

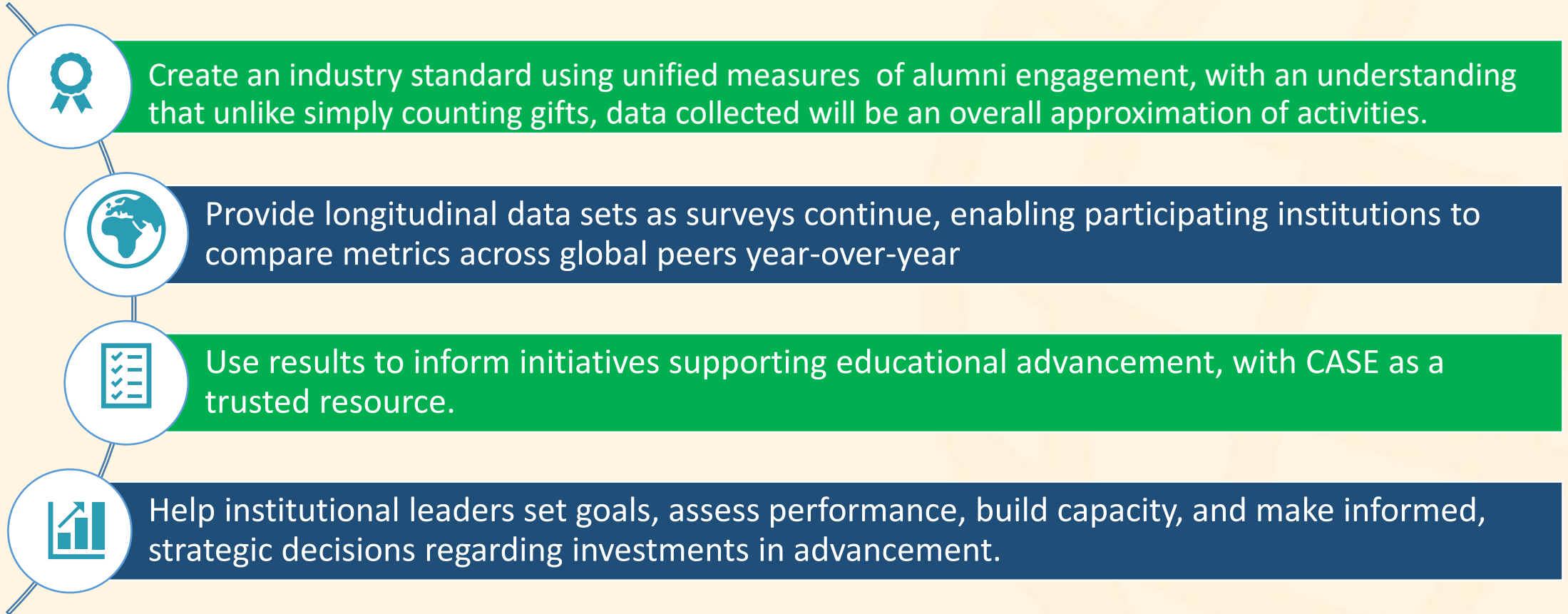


AMAtlas

Advancement Metrics and Research for Education

CASE Alumni Engagement Metrics
Year 1 - New Metrics and Evolving Practice

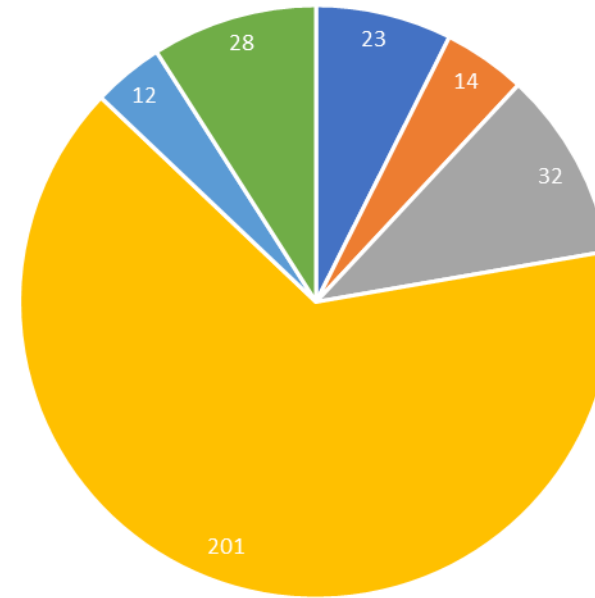
Outcomes and Benefits: AEM



Inaugural Alumni Engagement Metrics Survey

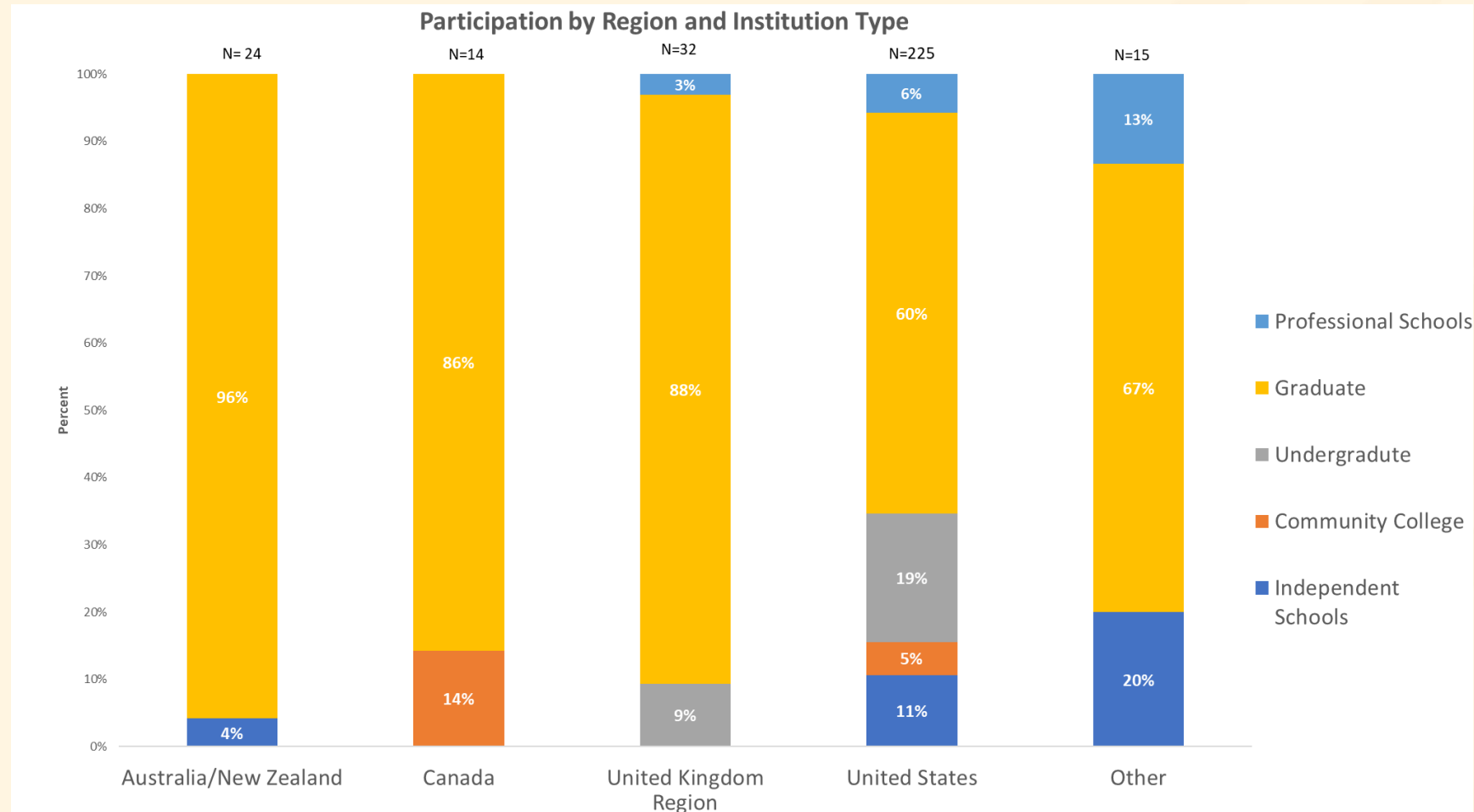
- Institutions from 19 countries
- 360 Initial Respondents
- Clean Data from 310 Colleges, Universities, and Schools

Participation by Regions and Schools



■ Australia/New Zealand ■ Canada ■ United Kingdom
■ United States ■ Other ■ Independent Schools

Participation by Institutional Type

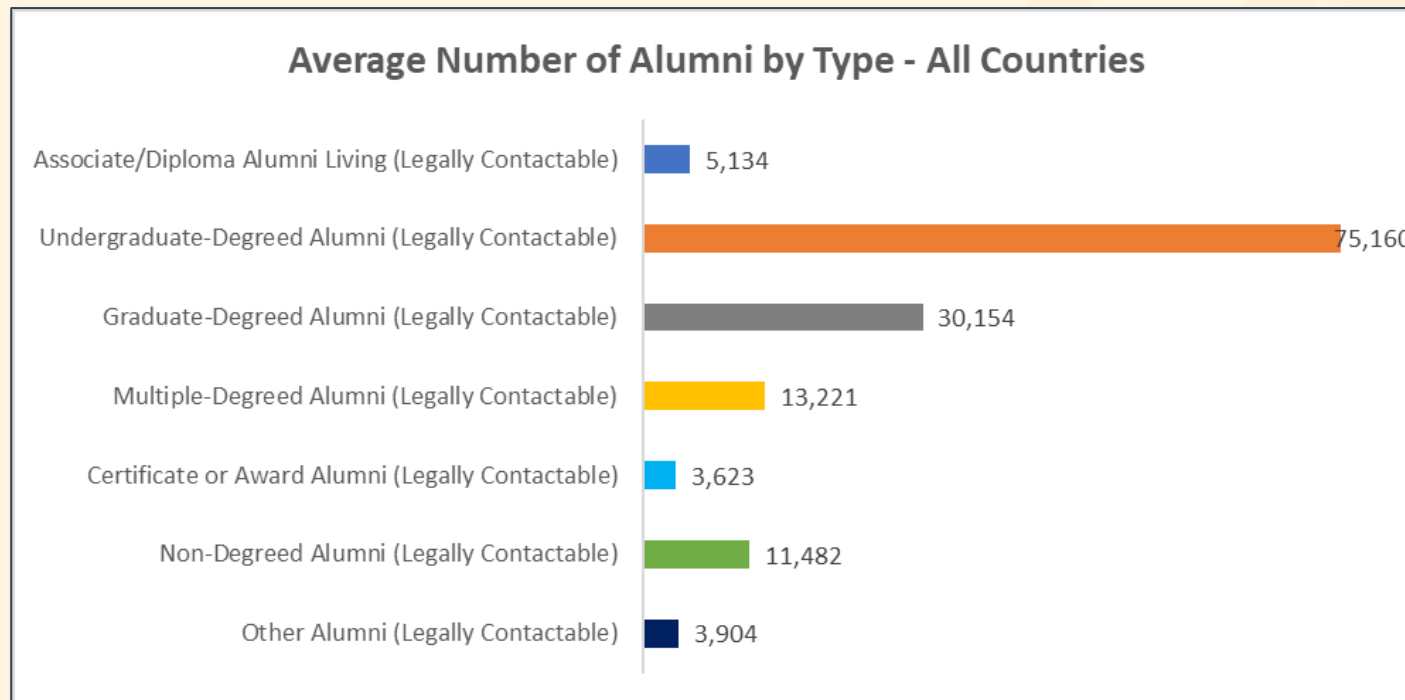




Inputs: Alumni Populations, Expenditures, & Staff

Alumni Populations

- Asked for counts of alumni in 7 different categories
- Accommodates different definitions of alumni and provides transparency
- Collected results for Living, Legally Contactable and Opted Out



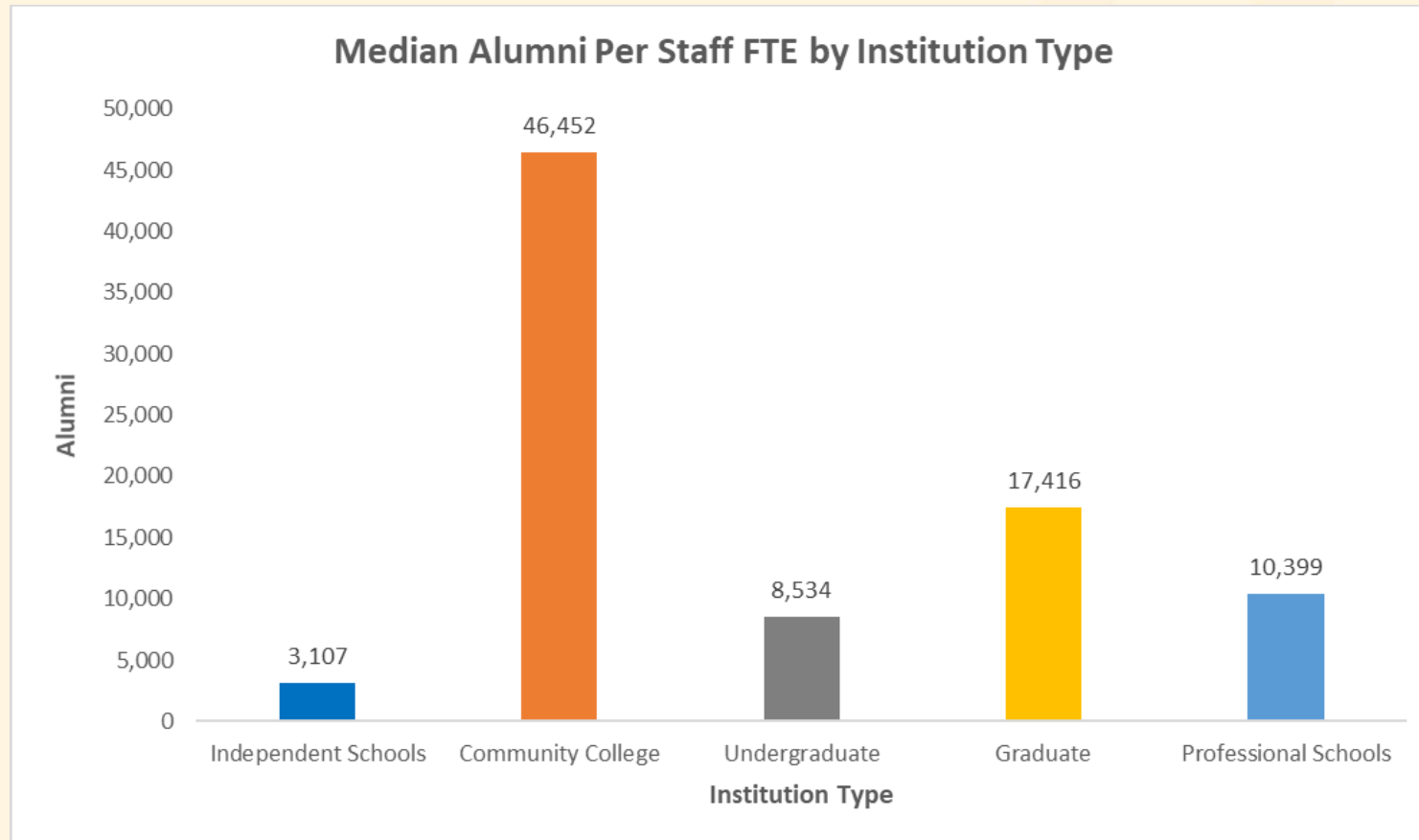
Institution Type

This presentation includes breakouts by Institution Type:

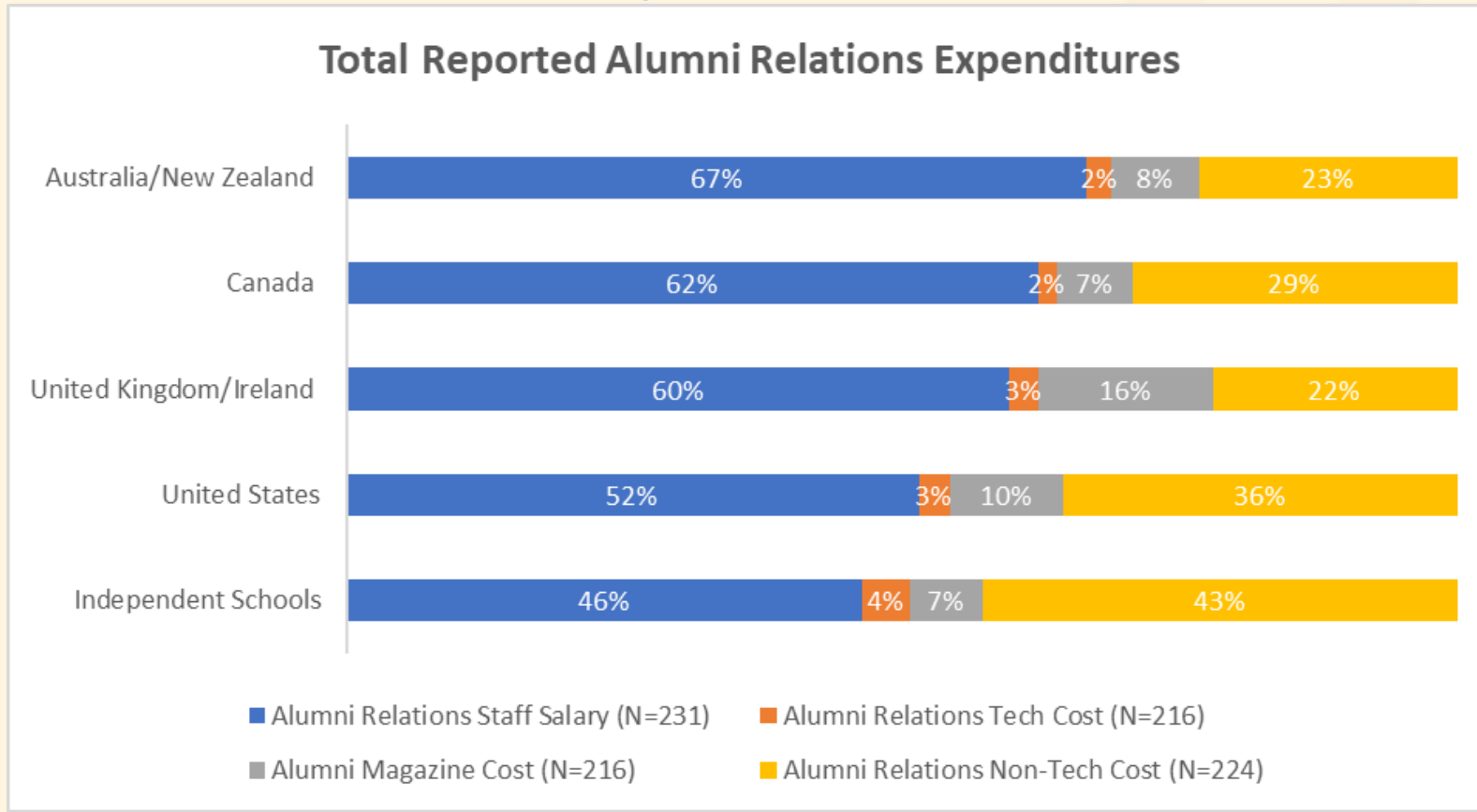
- Independent Schools – primary or secondary institutions
- Community Colleges – includes both Community Colleges and Colleges of Further Education
- Undergraduate – College or University offering primarily Undergraduate Degrees
- Graduate – University offering Graduate/Doctoral Degrees in addition to Undergraduate Degrees
- Professional School – Institution offering only Professional Degrees

Alumni Per AR Staff FTE

(Legally Contactable Alumni/AR Staff FTE)



Alumni Relations Expenditures*

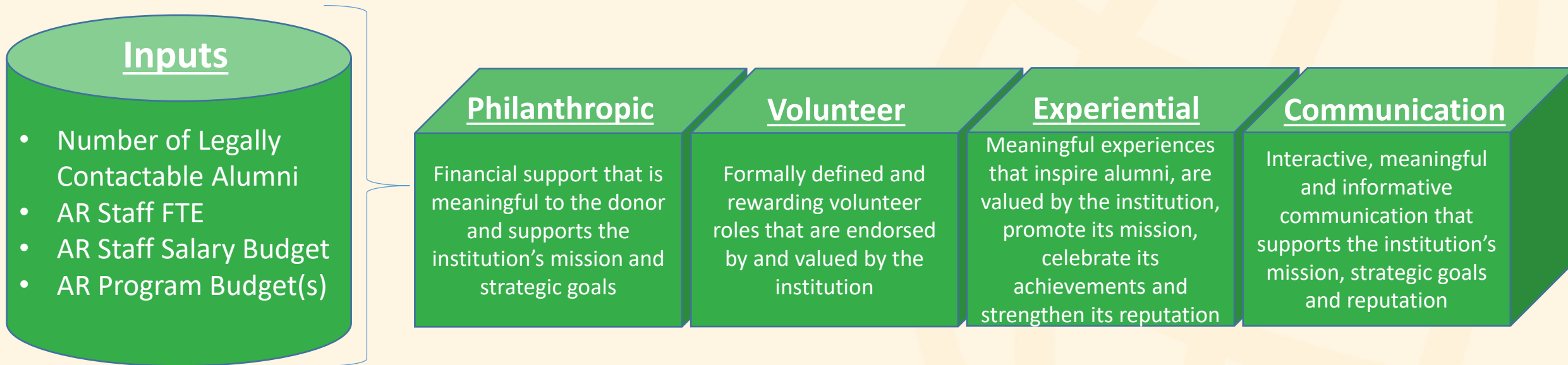


*expenditures reflect Alumni Relations specifically, and do not include programmatic or technology costs paid for by a central advancement office.



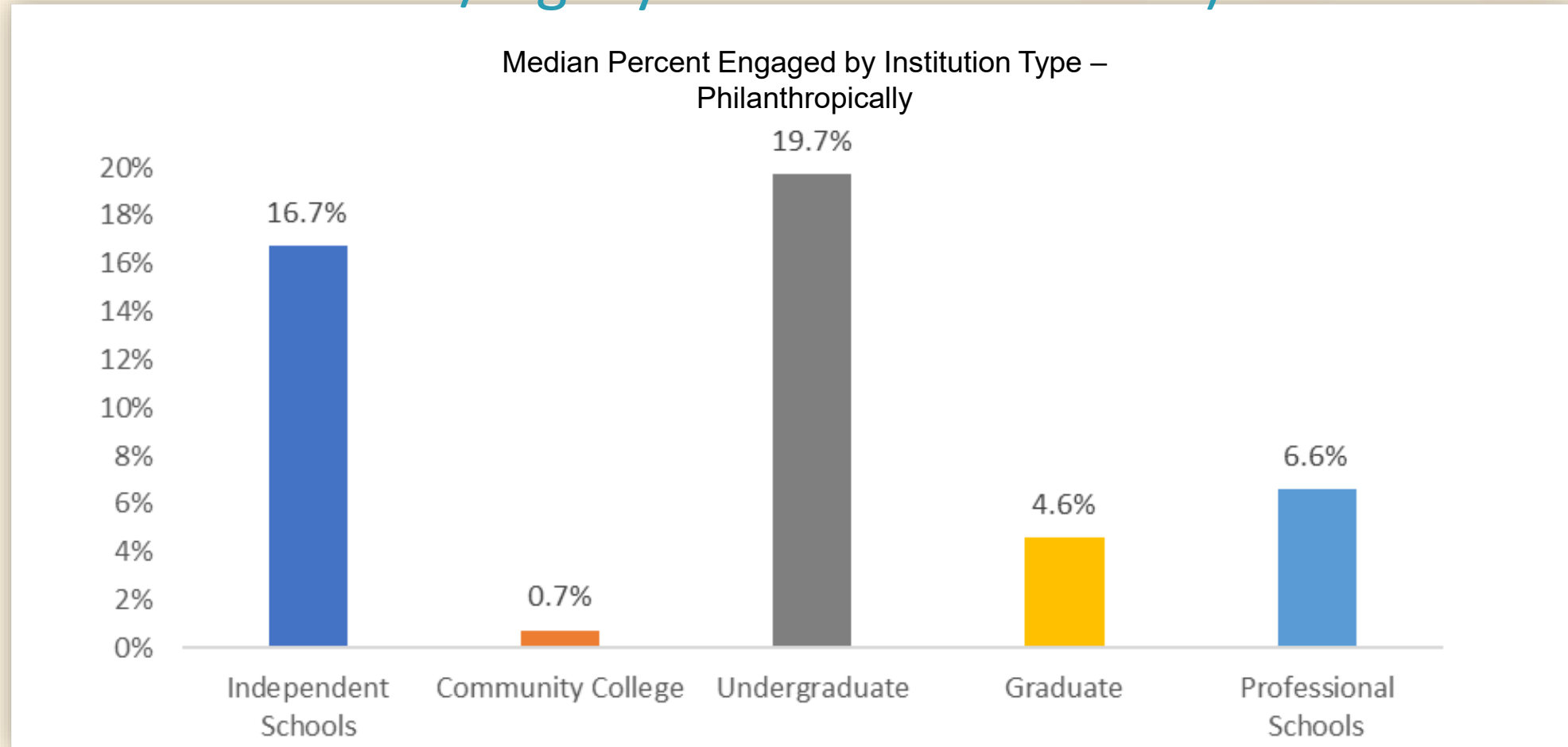
Modes of Engagement: Philanthropic, Volunteer, Experiential, Communication

AEM Framework – Four Categories

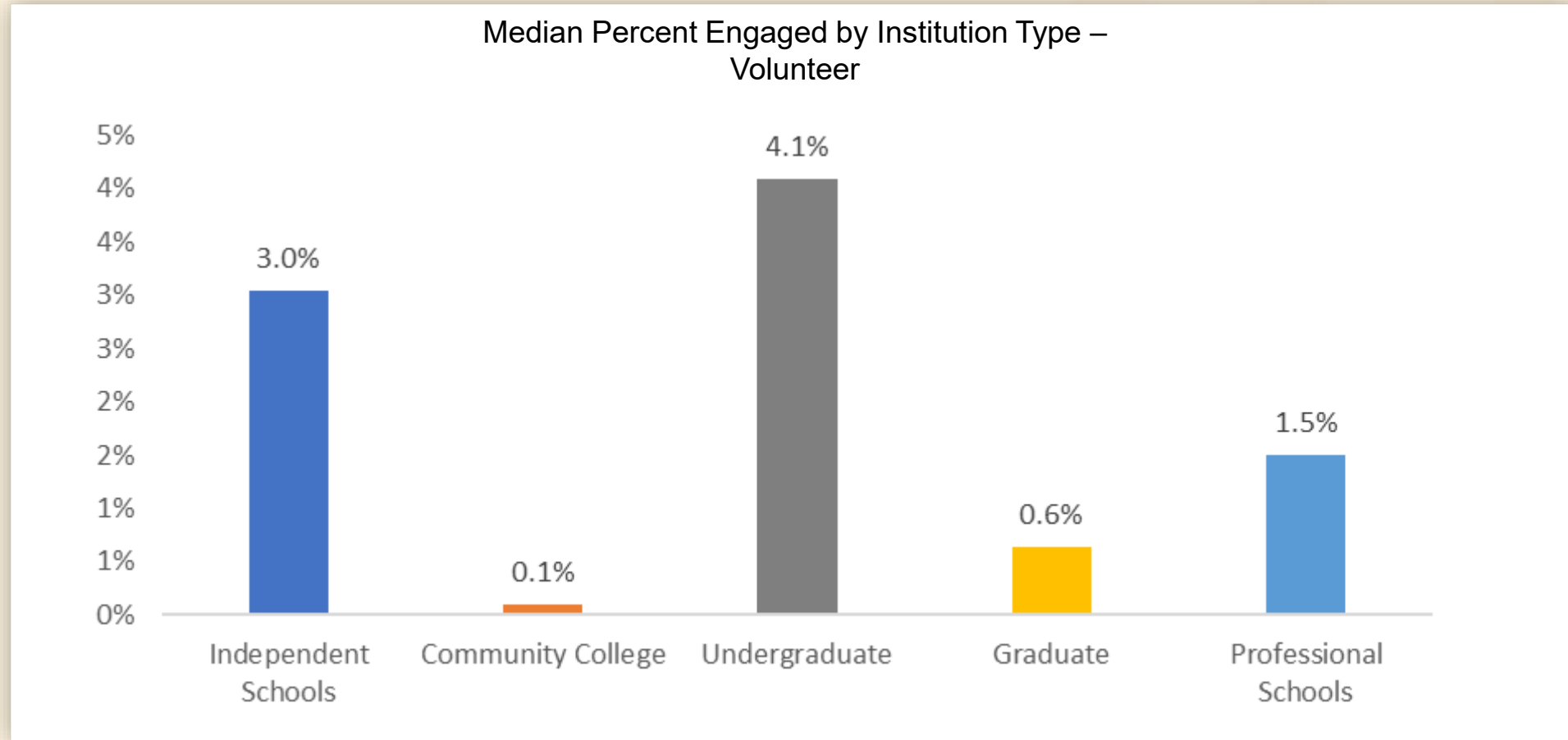


Alumni Engagement Metrics White Paper, August 2018

Philanthropic Engagement Rates (number of donors/legally contactable alumni)

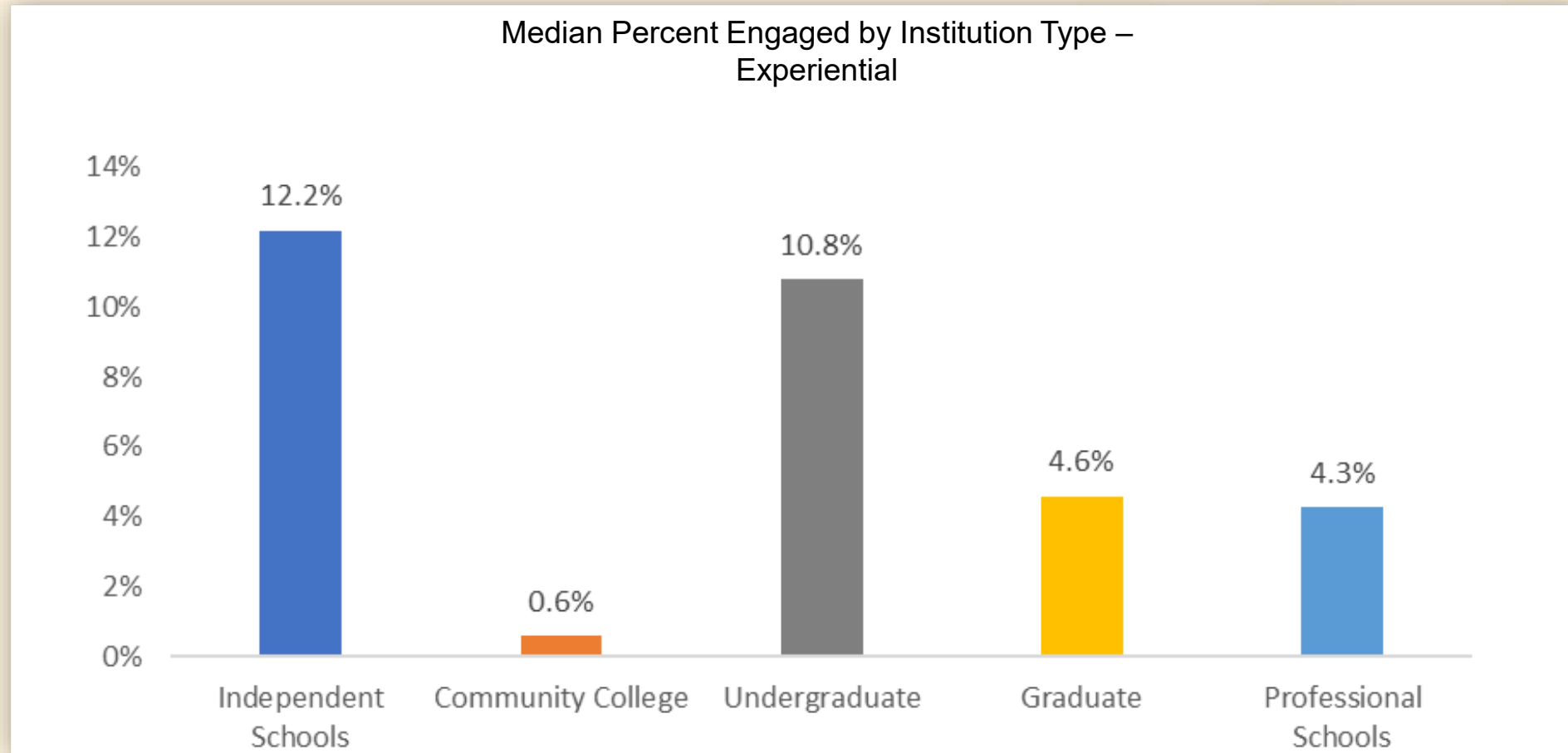


Volunteer Engagement Rates (number of volunteers/legally contactable alumni)



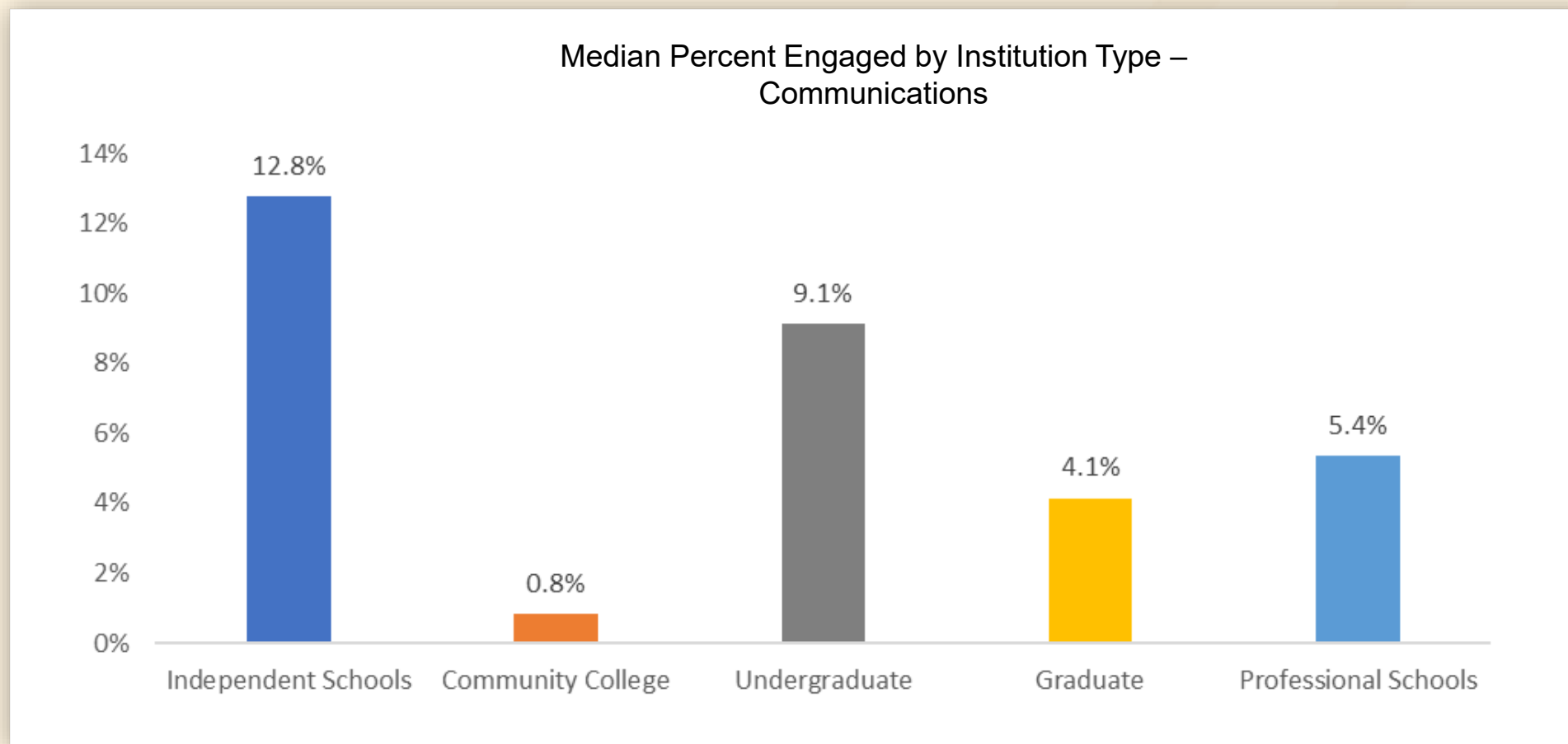
Experiential Engagement Rates

number engaged experientially/legally contactable alumni



Communications Engagement Rates

number engaged through communications/legally contactable alumni



Measuring Engagement. . .

Alumni
Engaged in
at least
One Mode

Alumni
Engaged in
Multiple
Modes

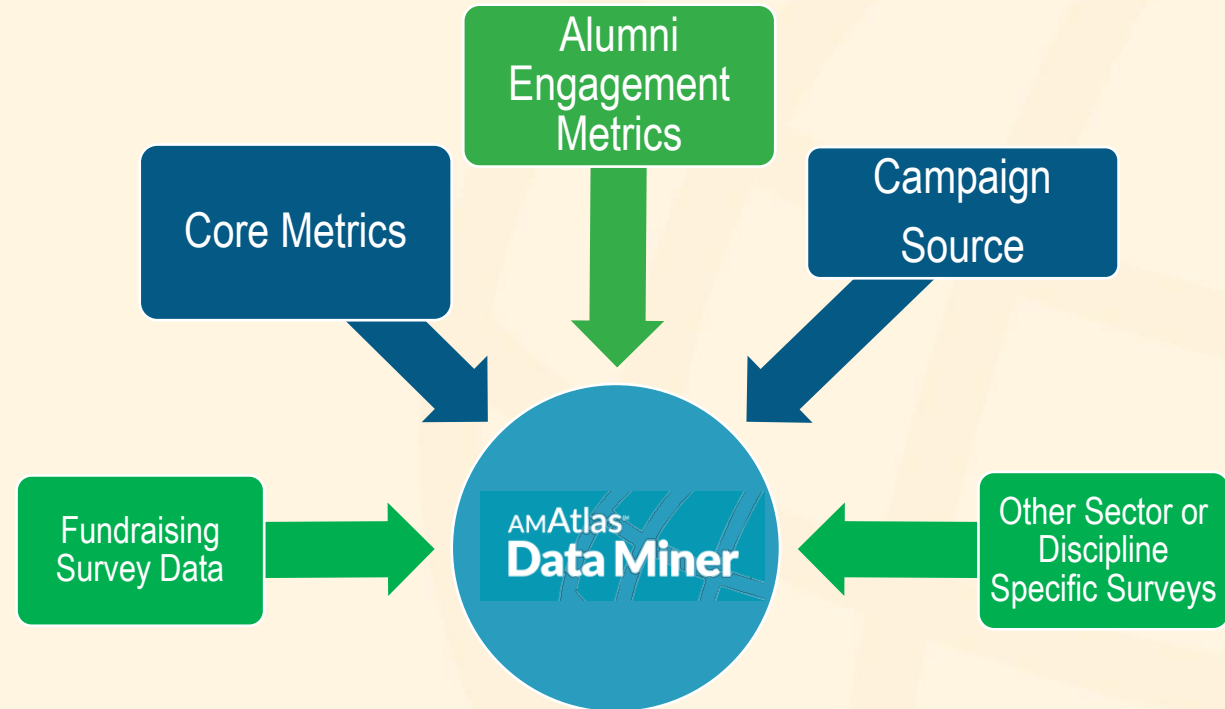
Future:
Newly
Engaged/
Engaged
2+years

In Data Miner you may want to analyze alumni who engaged in *any* of the four modes as well as understand the intersection of alumni who engage in multiple modes. As we collect additional data in Year 2, this will be added to the output. Additionally, through a pilot project we will begin collecting measures on newly engaged and loyal engaged alumni (2+ years).

Imagine a one-stop data shop:

Advancement data will be collected via multiple surveys but stored in a single database available free of charge to all CASE members via [Data Miner](#).

To the degree possible, similar variables from different surveys will be brought together to allow for benchmarking across regions/surveys.



Friendly PSA – please make plans to take part in these surveys for increased future benchmarking!

