



10-4-2019

Engagement Report-AABD Meeting

Illinois Wesleyan University

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ILLINOIS WESLEYAN
ENGAGEMENT TEAM

**Engagement Report
Alumni Association Board of Directors
Fall Meeting
October 4, 2019**



- ❖ Fully staffed for the first time in 3 years!
- ❖ Restructured roles and responsibilities
- ❖ Streamlined process and procedures
- ❖ Repurposed and refocused - programmatically
- ❖ Working with campus partners to implement alumni engagement model
- ❖ Ongoing partnership with AABD
- ❖ Diversity Report 2018-2019
- ❖ Engagement Team Goals and Priorities 2019-2020



- ❖ **Restructured roles and responsibilities**
 - Senior Engagement Coordinator
 - Event Coordinator
 - Assistant Director of Alumni Engagement - Reunions reports to Director of Annual Giving
 - Assistant Director of Engagement Communications

- ❖ **Streamlined (developed and/or evaluated) process and procedures**
 - Staff liaisons for AABD and campus partners
 - Full-cycle alumni engagement
 - Alumni data requests
 - Alumni volunteer opportunities
 - And others...



- ❖ **Repurposed and refocused - programmatically**
 - Tiny Titans program
 - AABD Committees and Affinity Groups
 - Regional programming - primary focus in Chicago/IL
 - Annual Giving - beyond behavioral giving
 - Marketing Communications - specific and targeted

- ❖ **Working with campus partners to implement alumni engagement model**
 - Academic Chairs & Directors meeting; departmental meetings (ongoing)
 - Specific programs to partner w/Student Affairs
 - Information sharing and tracking
 - Share AABD member list with staff listing

❖ **Ongoing work with AABD**

- Alignment with University and Department goals and priorities
- Board is key to increase broader alumni engagement
- Staff liaisons are critical to keep things moving
 - Committees and Affinity Groups
 - Continue programs
 - Collaborate where feasible
 - Clearly defined volunteer roles
 - Regional Alumni Chapters
 - Develop and strengthen regions with committees and/or interest groups
 - Empower and support committees



Together Moving Forward...

❖ **Diversity Report 2018-2019 - Review**

- **AABD is to be commended!**
- **Continue efforts to support diversity efforts**

❖ **Engagement Team Goals and Priorities 2019 - 2020**

- **Four areas of focus:** 1) Experience; 2) Volunteerism; 3) Communication; and 4) Philanthropy
- **Goals and Priorities**
 1. Set administrative and programmatic infrastructure to support inclusive alumni engagement through full cycle of interaction
 2. Partner with Alumni Association Board of Directors (AABD) to increase alumni involvement
 3. Develop strategies and tactics to meet and exceed ***\$3.1M unrestricted giving goal***

❖ **Engagement Team Goals and Priorities 2019 - 2020**

4. Annual Giving

- i. Track donor progress with entering donor status and baseline numbers
- ii. Focus on retention, reactivation and acquisition
- iii. Develop donor populations in addition to segments
- iv. Write solicitations that resonate with donors through affiliation, affinity and/or designation - no more boilerplate messages!
- v. Regular status assessment to incorporate adjustment plans and A/B testing
- vi. Develop leadership donor strategy focused in Illinois (Chicago) based on capacity and giving history

❖ **Engagement Team Goals and Priorities 2019 - 2020**

5. Alumni Engagement

- i. Work with Alumni Association Board of Directors to ensure alignment with University
- ii. Review regional programming to focus more in 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
- iii. Empower Regional Alumni Chapters and other groups to autonomously
- iv. sustain programming on a regular cadence; provide infrastructure to support activities
- v. Ensure events are marketed and branded effectively from conception to execution

❖ **Engagement Team Goals and Priorities 2019 - 2020**

6. Engagement Communications

- i. Create centralized and focused communications process for Advancement department
- ii. Develop and manage projects for messaging, branding, and effectiveness through various distribution channels
- iii. Be more targeted, intentional, and specific with messages and be sure to integrate various programs through all channels
- iv. Work with campus partners (academic and administrative) for inclusion in messages
- v. Work with AABD and alumni volunteers to ensure alignment with University and departmental goals
- vi. Develop analytics to track and measure all communication strategies

What We're Working On...

2020

- ❖ Launch alumni e-newsletter - October 16, 2019
- ❖ Working with all committee, affinity group and volunteer leaders for calendar of events
- ❖ Campus partners to inform and share alumni engagement model
- ❖ Regional alumni events through March of next year
- ❖ Initial planning for 20th President's events
- ❖ Retention, Reactivation, Acquisition
- ❖ Donor pipeline assessment for visit and call structure
- ❖ Ongoing strategies and tactics to improve communications