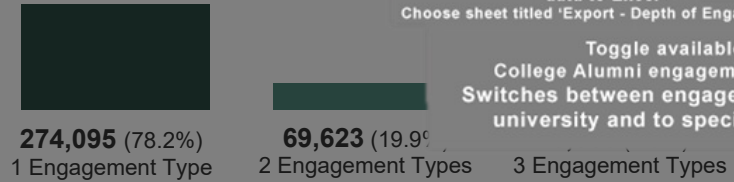


Purpose: Provide a holistic view of engagement in the last three fiscal years across Time, Talent, and Treasure (engagement types) and the various categories considered within each bucket.

**350,401**  
Constituents

**14.04%**  
Constituents

**Depth of Eng**



Click to export Depth of Engagement data to Excel  
Choose sheet titled 'Export - Depth of Engagement'

Toggle available for College Alumni engagement audience: Switches between engagement to overall university and to specific grad unit

Click to close info page  
Filter pane  
University  Grad Unit

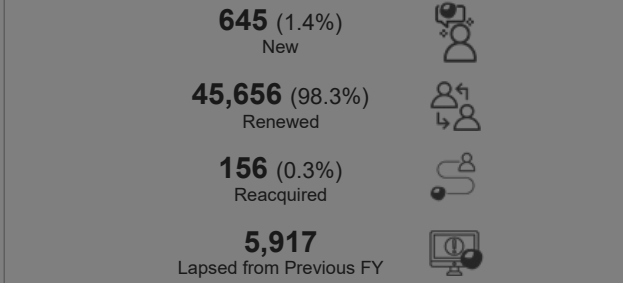
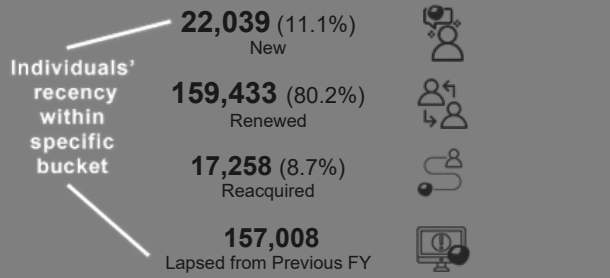
**Engaged via Time**  
Click to navigate to bucket overview and category pages

**0.88%**  
Constituents Acquired

**6.29%**  
Constituents Lapsed

**Engaged via Talent**  
46,457  
1.86%

Percent of total audience (dynamic based on filters) acquired and lapsed within specific bucket

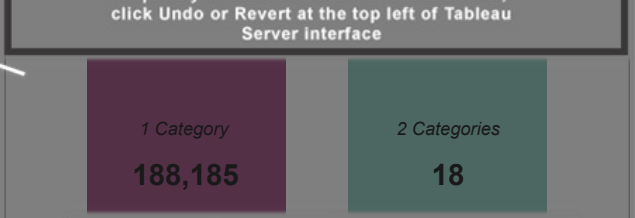
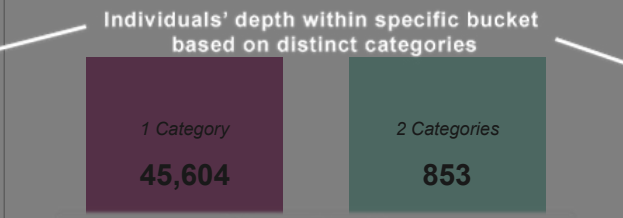
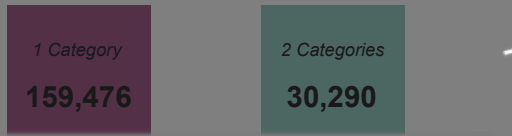


Available filters:

- Engagement Audience: toggles between all individuals engaged with or alumni of specific college
- College: all academic units and all-encompassing University option
- University Alumni Status: reserved for Engaged to College audience, narrows audience based on individuals' university alumni status
- Giving Definition: toggles Treasure metrics between Philanthropic Receipts and New Fundraising Activity
- Start Date and End Date: narrows engagement activity to specific dates within last three fiscal years
  - Should NOT span fiscal years
- LookupID: narrows dashboard to specific TAS lookupIDs (limit 25k)
  - Will still be affected by above filters; functions best when set to Engaged to College

← Undo → Redo ⏪ Revert

To quickly undo or revert all filter selections, click Undo or Revert at the top left of Tableau Server interface



**Time categories:**

- Event attendees (excluding NIR attendees)
- Interactions (excluding task, internal meeting, and attempt(s) to contact)
- Memberships (including Young Alumni Academy members)
- Email clickthrus

**Talent categories:**

- Volunteer committee members
- Volunteers (including Buckeye Room members)

**Treasure categories:**

- Outright gifts (including pledges)
- Planned gifts



THE OHIO STATE UNIVERSITY

Chosen date range

**Engagement KPIs**

7/1/2021 - 3/15/2022

Table of Contents to navigate dashboard

