

2014 HOMECOMING COMMITTEE REPORT

We began planning in April by reaching out to all chapter presidents and area representatives to ask them to send a representative to serve on the team so there would always be regular updates. We received quite a few positive responses. The meetings were held both during the day and the evening in an effort to accommodate the various schedules. We also held conference call meetings.

For the first time, we reached out to chapters and affiliates to request sponsorship of homecoming. We would like to acknowledge all of those that answered the call to be a sponsor of this year's homecoming:

- Cheyney University Alumni Chapter of Delaware County
- Cheyney University Alumni Chapter of Delaware
- Cheyney University Alumni Chapter of Philadelphia
- Marion Haliburton
- Rosalind Jones Johnson
- Montgomery County Chapter Alumni Association
- Junious & Sonjia Stanton
- The Cheyney "C" Club
- The Cheyney Foundation
- Washington DC Metropolitan Area Cheyney University Alumni Association (DMV)

The general schedule was finalized in June. However, we had multiple challenges with getting the brochure designed-having to utilize three different graphic designers. The lesson learned is to not depend on university staff to design the brochure because it is not a priority for them and our project is treated as such. However, through the auspices of the Office of Alumni Relations, more than 8,000 homecoming brochures were mailed; albeit late due to the lateness of the completion of the design elements. The brochure did receive positive responses because the photos highlighted various alumni, activities and historical information. Unfortunately, a lot of people did not actually read the entire brochure because we continued to get questions about items that were included in the brochure.

To encourage alum to join and pay dues to CUNAA, as well as provide a "benefit" to CUNAA members, we had an additional cost for non-CUNAA members. It appeared that this did motivate some to pay dues. However, there was some confusion with there being two different ways to pay online that was not made clear to the committee and not understood by many alum. Consequently, advance registration was quite delayed and committee members indicated that some alum were choosing not to pay online because of the confusion.

We also prepared special postcard promotions for The Bluenotes Concert (to cover expenses) and the New Alum Welcome Party. The latter is an effort to recruit younger alum into the association.

The weekend was designed to speak to the various age and interest groups and to raise funds for the Alumni Scholarship Fund. The major fundraiser was to be the Alumni Scholars Reception. However, it took a while to confirm the speaker and consequently, the invitations were mailed late and we had to redesign the event to a smaller audience and less income. However, this could prove to be a great annual fundraiser for CUNAA.

It must be noted that without the leadership and support from Gregory Benjamin, Director of Alumni Relations who had no staff, and just in the past couple of weeks has work-study students, the weekend would not have been possible. He needs to be applauded and acknowledged for taking the extra steps to make sure that CUNAA events and activities run smoothly. He truly goes above and beyond the call of duty.

At the last committee meeting, we discussed the need to re-think and redesign the weekend in consideration of technology, the age of a large majority of attendees and other issues. We hope everyone enjoys the weekend and continues to support our beloved Alma Mater!

Submitted by Barbara Daniel Cox, Chairperson