

# SEATTLEU

ALUMNI ASSOCIATION

**From Floundering to Flourishing in 5 Steps:  
Tales of a Reimagined and Revitalized Alumni Association**

# Five Steps



# Developing a vision

- Research
  - Internal environmental scan
  - Benchmarking
  - Alumni survey data
- Unpack the findings
- Create a vision statement



# Vision Statement

**2012:** Be a world class alumni association office and presence.



**2016:** Be a world class alumni association that is a vital partner in the success of Seattle University through the significant engagement of its 77,000+ alumni.

# Developing the strategic plan

## Seattle University Alumni Association FY15-18 Strategic Plan

**Vision:** Be a world class alumni association that is a vital partner in the success of Seattle University through the significant engagement of its 75,000 alumni.

**Mission:** The Seattle University Alumni Association fosters a common bond of pride while sustaining lifelong relationships through world class engagement opportunities and pioneering programs.

**Values:** Trust, Excellence, Service, Accountability, Passion, Celebrating Success

**Values Statement** – As a team, and as individuals, we value Trust, Excellence, Service, Accountability, Passion and Celebrating Success. We are committed to our alumni and our university partners and have a passion for improving the alumni experience. We hold ourselves accountable to our alumni and our partners by honoring our commitments, providing results, and striving for the highest quality.

### + Goals & Strategy:

Goal:	Strategy	Initiative	Program	Metrics/Results	Owner
<b>Goal 1:</b> Develop a <b>Lifetime Relationship</b>  Define <b>strategic engagement</b> points to drive the alumni message and experience	<b>Create strategic plan for Student Experience and Student to Alumni transition</b>	<ul style="list-style-type: none"> <li>Build strong Student Alumni Ambassador Program (SAA)</li> <li>Leverage existing student traditions</li> <li>Define the alumni association role in Senior month</li> <li>Build community through Athletics</li> <li>Build partnership with RedZone</li> </ul>	<ul style="list-style-type: none"> <li>Welcome Week</li> <li>Legacy Pinning</li> <li>Homecoming</li> <li>Commencement</li> <li>SAA Recruitment program</li> <li>SUAA Intern program</li> <li>Targeted Pre Games Rallies</li> </ul>	<ul style="list-style-type: none"> <li>Increased alumni &amp; student engagement</li> <li>Improved awareness of lifelong relationship*</li> <li>Improved perception of “what it means to be an alum”*</li> <li>Increased presence of SUAA on campus</li> <li>Double SAA numbers</li> <li>Improve spirit &amp; pride in SU *</li> </ul>	<b>Primary:</b> Peter <b>Secondary:</b> Susan
	<b>Continue to grow a vibrant recent alumni strategy</b>	<ul style="list-style-type: none"> <li>Build Strong SU BridgeProgram</li> <li>Define key opportunities to engage transfer &amp; graduating students</li> <li>Build community through Athletics and career networking</li> </ul>	<ul style="list-style-type: none"> <li>Implement chapter and leadership structure</li> <li>Bridge Recruitment program in place</li> <li>Leverage SU Bridge as ambassadors</li> </ul>	<ul style="list-style-type: none"> <li>10% increase in:               <ul style="list-style-type: none"> <li>Attendance</li> <li>Volunteers</li> <li>Mentors</li> <li>Giving</li> </ul> </li> <li>Increased student awareness in SUAA</li> </ul>	<b>Primary:</b> Peter <b>Secondary:</b> Kaily

# FY13 GOALS

1. Develop resource and operations plan to strengthen operational foundation
2. Improve and increase marketing and outreach to alumni
3. Establish great programming, benefits and services for alumni
4. Improve effectiveness and engagement of Alumni Association

# FY16 GOALS

1. Develop a lifetime relationship
2. Strengthen operations plan
3. Improve effectiveness of marketing strategy and increase outreach
4. Build vibrant, sustainable, volunteer-driven chapter strategy
5. Improve impact of core Alumni Association programs

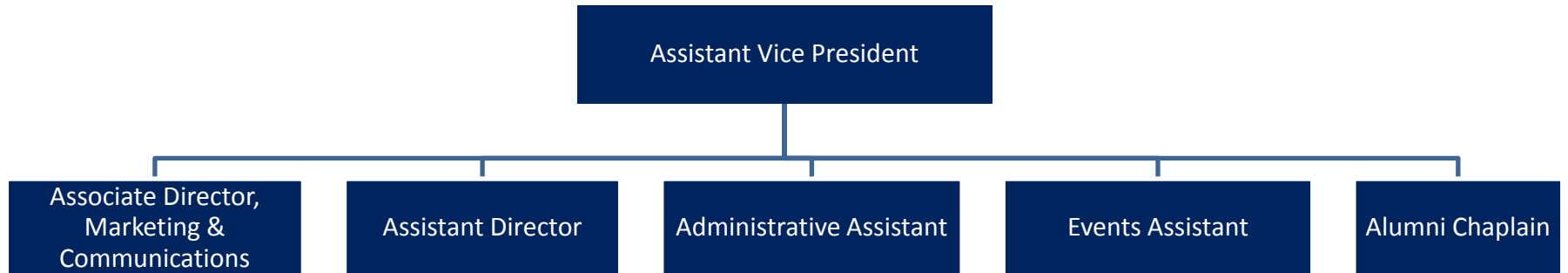
# Internal Development

- Right people, right job, right time
- Partnerships
- Processes
- Systems





# Original Org Chart

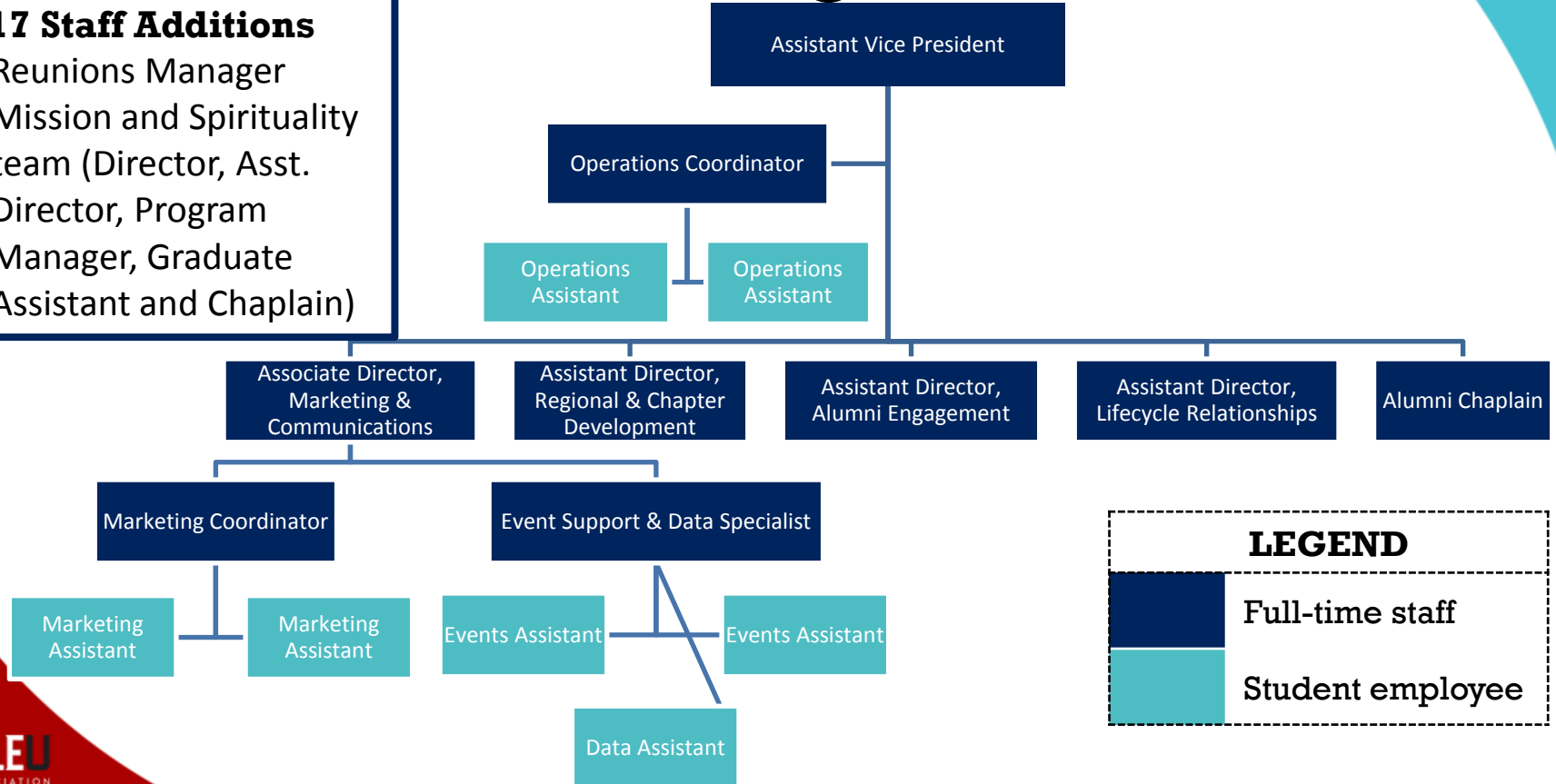




# Current Org Chart

## FY17 Staff Additions

- Reunions Manager
- Mission and Spirituality team (Director, Asst. Director, Program Manager, Graduate Assistant and Chaplain)



## LEGEND

Full-time staff

Student employee

# Partnerships, Processes, Systems

## Partnerships

- University Advancement
  - Development officers
  - Planned Giving
  - Annual Giving
- Colleges and schools
- Athletics
- Mission and Ministry
- Career Services
- Student Development

## Processes

- Hiring and onboarding
- Budget
- Internal communications
- Marketing
- Strategic planning

## Systems

- Project management: Basecamp
- Event management: EventBrite
- Surveys: Survey Monkey/Qualtrics
- Email: Mailchimp
- Online directory: SilkStart

# Goals

- Lifecycle relationships
- Signature programs
- Chapters
- SUAA marketing and communications

# SEATTLE U FOR A LIFETIME

PROSPECTIVE STUDENT



ENGAGED ALUM

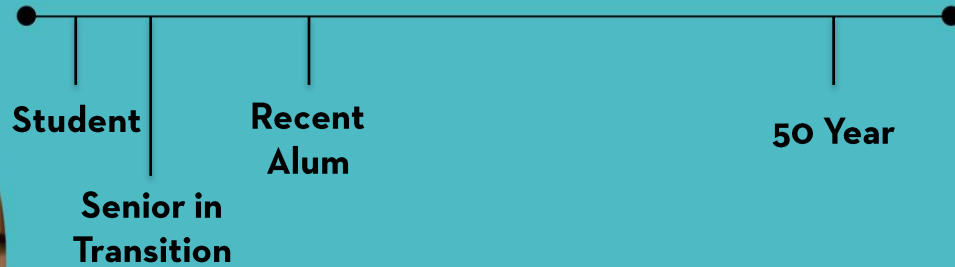


# Lifecycle Relationships

## SEATTLE U FOR A LIFETIME



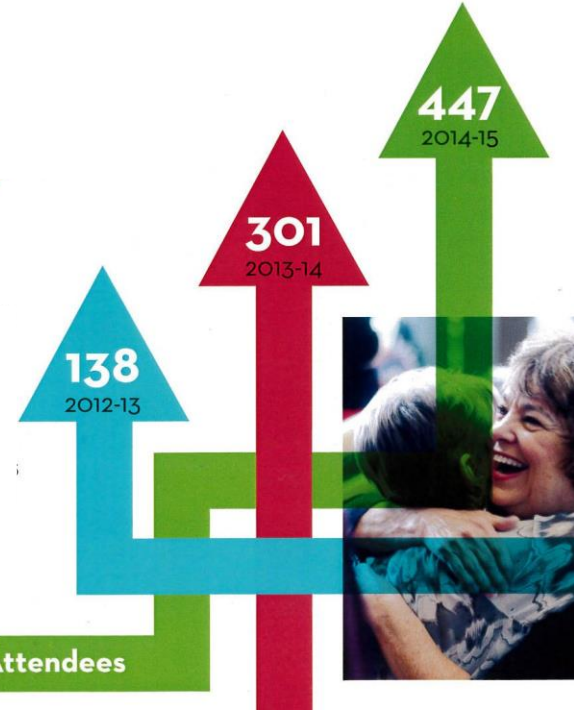
PROSPECTIVE STUDENT



ENGAGED ALUM



# Reunions



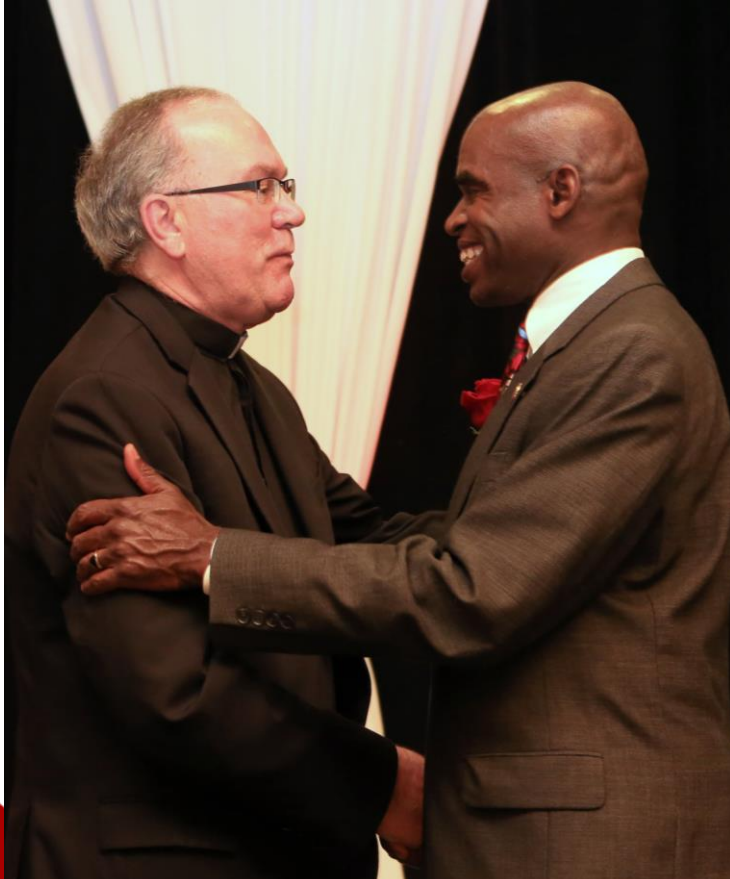


# Legacy Family Pinning Ceremony





# Alumni Awards



# Homecoming



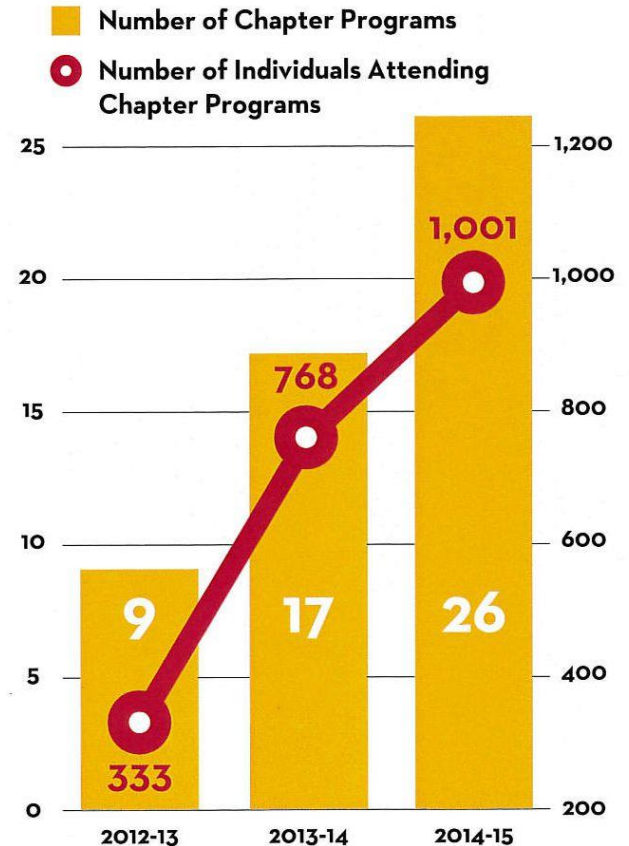
# Commencement Brunch





# Chapters

- Three types of chapters
  - Regional
  - Affinity
  - Industry



# Marketing and Communications

- Assessment of materials, processes and tools
- Rebranding and Renaming
- Alumni Attitude Survey
- Annual Impact Report

# Rebranding and Renaming

**Alumni  
Relations**



**INTERNAL:  
Office of Alumni  
Engagement**

**EXTERNAL:  
Seattle University  
Alumni  
Association**

# Rebranding





# Pocket Guide

Seattle University  
**HOMECOMING**

February 6-8, 2015

- Men's Basketball v. Utah Valley
- Alumni Pre-Game Rally
- Post-Game Celebration
- Alumni Mass
- Hall of Fame Awards

[seattleu.edu/homecoming](http://seattleu.edu/homecoming)

**SERVICE + SPIRITUALITY**

Give back, engage and grow with spiritual development and volunteer programs designed to help you live out our Jesuit values.



[seattleu.edu/alumni/service-spirituality](http://seattleu.edu/alumni/service-spirituality)

**BENEFITS**

Alumni enjoy a variety of benefits:

- Seattle U license plates (coming January 2015)
- Class auditing
- Library privileges
- Bookstore and hotel discounts
- Alumni chaplain
- Esaiminger Fitness Center membership
- Medical and auto insurance



[seattleu.edu/alumni/benefits](http://seattleu.edu/alumni/benefits)

**GIVE BACK TO SU**

What did SU give you? Now's your chance to give back.

Volunteer to mentor students, speak or work at events, sit on a board and more. We have volunteer opportunities that match your interests.

[seattleu.edu/alumni/volunteer](http://seattleu.edu/alumni/volunteer)

Support our students and their education with a gift to the Seattle University Fund.

[seattleu.edu/giving](http://seattleu.edu/giving)

**STAY CONNECTED**

[in](https://www.linkedin.com/company/SeattleUniversityAlumni) SeattleUniversityAlumni

[@SeattleUAlumni](https://twitter.com/SeattleUAlumni)

[f](https://www.facebook.com/SeattleUAlumni) SeattleUAlumni



Update your information today!

[seattleu.edu/alumni/updateinfo](http://seattleu.edu/alumni/updateinfo)

**SEATTLE U ALUMNI ASSOCIATION**



**ALUMNI GUIDE**

**SEATTLE U FOR A LIFETIME!**

As a graduate of Seattle University, you are a member of the Seattle University Alumni Association (SUAA), a network of more than 73,000 alumni in all 50 states and 62 countries worldwide.



[seattleu.edu/alumni/profdev](http://seattleu.edu/alumni/profdev)

**PROFESSIONAL DEVELOPMENT**

Networking nights, webinars, career development workshops — there's a professional development opportunity for every stage of your career.



[seattleu.edu/alumni/profdev](http://seattleu.edu/alumni/profdev)

**CHAPTERS**

Stay connected to friends across the country and meet new ones across town with SU affinity, regional and corporate chapters.



[seattleu.edu/alumni/chapters](http://seattleu.edu/alumni/chapters)

**REUNION WEEKEND 2015**

May 1-3, 2015  
Celebrating Classes of '05 and '05

Enjoy class celebrations, happy hours, tours and much more!



[seattleu.edu/alumni/reunions](http://seattleu.edu/alumni/reunions)

**2014-15 Schedule of Events**

FRI, 10/16/2014	Contra Scholastic Reunion
THURS, 10/16/14	SU Meetings: Networking Event
FRI, 10/24/2014	Legacy Family Planning Reception
FRI, 10/24/2014	Wife-Career 75th Anniversary Reception
SAT, 10/25/2014	Office Reunion
SAT, 10/25/2014	50/50s
FRI, 10/24/2014	Alumni Pre-Game Rally
FRI, 10/24/2014	Alumni Pre-Game Rally
SAT, 10/24/2014	Alumni Meet & Regroup
SAT, 10/24/2014	Homecoming: Alumni Pre-Game Rally
THURS, 10/23/2015	SU Meetings: Networking Night
SAT, 10/24/2015	Search For Missing Book Festival
SAT, 10/24/2015	Alumni Pre-Game Rally
SAT, 10/24/2015	50th Annual Alumni Awards
SAT, 10/24/2015	Alumni Day of Service
FRI, 01/30/2016	Reunion Weekend 2016
THURS, 5/14/2015	SU Meetings: Networking Night
SAT, 10/24/2015	Red Tie Celebration
SAT, 07/18/2014	Concessionment Branch

[seattleu.edu/alumni/events](http://seattleu.edu/alumni/events)

# Alumni eNewsletter



MAY 2015

## 30th Anniversary Alumni Awards Recap



Thank you to all those who joined us on April 18 at the Fairmont Olympic Hotel for the 30th Annual Alumni Awards. It was a great evening celebrating our six outstanding winners and honoring the more than 200 Alumni Awards winners from the past 30 years.

[View pictures from the event in our online album.](#)

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## SU Advantage | Networking Night

Facilitating Potential: Lessons Learned from Engaging Girls in STEM

**Women of SU Connection Cafe:** "Creating a Path to Personal Success & Financial Well-being"

[Register now](#) and join the Women of SU at the next Connection Cafe on May 20. Sponsored by Verity Credit Union.

CONNECT WITH US



COMING EVENTS

**RACIAL JUSTICE LECTURE: Anti-Racist Vision for Our Collective Liberation**  
May 7, 2015

**Albers Business Breakfast Series: Featuring Tony Maus**  
May 8, 2015

# Alumni Attitude Survey

- Every two years
- Shared university wide
- Partnering to reduce number of surveys being sent
- Clear recommendations for our strategic planning
- Launched our 2016 survey

# Annual Impact Report



ENGAGEMENT.  
CONNECTIONS.  
**PRIDE.**  
ANNUAL IMPACT REPORT 2014-15

## SEATTLE UNIVERSITY ALUMNI ASSOCIATION: DEEPENING ENGAGEMENT

Over the last three years, the Seattle University Alumni Association has been reimagined and reinvigorated, with our alumni experiencing the results. This Annual Impact Report highlights successes and shares many of the exciting things happening with your Alumni Association. We invite you to join us!



### A New High for Alumni Engagement

Over the last three years, the number of alumni participating in events at Seattle U. has increased by 25%. More than 3,800 participants attended programs, and 77 events were hosted at Seattle U. In 2014-15, 77 events were hosted at Seattle U. In the past three years, 64 percent of previously engaged alumni showed their Seattle U pride and satisfaction by donating to the next fiscal year.



### Ride with SU Pride

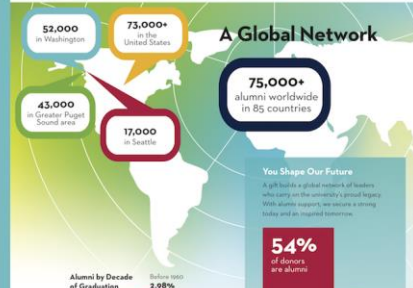
31 family, Seattle U alumni and 11 friends joined the team. Three alumni gave rides with pride and help support student scholarships through a portion of the ride. Get on your SU alumni pride!



### A Return to Homecoming

Three years ago, the idea of Homecoming was reimagined at Seattle U. Homecoming 2015 was a huge success featuring the Red Umbrella Parade, Hall of Fame, alumni student and alumni registry and even by our Redheads!

## ALUMNI BY THE NUMBERS



## GOAL 1: Seattle U for a Lifetime

The lifelong alumni experience begins as a student. The SUAA builds lifetime relationships, supporting alumni at every stage of their relationship with Seattle U from admission to retirement and beyond.



### Student Alumni Ambassadors Spread the Alumni Message

Student alumni ambassadors (SAA) connect students to alumni through leadership and professional development opportunities such as "The Insider's Guide to Getting Ahead." Hosted by SAA and the SU Bridge Young Alumni Chapter, the most engaging representatives from a variety of initiatives and holds to campus to mentor students and recruit alumni.



### Legacy Family Pinning Ceremony Celebrates Seattle U Families

In October, more than 125 legacy family members attended the 2nd annual Legacy Family Pinning Ceremony to celebrate their family tradition of a Seattle University education. Parents, grandparents, aunts and uncles who are alumni proudly pinned new students to welcome them into the Seattle U family and cement their legacy.

### Reunions on the Rise

In 2015, nearly 400 alumni rediscovered college friendships and shared memories at Seattle University reunions. In the fall, we celebrated the 100th Guide 10th anniversary, the 100th Scholastic 25th anniversary and the Center for Scholastic 25th anniversary and hosted the first 100th alumni reunion. In May, the class of 2005 and 100th reunion with friends at the 2nd annual Alumni Reunion Weekend.



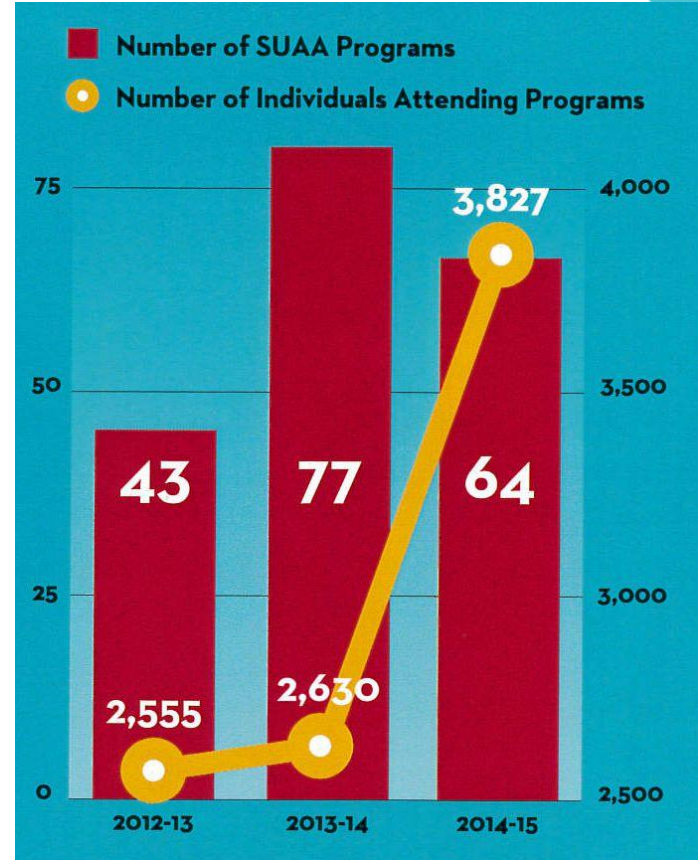
### Advent Mass

This year's Advent Mass had more than 200 guests. With traditions and making the biggest turnout ever, the partnership with the men's basketball team to offer free tickets and complimentary transportation to the game after the reception, attracting families with young children to their first alumni event.



# Results

- Attendance up 46% in FY15
- 733 newly engaged alumni (43% of constituents)
- FY15 NPS = 47%
- Giving
  - 23% of newly engaged alumni donated in next 12 months
  - \$275,000 raised from newly engaged alumni in last 3 years
  - 21% of constituents at signature events donated in next 12 months
- Volunteerism up



# What's Next

## **Work smarter, not harder**

- Constantly improving and increasing effectiveness
  - Business planning process
  - Defined measures
  - Staffing plan
- Seattle University's 125<sup>th</sup> anniversary



# Let's talk!

## Questions? Comments?



# SEATTLEU

## ALUMNI ASSOCIATION

**Susan Vosper**

Assistant Vice President  
vospers@seattleu.edu

**Corinne Pann**

Associate Director, Alumni Marketing  
and Communications  
pannc@seattleu.edu

**[www.seattleu.edu/alumni](http://www.seattleu.edu/alumni)**