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2017 IWU AABD Priorities Alignment

Illinois Wesleyan University

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COMMITTEE / AUXILIARY GROUP NAME: Council for Women

| UNIVERSITY PRIORITIES FOR ALUMNI ASSOCIATION | ALIGNMENT | | EXAMPLE(S) OF CURRENT ALIGNMENT | SUGGESTION(S) FOR CHANGES TO DRIVE BETTER ALIGNMENT |
|---|---------------------------|-------------|---|--|
| | CURRENT | RECOMMENDED | | |
| | (1 Low, 3 Medium, 5 High) | | | |
| Priority A EXAMPLE | 1 | 3 | Highlights and examples of how your group is currently supporting / enabling this University priority for our Alumni Association | Notes / ideas / suggestions on how your group should potentially shift focus or take action to better support / enable this priority for the next |
| Academic Advisory Council (Provost) This program (yet to be officially named) would recruit alumni in various professional fields to serve as a resource to IWU’s faculty for the purpose of developing curricula that reflect the most current state-of-the-art in each field. At a professor’s request, these alumni may also be called upon to present in classrooms and host site visits for classes. | 1 | 3 | We are kicking off a mentoring program between CFW and students. We are targeting University women students who have attended our Summit, stopped by our table at the RSO Fair(s) and participated in Task Force Conversations. We need to tie our group more in with students and see an opportunity and interest. | To help achieve greater alignment, perhaps another IWU Women Staff Member could work with our Council Member to bridge the gap. Ideally, we were thinking this would be: Darcy Greder! |
| Admissions (Marketing and Enrollment) The University’s marketing and enrollment team is eager to use 20,000 IWU alumni as ambassadors to prospective students and their families. Staff will provide more information about geographic areas both within and outside Illinois that are targeted for increased alumni support starting this fall. | 1 | 3 | We have not discussed integrating Admissions with our group at this time. Suggest this is an area of opportunity for 2018/2019 | We would need someone from Admissions to attend our Summit and work with VP of Engagement. |
| Capture and Involve More Alumni (Advancement) Regional Alumni Chapters, Homecoming, and Class Reunions will take center stage as the main vehicles for attracting and involving more alumni in support of IWU. Moving forward, data will be collected and studied to determine the extent of a statistical correlation between alumni coming back to campus and alumni giving. | 3 | 5 | Our goals for 2017/2018: Reach 90% participation annual fund and Introduce new campaign to reach \$60,000 in fund to become endowed by 2020. Reach scholarship \$1000/student annually and be a self-sustaining auxiliary group. Develop 3 year plan and communicate to members. Expand committee if needed. | Michele Brady has been a great contributor to help us get this off the ground. We also have a fantastic development chairperson. Ideally we may need a push from Advancement and / or also another Council member to develop and share the plan. |
| Career Services (Career Center) The Hart Career Center wishes to use alumni support for the Career Immersion Excursion program, as well as by participating in mock interviews and sponsoring internships. This would largely be a new component to Alumni Association programming and should be viewed first from the perspective of how existing programs can support this goal. | 2 | 4 | We conduct mock interviews at our Summit. | With Laurie Diekoff's departure, we need another staff member to help facilitate this for the 2018 Summit |
| Diversity This is not a “program”; rather, it is a University priority that will be reflected throughout every aspect of all Alumni Association programming. We seek to reflect the diverse alumni base that we represent, as well as to serve as a resource to the University in connection with its efforts to recruit a diverse student body and faculty. | 3 | 3 | We recruit new members in the Summer and take into consideration all factors | Ensure new members reflect big picture goals of the University |
| Wesleyan Fund (Advancement) The University is asking the full Board to help with alumni-focused campaigns throughout the year. The goal is to maintain (and grow!) the alumni participation rate (i.e., acquire and renew more donors each year). | 3 | 5 | See above under Row 13 / Advancement. This is a key area for CFW. | See above under Row 13 / Advancement. Copy/paste here if needed. |