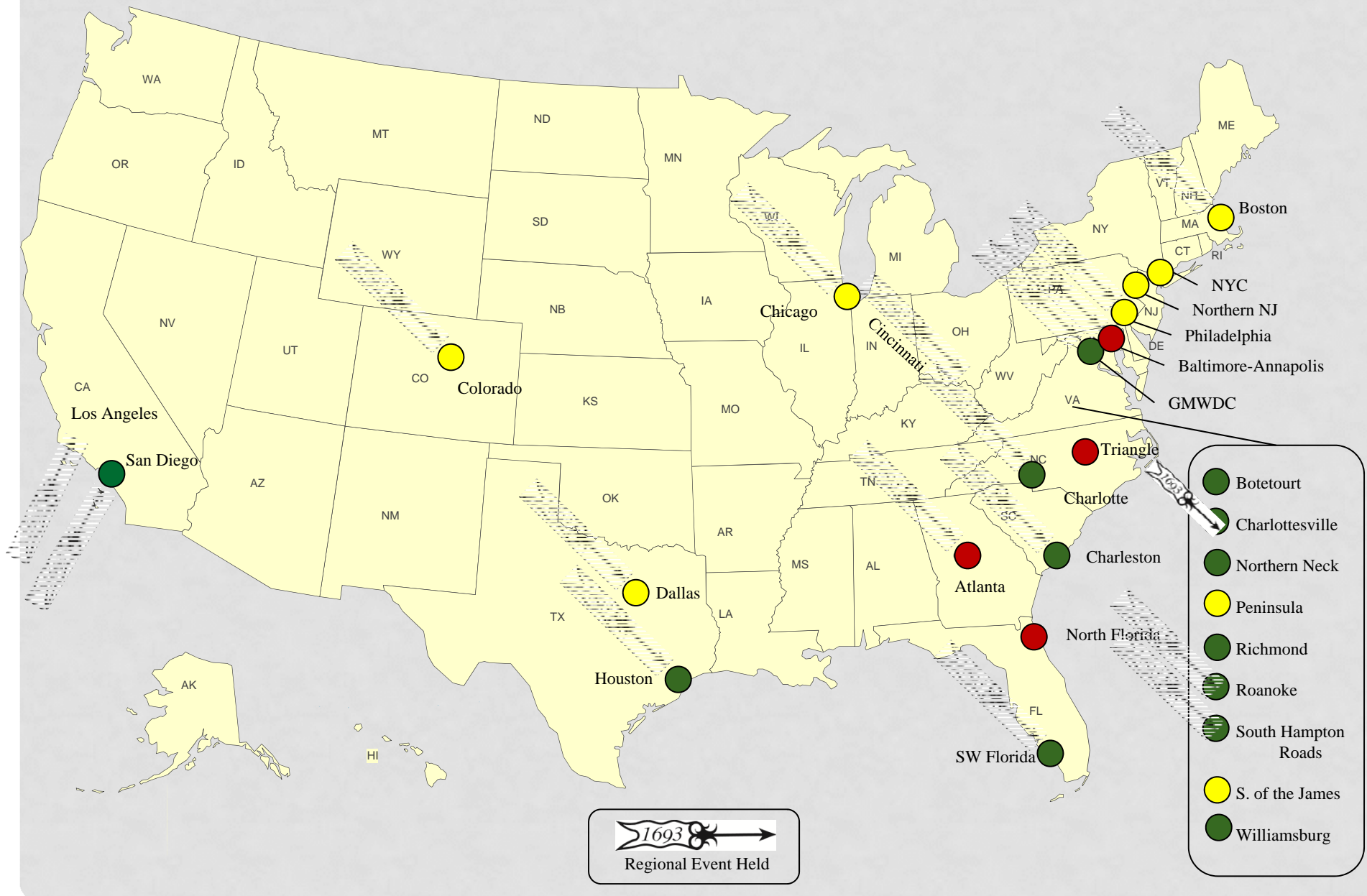
FY 2013-14 - 20 events

Locations based on current chapters and the opportunity for new chapters.

Specific objectives for the regional events are:

- Provide avenue to deliver information on the College to a large number of alumni, parents and friends.
- Offer opportunities for senior administration and faculty to interact with alumni, parents and friends of the College.
- Increase participation in alumni chapter activities following events.
- Increase rate of giving in chapter areas following events.
- Increase awareness and participation in on-campus activities and events (e.g. Muscarelle exhibits, Homecoming, Charter Day).

REGIONAL EVENTS



REGIONAL EVENTS


Regional Event Held

Regional Event Planned

Legend:

- Botetourt
- Charlottesville
- Northern Neck
- Peninsula
- Richmond
- Roanoke
- South Hampton Roads
- S. of the James
- Williamsburg

1693 →
Regional Event Held



1693
Regional Event Planned

Botetourt

Charlottesville

Northern Neck

Peninsula

Richmond

Roanoke

South Hampton Roads

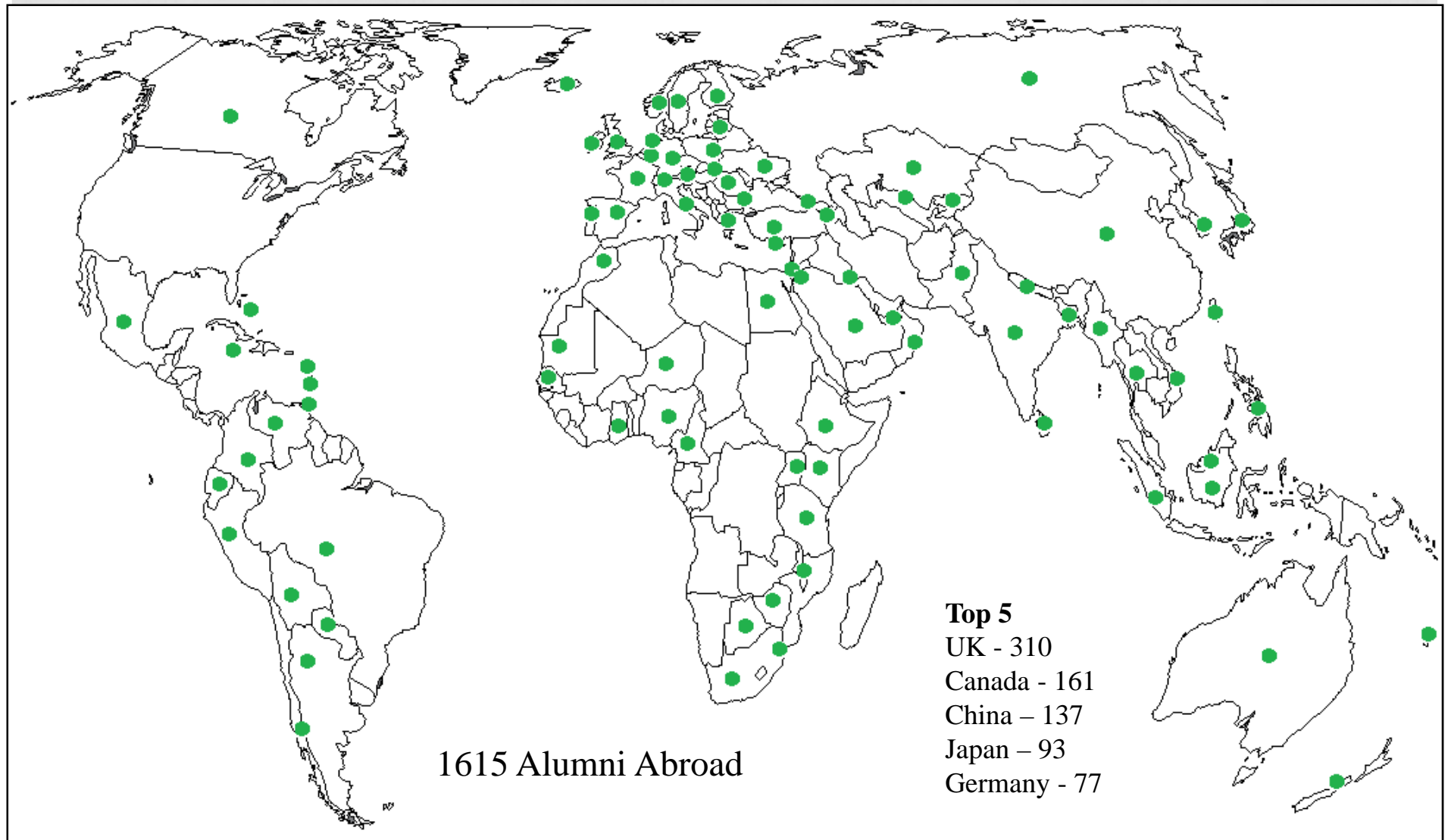
S. of the James

Williamsburg

EVALUATION

- Increase in gifts (pre/post event)
- Increase in donors (pre/post event)
- Feedback and responses (select surveys)
- Attendance rates at chapter events (post regional event)
- Increase in chapter membership and activity
- New chapters

ALUMNI AROUND THE GLOBE



What role should members of the leadership boards play on the local level?

What are some specific things our three boards and board members can commit to in supporting regional chapters during the campaign?

How can we best leverage the engagement events and a growing chapter network in preparation for the public launch of the campaign?

BACKUP SLIDES

Chapters and Regional Engagement

VIRGINIA ACTIVE CHAPTERS

