



WEST LIBERTY UNIVERSITY

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*"West Liberty University near Wheeling had the state's second-largest enrollment gains, with 471 more students."
(Last five-year comparison - Higher Education Policy Commission)
-The Charleston Daily Mail October 14, 2011*

I would like to first take this opportunity to say "Thank you, alumni and friends." Without you, West Liberty University would not be welcoming its largest class since 1973; we would not be introducing a second masters program in three years; we would not have raised more in donations than ever in our history (\$2 million); and it would not have seen the acceptance of 99% of its 2011 College of Sciences graduates who applied to post-graduate schools.

It is in honor of our 175th year, in the spirit of growth, and with an eye on the future that President Capehart has decided to eliminate Alumni Association annual dues. The mission of the West Liberty University Alumni Association is to build and nurture lifetime relationships that connect and engage alumni and friends with the university community to foster and support philanthropic and volunteer opportunities. Our current membership program engages approximately 600 alumni a year out of a growing community of more than 25,000 alumni. By taking the step of eliminating alumni dues, we will now automatically include all WLU graduates as members of the association!

Whether an alumnus or friend of the university, I hope you share the appreciation of the significance of this moment. Rutgers University, the University of Illinois and the University of Richmond are just a handful of the prominent institutions, which have made the same decision in recent years. The impact of eliminating alumni dues at these schools has been dramatic: fundraising and engagement have increased and younger alums are more engaged.

The purpose of the West Liberty University Alumni Association remains unchanged. It is important to focus efforts on supporting the growth of WLU rather than the growth of alumni membership. Over the past 10 years the university has invested over \$2 million in the Alumni Association and with initiatives like "Topper2Topper" and others, as a University we will continue our commitment to providing engagement opportunities for alumni to stay connected.

Another change that we want to make sure you are aware of is the promotion of Ron Witt from Director of Alumni Affairs and the Annual Fund to Executive Director of the Institute for Innovation in Education (see attached letter). With invited input from the Alumni Board of Directors we will strive to fill Ron's position with a plan that will match the high standard of alumni engagement that Ron has set.

I hope that you are as inspired as I am about our ever growing community of alumni believers. I also hope that you see this letter as an open invitation to get involved in any way that is meaningful to you, as an alumnus of this growing and thriving university.

What does this mean to a dues paying member?

- If you have a specific need for alumni verification, please contact the Office of Institutional Advancement.
- If you are a lifetime dues paying member, you will be inducted into the "Legacy Society" whose names will appear prominently in the new Health Sciences Building – WLU's first academic building construction in nearly 40 years.

- Alumni Benefits – Upon request, travel discount savings with hotels and rental car companies, special group discount on auto, home and renters insurance through Group Savings Plus from Liberty Mutual are available. Please visit westliberty.edu/alumni/alumni-benefits for additional information.
- For information on how to make a gift to the West Liberty University Foundation please visit: westliberty.edu/institutionaladvancement or by calling the office at 304-336-8328.

If you need further clarification or have questions, please feel free to contact me.

With Hilltopper Pride,

A handwritten signature in black ink that reads "Jason". The signature is fluid and cursive, with the first letter 'J' being particularly large and stylized.

Jason Koegler, Vice President
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