Alumni Engagement Model

Discussion with the National Board of Directors – January 2011
Agenda

• Measurable touch points: What attributes comprise the model?
• Goal setting: FY10 learnings, FY11 goal
• Model uses and opportunities: Each entry makes a difference
• Quarter Two: Where do we stand?
Model Goals

- Can count each attribute
- Work to improve/increase each year
- Measurement and ownership across Marquette (everyone has a stake)
- Informed on regular basis with various ways to review data
Involvement/Connectivity
(worth 50% of score)

• Athletic – season ticket holder as recorded (men’s, women’s basketball) (1 point)

• Online community (1 point)

• Action – limited to visit/meeting/face-to-face (1 point)

• Volunteer (1 point)
Involvement/Connectivity continued

(worth 50% of score)

• Email address (1 point)

• Existence of business employer/title (inc. retired, community volunteer) and/or seasonal address (1 point)

• Event attendance – non-reunion (1 point)

• Reunion attendance (1 point)
Giving
(worth 50% of score)

• Gave this fiscal year (4 points)
• Gave last fiscal year (3 points)
• Increase between two years (1 point)
Whom are we measuring?

• Approximately 107,000 alumni
• All mailable/contactable alumni
• Still living/not deceased
• “Alumni” primary constituent code
FY10 Learnings

• FY09 average with goal to increase this score in FY10

• 6.25% increase each year (1/16 – goal to improve each constituent by 1 point)

• Rather, look at each attribute and apply a goal to each area; ultimately, numbers weighted together for final goal
Following the handout

• Number of points = 244,329 (goal by the end of FY11)

• Total number of alumni = 107,162

• Total points divided by total number of alumni = 2.29

• Move the decimal; therefore = 229 (goal by the end of FY11)
FY11 Goal

• **Athletic** Average past two fiscal years with 5% increase (5 game offerings)

• **Online community** Lose significant amount due to MU Connect re-launch; online community includes:
  • Facebook, Linked In, Marquette Magazine submissions, class notes, MU Connect
  • Took down 1/3 for overlap
FY11 Goal

• Visit
  • Of the constituents begin visited, approximately half are visited twice
  • Approximately 1/3 of the constituents visited are non-alumni
  • Took all managed prospects down by approximately 25%
  • Took this number down by 1/3 since that amount are non-alumni
FY11 Goal

• Volunteer
  • Additional 200

• Email
  • Additional 1,000 emails acquired

• Employment, Seasonal
  • Sustaining current information is the most important element with this attribute
  • Retired, community volunteer, etc. count as an engagement point – anything in the employment field
FY11 Goal

• Event
  • Took average of FY09 and FY10

• Reunion
  • Apply a 6% increase to FY10 based on past data
FY11 Goal

• Prior Yr
  • See an increase of nearly 2.5% from previous year (more donors in FY10)
  • Number remains static based on FY10

• Current Yr
  • Apply 14.5% participation goal

• Increase
  • Over past two years, approximately 25% of our current year donors are increasing their gift size; therefore apply a 25% goal
Model Uses and Opportunities

• Mailings
• Fundraiser Portfolios
  • Prioritizing visits
  • Legacy
• Segment Analysis
  • College
  • Regional
  • Reunion vs. non-reunion
• Individual Profile
Engagement Score by Quarter

Tracked in Raiser’s Edge
Quarter Two: Where Do We Stand?

• On track at 206

• Athletic, Reunion – met goal (track this earlier in the fiscal year)

• Online Community – still need an additional 1750 unique alumni in FY11

• Action – 500 unique alumni visited in Q1, 800 in Q2; at 63% of goal
Quarter Two: Where Do We Stand?

• Volunteer – need 80 more unique volunteers in FY11

• Email, Employment – on track, met goal (could likely decrease, though)

• Event – at 66% of goal

• Giving – last year remains static, on track for giving this year, increase (14% in Q1, 49% in Q2)
Our Alumni Leaders Can Make a Difference…

• Every piece of data counts – help to track

• Each engagement touch point can make an impact
  • Email = E-solicitation, awareness of engagement platforms, further connections to alma mater

• Focus on two to three areas