

One of the suggestions for institutional improvement in the report issued following the 1998 visit by a North Central Accreditation Team was “a connected reporting relationship” for the alumni and development functions. It was proposed that there would be “important benefits” because “alumni programs and participation are critical to the success of development efforts and fund-raising campaigns.”

There is no question that the work of the University’s alumni relations staff and the programs and services sponsored by the University and the WMU Alumni Association can and do contribute to the institution’s fund-raising efforts by keeping graduates informed about and engaged in the life of the University. Prospective donors are most often identified and cultivated through their participation and involvement in programs, events and activities sponsored by an alumni association. These same programs also provide a valuable means for the ongoing stewardship of current donors.

The University’s graduates have multiple and equally important roles. In addition to making financial contributions, alumni also invest their time, talent, expertise and wisdom to strengthen and serve the University, its leadership, students, faculty, and each other as ambassadors, advocates, advisers, critics, mentors and employers.

The University’s organizational structure should recognize and reflect the value and importance of these roles by ensuring the offices responsible for maximizing the potential of each are of equal stature.