

Goal 4: Enhancement of the Resource Base

D. Donors—alumni and corporations

Newsletters

Departmental newsletters are a good way to connect with alumni. Inventory existing newsletters, provide models, and consider centralized assistance for such publications.

Committee: Stefan Davis [chair], Harriett Bennett, Pat Fox, Gen Shaker, and Robin Waldron.

Current Status

- A survey of all departments was conducted to identify communications currently sent to alumni.

Recommendations

- Specific actions steps are under development. The committee's recommendations will be based on survey results.

Implementation

- The committee will suggest that departments initiate discussion of broadening and improving alumni communications. It hopes to implement its plan in Spring 2008.

(Revised October 26, 2007)