



2019

Engagement Team Goals 2019-2020

Illinois Wesleyan University

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ILLINOIS WESLEYAN ENGAGEMENT TEAM

Vision: With core values of excellence through education, communication, and community, the Office of Alumni Engagement develops programs and services that empower the Titan Community (alumni, students, parents, faculty, donors, and friends) to grow and strengthen relationships and build a legacy of service and investment in support of Illinois Wesleyan University.

Mission: The Office of Alumni Engagement in partnership with the Illinois Wesleyan University Alumni Association serves the Titan Community by creating meaningful opportunities for connection and philanthropy through purposeful experiences that increase engagement and participation which inspires loyalty to the University.

Goals and Priorities

Improve overall service to internal and external partners by offering assistance throughout the engagement process and being proactive in how opportunities are managed. We will focus on 1) Experience; 2) Volunteerism; 3) Communication; and 4) Philanthropy in tracking engagement.

- 1. Set administrative and programmatic infrastructure to support inclusive alumni engagement through full cycle of interaction**
 - a. Develop vision and mission with outline for alumni engagement model
 - b. Create process and procedure for alumni engagement model
 - c. Work with Advancement Operations to fully develop alumni engagement model for tracking and scoring alumni participation
 - d. Support on-campus partners in facilitation of alumni engagement
 - i. Meet with academic and administrative departments to outline partnership and alumni volunteer opportunities
 - ii. Create and manage ongoing programs to engage alumni
- 2. Partner with Alumni Association Board of Directors (AABD) to increase alumni involvement**
 - a. Align AABD structure, goals, and priorities with University and Engagement Team (where applicable)
 - b. Utilize AABD to advance conversation and improved involvement of alumni in University activities (where appropriate)
 - c. Encourage AABD to connect with a broader audience of alumni through affinity group and committee programming; and, in general interactions
 - d. Restructure regional programming to empower alumni volunteers with a focus in Illinois
 - e. Use AABD to garner more alumni participation in Admissions Recruitment program
 - f. Involve AABD in various annual giving programs to help improve alumni participation and support for the University

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Goals and Priorities (cont'd)

- 3. Develop strategies and tactics to meet and exceed \$3.1M unrestricted giving goal**
 - a. Create segmentation of data beyond behaviors to include affinity/loyalty approach
 - b. Develop a pipeline of donors that follows pattern of Advancement Officers donor segmentation
 - c. Focus on Leadership Donor level giving to the University
 - d. Improve overall messaging and stewardship of gifts
- 4. Annual Giving - raise \$3.1M (unrestricted giving)**
 - a. Track donor progress with entering donor status and baseline numbers
 - b. Focus on retention, reactivation and acquisition
 - c. Develop donor populations in addition to segments
 - d. Write solicitations that resonate with donors through affiliation, affinity and/or designation - no more boilerplate messages!
 - e. Regular status assessment to incorporate adjustment plans and A/B testing
 - f. Develop leadership donor strategy focused in Illinois (Chicago) based on capacity and giving history
- 5. Alumni Engagement - increase overall event attendance and volunteer participation by 20%**
 - a. Work with Alumni Association Board of Directors to assure alignment with University
 - b. Review regional programming to focus more on Chicago region - develop programming in various areas including city and suburbs with dynamic content and speakers. Continue programming in other key regions based on wealth screening and intel from Advancement Officers
 - c. Empower Regional Alumni Chapters and other groups to autonomously sustain programming on a regular cadence; provide infrastructure to support activities
 - d. Ensure events are marketed and branded effectively from conception to execution
- 6. Engagement Communications - implement and execute integrated communications plan**
 - a. Create centralized and focused communications process for Advancement department
 - b. Develop and manage projects for messaging, branding, and effectiveness through various distribution channels
 - c. Be more targeted, intentional, and specific with messages
 - d. Create and manage engaging social media presence
 - e. Work with campus partners (academic and administrative) for inclusion in messages
 - f. Work with AABD and alumni volunteers to ensure alignment with University and departmental goals
 - g. Develop analytics to track and measure all communication strategies