Your WKU Alumni Association is steeped in the tradition of serving, engaging, and connecting alumni, students and friends of WKU. We have adapted to the ever-changing needs of our constituents, while remaining true to our purpose. Our mission is to engage all members of the WKU Family in the life of the institution while also helping WKU become a leading American university with international reach!
BHAGS! In his book, “Good to Great”, Jim Collins defines a BHAG (Big Hairy Audacious Goal) as “a huge and daunting goal. It is clear, compelling, and people ‘get it’ right away. A BHAG serves as a unifying focal point of effort, galvanizing people and creating team spirit as people strive toward a finish line.”

BHAGs are what WKU and the WKU Alumni Association are all about these days. Throughout this annual report, you will see that the institution and your Alumni Association have set some very specific and measurable performance indicators to achieve by 2012. These goals have not been easy, but BHAGs shouldn’t be. These goals test the commitment of everyone associated with the WKU Family, and we believe we are ready for the challenge.

“What can I do to help my alma mater?” We hear that question daily from our alumni, and our response is very simple. Get involved in the life of the institution! Your Alumni Association has an engaging mix of programs and services designed to build your connection, so whether it’s attending alumni events, volunteering for community service projects, recruiting future Hilltoppers, mentoring a current WKU student, wearing your WKU merchandise with pride, or contributing your financial resources, there are myriad ways for you to become engaged.

An engaged alumni base is one of the hallmarks of a great university, and with your support we are well on our way of becoming a leading American university with international reach. Your Alumni Association has been named the best Alumni Association in the Commonwealth and the best in the entire Southeast (as awarded by the Council for Advancement and Support of Education). It’s only a matter of time before we receive national distinction!

You have a dedicated staff of 16 individuals working diligently for your Alumni Association, but there are hundreds more volunteers who are committed to building the best Association possible. This strategic plan challenges us all to envision new innovations, dream bigger than ever before and recommit ourselves to service.

Thank you for doing your part by being an active member in the WKU Alumni Association. Your membership helps make everything you read in this Annual Report possible. Also, thank you in advance for your future support to help us achieve the BHAGs outlined in the strategic plan! You are an integral part of the WKU team, and we need your continued involvement. Always remember, “The Spirit Makes the Master!”
A 7-Year Strategic Plan

In 2005, the WKU Alumni Association undertook a journey of self-discovery. The organization looked at its history, its constituents, its purpose, its infrastructure, and its possibilities for the future. The result is a comprehensive strategic plan. As we move into our next century, we believe it is more important than ever to embrace the traditions that make WKU what it is today and to look forward with a clear vision of what the Association and University can become in the future.

The strategic plan for the Western Kentucky University Alumni Association outlines specific indicators to be achieved by the year 2012. The following statements of vision, mission, purpose and key values serve to guide the organization in its work.

**Vision**

To be the best Alumni Association in the country at fulfilling its mission and creating lifelong relationships.

**Mission**

To cultivate the WKU Spirit by engaging all members of the WKU Family in the life of the institution.

**Statement of Purpose**

The purpose of the Western Kentucky University Alumni Association is to preserve and build upon the Spirit that makes this institution special by developing relationships with all members of the WKU Family, training an active core of volunteers for the University, assisting with career networking for current students and alumni, empowering alumni to aid in student recruitment, providing a strong continuing education program to engage alumni in lifelong learning, conducting social and informational events which keep alumni involved in University life and securing the necessary financial support to advance the institution. Our commitment to service is never ending, as the Association capitalizes on the loyalty and tradition of WKU while cultivating understanding and support of our mission and enhancing the image and awareness of the University and the WKU Alumni Association.
Major Underlying Principles and Assumptions

The strategic plan for the WKU Alumni Association rests on several key principles and expectations:

- Staff and volunteers will be organized to support the plan;
- Performance against plan goals will be measured regularly;
- A balance will be maintained between fiscal responsibility and the maximization of programs and services to the members;
- The plan assumes a 7-year horizon for complete implementation;
- Given the changing nature of our constituents, the plan will always be a work in progress in order for it to remain dynamic and responsive to an evolving constituency base.
- The focus of the plan is the five primary goals and their associated strategies and tactics;
- Plan initiatives will be built wherever possible on current programs and services, and growth will be by substitution unless capable of generating new net revenue or additional staff resources;
- This strategic plan emphasizes vision and ideas over the means for implementing them;
- Annual operating plans, tied to annual operating budgets, will be created to enable and guide the implementation of the goals set forth in this plan.

Key Values

The key values guiding the work of the Association naturally revolve around the SPIRIT associated with the institution. These values are fundamental to our success and drive the behavior of those involved with the Association.

S  Service to education, the institution, the Association, and all members of the WKU Family.

P  Perpetuate the WKU Spirit through developing unique programs, services, and traditions.

I  Insist that integrity, ethical behavior, trustworthiness, and professionalism are inherent characteristics.

R  Respect volunteers, alumni, staff, faculty, students, parents and other partners equally.

I  Illustrate a commitment to ensuring that the Association reflects the diversity of the WKU Family.

T  Think strategically, proactively and creatively to enhance the Association.
GOAL 1: Cultivate the WKU Spirit

• Become the organization that endears individuals to the WKU Spirit and perpetuates the traditions and experiences that make the institution unique

• Enhance outreach efforts through an active network of geographic alumni chapters
  • 31 active alumni chapters

• Expand programming efforts to include social, cultural, service and recruitment efforts that perpetuate the WKU Spirit
  • Ongoing

• Develop publications and communication strategies that strengthen the WKU Spirit
  • Developed a comprehensive communication strategy including print, phone, online, social media, and event strategies

• Implement new programs and services that serve as a means to this end
  • Implemented dozens of new programs and services over the past 6 years

GOAL 2: Strengthen membership by building lifelong relationships

• Become a more customer-service focused organization

• Develop systems to track every interaction with every alumnus

• Strengthen membership to 20% of alumni base
  • Achieved: 8% Goal: 20%

• Expand lifetime membership endowment to reach $1 million
  • Achieved: $747,000 Goal: $1 Million

• Revitalize the Student Alumni Association and involve 20% of student body in SAA activities
  • Achieved: 14% Goal: 20%

• Recruit 1,500 members for the Growing up Red Legacy Program
  • Achieved: 250 Goal: 1,500

• Grow Parents’ Association to 20% of qualified base
  • Achieved: 18% Goal: 20%
GOAL 3: Engage the WKU Family in the life of the institution

- Become an organization that meets constituents “where they are” and involve them in meaningful experiences
- Recruit and involve 2,500 volunteers in the life of the institution to outreach and service
  - Achieved: 1,687 Goal: 2,500
- Conduct 225 cultural, social, service, and/or educational events annually that engage members of the WKU Family
  - Achieved: 234 Goal: 225
- Achieve an equivalent attendance of 2/3 of our alumni base through programming
  - Achieved: 2/3 Goal: 2/3
- Create concepts that provide opportunities throughout the entire spectrum of the whole life of the family member—“from cradle to grave”
  - Built programs that include Growing Up Red Legacy Program to the WKU Columbarium and everything in between

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Members</th>
<th>Membership Participation Rate</th>
<th>Total Annual Members</th>
<th>Total Lifetime Members</th>
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<tbody>
<tr>
<td>2004</td>
<td>4,837</td>
<td>4.87%</td>
<td>3,336</td>
<td>1,501</td>
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<tr>
<td>2005</td>
<td>5,666</td>
<td>6.87%</td>
<td>4,078</td>
<td>1,588</td>
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<tr>
<td>2006</td>
<td>6,250</td>
<td>7.97%</td>
<td>4,556</td>
<td>1,694</td>
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<td>2007</td>
<td>6,993</td>
<td>9.33%</td>
<td>5,147</td>
<td>1,846</td>
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<tr>
<td>2008</td>
<td>6,394</td>
<td>8.94%</td>
<td>4,653</td>
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<td>2009</td>
<td>7,985</td>
<td>9.32%</td>
<td>5,379</td>
<td>2,537</td>
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<td>2010</td>
<td>8,253</td>
<td>9.06%</td>
<td>5,133</td>
<td>2,893</td>
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<td>2011</td>
<td>7,679</td>
<td>7.90%</td>
<td>4,401</td>
<td>3,051</td>
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GOAL 4: Enhance the health and vitality of the Association

- Become a more market-oriented organization by expanding market research initiatives and data-mining, testing base with defining characteristics
- Expand the visibility of the Association
- Develop strategic alliances with campus departments and external organizations
- Realize the importance of impacting multiple facets of the institution because the overall WKU experience shapes future behavior
- Develop a staffing plan and structure to meet the changing demands placed upon the Association
- Create a consistent image for the organization
- Build one of the finest Alumni Centers in the country that serves as a physical presence for the stature of the Association
  - Underway - $4.3 million raised toward $5 million goal

Garner financial support for the advancement of WKU

- Become the organization that educates all members of the WKU Family on the importance of private support to the health and vitality of the institution
- Achieve the status of having the best alumni participation rate in the country for public comprehensive universities by reaching 25%
  - Achieved 11.21%
  - Goal 25%
  - Currently ranked 7th in the country
- Increase the combined endowment for the University to $150 million
  - Achieved $108.5 million
  - Goal $150 million
- Generate $20 million annually in private support for WKU
  - Achieved $15.1 million
  - Goal $20 million
- Enhance the deferred gift inventory to $100 million for individuals leaving WKU in their estate plans
  - Achieved $92 million
  - Goal $100 million
- Reach 40% participation in faculty/staff giving
  - Achieved 42%
  - Goal 40%

The Augenstein Alumni Center is a place that brings the history and traditions of the University to life, and instills the WKU Spirit in future generations of Hilltoppers.

www.alumni.wku.edu/alumnicenter
Alumni Demographic Profile

Living Alumni by Decade

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<th>Decade</th>
<th># of Alumni</th>
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<tbody>
<tr>
<td>1900</td>
<td>0</td>
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<tr>
<td>1910</td>
<td>1</td>
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<tr>
<td>1920</td>
<td>12</td>
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<td>1930</td>
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<tr>
<td>1940</td>
<td>778</td>
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<tr>
<td>1950</td>
<td>1,743</td>
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<td>1960</td>
<td>4,843</td>
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<td>1970</td>
<td>14,184</td>
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<td>1980</td>
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<td>1990</td>
<td>21,730</td>
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<td>2000</td>
<td>30,972</td>
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Alumni By Gender

<table>
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<th>By Gender</th>
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<td>52,586</td>
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<tr>
<td>Male</td>
<td>40,163</td>
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Alumni By Ethnicity

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<th>Alumni by Ethnicity</th>
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<tr>
<td>Black/African-American</td>
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<td>Caucasian/European-American</td>
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<tr>
<td>Hispanic/Latino-American</td>
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<tr>
<td>American Indian/Alaskan Native</td>
<td>120</td>
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<tr>
<td>Non-specified</td>
<td>985</td>
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</tbody>
</table>

Alumni By State

ALUMNI BY STATE

- Red: More than 1,000
- Purple: 500 to 999
- Orange: 100 to 499
- Gray: Fewer than 100