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Alumni Affairs Report

Fayetteville State University National Alumni Association Convention
June 27, 2015

Alumni Affairs

The Year in Review

- **One New Chapter Launched, Two Chapters Reactivated**
 - North Central Florida Chapter Charter Submitted
 - Southern Jersey Chapter reorganized and meeting again
 - Greensboro Chapter has elected new leadership, and new members have been recruited
- **Enhanced web, and social media presence**
 - Social media interaction up over 2000%

Alumni Affairs

The Year in Review

- **Raised visibility by attending 59 university and community events**
 - Reconnected with over 900 alumni in 8 months
 - Planned and executed 12 alumni affairs events
- Built relationships with other Alumni Affairs professionals in the region

Alumni Affairs

Priorities for the Coming Year

- Work with Vice Chancellor for IA, Advancement Services, and Business Affairs to develop a “Ms. Alumni” giving designation
- Continue research on best practices in Alumni Affairs

Alumni Affairs

Priorities for the Coming Year

- Lay groundwork for two new chapters
 - Affinity and Geographic
- Form the Selection Committee for Alumni Awards Gala(s)
 - 40 Under 40
- Host Alumni Weekend featuring Classes in Reunion
 - Proposed Spring Commencement Weekend

Alumni Affairs

Priorities for the Coming Year

- Participate in one chapter event per month
 - Pending invitation
- Pilot the Alumni Mentorship Program
 - Need five chapter volunteers

Who's on First?

- Alumni Affairs should be your first stop
- We are your thought partners
- We are here to serve as liaisons between the association, and the university

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Our Promise To You...

- Communications regarding Institutional Advancement/ Alumni Events will be communicated to the NAA President who will disseminate it
- Graduation Roster of new alumni provided to chapters each year by the NAA Retreat
- Communicate with the membership chair, and the president regarding the status of new chapters

Our Promise To You...

- Facilitate relationships between the NAA, and university divisions
- Link you to our vendors who will pass along the university discount on SWAG to you

Recommendations

- Reduce the cost of the convention
- Open Meetings and Convention to alumni who are non-members at only the cost of meals
- Chapters build SWAG into their budgets
- Each chapter should have a membership chair
- Go to the Millennials
- Provide your schedule of events to Alumni Affairs to be added to web-based calendar

Recommendations

- Set the yearly calendar at the NAA retreat
 - Bring your chapter calendar with you
- Set chapter recruitment, membership and fundraising goals
- Reconsider lifetime membership amount and guidelines
- Set chapter dues according to operating needs
- Link chapter sites to the Alumni Affairs site