

Department/Unit: Alumni Relations

Year: 2018

Contact Name: Greg Scharer

Contact Title: Executive Director

**Unit Overview/Mission/Purpose**

Engaging alumni in the success of the university through their time, talent, and treasure.

**Staffing: 1 staff member per 27,500 alumni at Wright State**

*Industry average is 1 staff member per 11,155*

	FY16	FY17	FY18	FY19
# Full Time Staff	6	5	5	4
# Student Employee FTE	2	2	2	1

**Success Outcome 1: Engagement of Alumni**

**KPI 1.1 Average Engagement Score of Alumni Population**

**Data:** Also known as the WSUE score and is tracked in Banner. Takes into account all activity, event attendance, volunteer roles, donations, etc. These stats are tracked and pulled annually. The higher the number, the more engaged they are.

**Result:** From December, 2015 to February, 2017 the average WSU score increased from 3.0 to 3.1. As well, the number of Highly Engaged Alumni went from 1414 to 1598 (from 1.4% of the population to 1.5%). Reasonably Engaged went from 8.5% to 9.3%.

**Response/Action Plan:** Continue to monitor and refine tracking.

**KPI 1.2 Number of alumni volunteers**

**Data:** Number of alumni coded as volunteers, tracked in Banner annually. This includes board members, officers for each network and society, event and admissions volunteers.

**Result:** Number of alumni Volunteers 2015-245, 2016-228, 2017-299

**Response/Action Plan:** Volunteers require staff attention and with decreased staff we must purposely scale down our volunteer recruitment.

**KPI 1.3 Number of networks/societies**

**Data:** The total number of networks and societies (formal alumni groups) annually.

**Result:** Number of networks/societies 2015 – 19, 2016 – 21, 2017 - 19

**Response/Action Plan:** Volunteers require staff attention and with decreased staff we must purposely scale down our volunteer recruitment.

**KPI 1.4 Event Attendance**

**Data:** Number of events

**Result:** 2015-186, 2016-179, 2017-152

**Response/Action Plan:** With a decrease in staff and resources, the number of events will continue to go down. The goal is to keep the more meaningful and popular events and build on their success.

**KPI 1.5 Event Attendance**

**Data:** Number of event attendees

**Result:** 2015-9,530, 2016-7,660, 2017-9,255

**Response/Action Plan:** Despite the decrease in the number of events, our total attendance was up significantly, but this was primarily due to the 50<sup>th</sup> anniversary homecoming celebrations.

**KPI 1.6 Alumni Donors**

**Data:** Number of alumni donors per year (includes gifts, pledges, GIK, planned gifts)

**Result:** FY16-4,837, FY17-2,593, FY18-2,568

**Response/Action Plan:** FY16 was much higher due to the Rise Shine campaign and the mini launches. We're unable to sustain that with our current funding model.

**Success Outcome 2: Scholarships**

**KPI 2.1 Number and amount of scholarships given.**

**Data:** Total number and dollar amount of scholarships given from the Alumni Association and its networks and societies.

**Result:** 2016- 43 totaling \$39,600, 2017-39 totaling \$41,917

**Response/Action Plan:** We plan to increase the amount of our individual scholarships to make them more meaningful to students, while simultaneously diversifying and building our scholarship pools to include named, endowed, and network/society scholarships. This may mean fewer scholarships, but substantially more money per scholarship granted.

**Success Outcome 3: Alumni Communication**

**KPI 3.1 Number of Social Media Followers.**

**Data:** Total number of all social media followers (Facebook, Twitter, LinkedIn, Instagram)

**Result:** 2015-18,558, 2016-20,169, 2017-20,682

**Response/Action Plan:** Despite budget cuts to social media advertising, we continued to see a modest bump in followers from 2016 to 2017.

**KPI 3.2 Email Effectiveness**

**Data:** Email open rate

**Result:** 14%

**Response/Action Plan:** With the lack of budget for print communication, email has become our primary form of communicating with alumni.

**KPI 3.3 Website Traffic**

**Data:** Website unique visitors

**Result:** 42,910 (68% new visitors)

**Response/Action Plan:** Continue to develop new and dynamic content to encourage repeat visitors.

**Concluding Remarks (optional):**

In spite of our dwindling staff and resources, most measures of alumni engagement have increased. This is most likely due to the 50<sup>th</sup> anniversary activities. We expect to see a plateau and a decline in the coming years due to lack of human and financial resources.