College’s 7 Grand Challenges

• Be a leader among liberal arts universities
• Build and support a more fully diverse William & Mary community
• Foster stronger global perspectives and connections
• Develop an ever more engaging campus experience that inspires a lifelong commitment to W&M
• Develop and implement a business plan that maximizes revenue sources and ensures transparent resource allocation in support of College priorities and needs
• Provide the administrative resources and infrastructure required for a university in the 21st century
• Explain and promote W&M through an even more effective communications structure and strategy
ALUMNI ASSOCIATION MISSION

The mission of the Alumni Association is to provide services and avenues for alumni and friends of the College of William & Mary to develop loyalty to, understanding of, and lifelong participation in the present and future of the College.
ALUMNI ASSOCIATION VISION

The WMAA is the independent voice of alumni and friends and a key influencer for alumni engagement. We serve our diverse alumni population by providing a welcoming home for them when on campus; a network for career success; opportunities for personal connections and relationships no matter where they live. We foster a culture, instilled while they are students, that alumni have a responsibility to care for and nurture fellow alumni and their alma mater. We will leverage technology for communications to encourage engagement and to create relevant programming. We will partner with chapters, affinity groups, university administration, and other constituent groups for coordinated programming. We will have alumni serving as advocates and ambassadors to enhance the brand and communicate the benefits of lifelong engagement with William & Mary.
University Advancement

BHAGs

1. Engagement
   W&M will strengthen the lifelong ties our alumni have to alma mater and one another

2. 2020/40
   W&M will achieve 40% undergraduate alumni participation by 2020

3. $1 Billion
   W&M will complete a $1B campaign by 2020 to fund the future aspirations of the College
BHAG 1

William & Mary will strengthen the lifelong ties our alumni have to alma mater and one another.
Research on Best Practices

• Council for Advancement and Support for Education (CASE)
• Educational Advisory Board (EAB)
• Academic Impressions (AI)
Premiere Alumni Associations
5 Qualities of Success

• World-class Regional Engagement
• Signature Programs
• Alumni Career Services
• Differentiated Outreach for Students and Young Alumni
• Exceptional Communication and Use of Technology
Alumni Survey Results

• Career Management
• Social Media Usage
• Communicating the Value Proposition
Implementing Best Practices

• Alumni Career Management
• Chapter & Regional Initiatives
• Alumnae Initiatives
• Volunteer Management
• Alumni Admissions
Alumni Career Management

ONE TRIBE.
ONE NETWORK.

Leverage the William & Mary worldwide community to enhance one another’s professional success.

Connect – Share – Learn – Succeed.

wmalumni.com/onenetwork

ONLINE NETWORKING HOURS
Chat online with members of the W&M global community and expand your Tribe connections on LinkedIn.

TRIBE @ WORK
Bring together the Tribe within your workplace.

BREAKFAST & BUSINESS CARDS
Join W&M alumni professionals for industry-based networking breakfasts.

HIRE THE TRIBE
Support W&M alumni and students and enhance your organization by recruiting and hiring the Tribe.

W&M WEBINARS
Participate in these online career management and professional development workshops for alumni.
Regional & Chapter Initiatives

NE Region -
Amanda Manzano ‘15

Metro DC Region -
Jack Edgar ‘15

SE & Virginia Region -
Liz Foster ‘15

Central & West Region -
Alli Taylor
Alumnae Initiatives

- Leadership Circle
  - Focused on growing alumnae philanthropy
  - Exploring Centennial Endowment
- Growing Regional presence
  - Regular programming established in RIC, Atlanta, Roanoke, and DC
- Commemoration of 100 Years of Coeducation at W&M
- Exploring Summit ’18
  - Creation of an alumnae summit in concert with the centennial commemoration
- Oral History Project
Volunteer Management

William & Mary Volunteer Impact

Goal: To engage alumni, parents and friends to serve every aspect of the University in meaningful volunteer opportunities

Program Areas of Focus-

- Board Recruitment & Development for 20 boards; 6 Foundations + 14 Advisory
- Volunteer Opportunities through Catalog and Web-based Portal

William & Mary Alumni, Parents, and Friends serve every aspect of the university by volunteering to provide board leadership, build Tribe careers, host regional events, and much more.

General Stats:

- 3,047 Volunteers
- 48,149 Hours
- 15.8 hours per volunteer, on average
- That’s the equivalent of 26 full-time employees
- It’s more than 5 1/2 years of service (24/7)

*Data as of December 31, 2015

Volunteers hosted or supported:

- Over 600
- Social, intellectual, professional and regional events
Alumni Admission Network

Goal: To engage alumni and parents in W&M recruitment efforts through enhanced outreach to prospective students and families

- Target Geographic Areas
- Volunteer Recruitment
- Volunteer Training Program
Why?

• Responsibility to Shape Next Generation
• Foster Lifelong Relationships
• Sustain the Institution
Sources of Funding

**Income**

- OUA Support: $321,212 (20%)
- Revenue Generation: $219,900 (13%)
- Fundraising: $349,000 (21%)
- Affinity Programs: $123,575 (8%)
- Event Receipts: $295,775 (18%)
- Alumni Journeys: $69,500 (4%)
- Endowment Interest (College): $121,481 (7%)
- Endowment (Private): $146,126 (9%)

**Expenses**

- Events: $731,790 (46%)
- Fundraising: $113,825 (7%)
- Career Services: $41,500 (3%)
- Admissions: $63,300 (4%)
- Awards & Recognition: $21,500 (1%)
- Engagement: $235,100 (15%)
- General Business: $170,320 (11%)
- Alumni Journeys: $23,782 (1%)
- Volunteer Management: $91,425 (6%)

**FY17 Budget**
Alumni Engagement Campaign Priorities
$30 Million

- Alumni House Expansion, $13.5M
- House Operations Endowment, $2M
- Chapters & Regional, $3M
- Signature Events, $3M
- Career Services, $2M
- Affinity Groups, $2M
- Volunteer Mgmnt, $1M
- Student Outreach, $2M
- Admission & Legacy, $1M
- Awards & Honors, $1M
Campaign Goals & Priorities

$14.5M Program Support

- Chapter and Regional Engagement $3M
- Signature Events $2.5M
- Alumni Career Management $2M
- Alumnae & Affinity Group Initiatives $2M
- Volunteer Management $1M
- Student Outreach $2M
- Alumni Admission and Legacy Outreach $1M
- Awards and Honors $1M
Campaign Goals & Priorities

• Progress
  – Total raised as of 12/31/16
    • $10.6M ($3.6M in estate gifts)
    • $4.4M (Alumni House Expansion - Gifts & Pledges)

• Other Sources
  – Current Endowment held by CWMF - $5.9M
  – Alumni Leadership Fund - $100K Annually
Alumni House Expansion

• Create prominent home for Alumni that communicates their importance
• Maintain architectural integrity of Old Campus
• Design new façade maintaining prominence of historic Bright House
• Design welcoming new entry that creates a “wow” factor
• Provide additional programming space for:
  ➢ Regional Engagement
  ➢ Alumni Career Services
  ➢ Volunteer Management
  ➢ Alumni Admissions
• Provide facilities for programs including banquet space for 400
Alumni House Expansion

- Alumni House Expansion
  - $15.5M Alumni House Expansion

- Renovation & Expansion  $13.5M
- Operations Endowment  $2M
5 Key Characteristics of Best-in-Class Alumni Engagement

• Alumni Career Management
• Multi-Channel/Multi-Media Communication
• Signature Events
• Regional and Affinity Based Programming
• Volunteer Support
Key WMAA Milestones 2016-2017

- WM Alumni Weekend in NYC with 4 days of unique events and experiences
- Introduce Traditions Weekend
- Largest 50th Reunion gift ever ($27.8M)
- Volunteer Leadership Summit
- Launch of Alumni Admission Weekend
- Launch of Career Services on-line networking and webinars plus in-person Breakfast and Business Cards events for alumni
William & Mary Alumni Association
BUILDING A CULTURE OF ENGAGEMENT & PHILANTHROPY