



BENCHMARKING DATA SUMMARY FOR 2014 CONFERENCE

DEMOGRAPHICS OF ABSAP MEMBERS RESPONDING TO BENCHMARKING SURVEY

Does your Alumni staff have fundraising responsibility?

20% (5)	Yes, Annual Fund giving
0% (0)	Yes, Annual Fund giving and Major Gifts
4% (1)	Yes, Annual Fund giving, Major Gifts and corporate gifts
54% (13)	No
21% (5)	Moving in that direction

How is your department organized?

19% (5)	Alumni Relations only
67% (18)	Alumni Relations and Development as one office
4% (1)	Alumni Relations and Marketing as one office
0% (0)	Alumni Relations, Development and Institutional Marketing as one office
11% (3)	Other

Total living alumni

12% (3)	10,001-20,000
27% (7)	20,001-40,000
38% (10)	40,001-60,000
15% (4)	60,001-80,000
4% (1)	80,001-100,000
4% (1)	> 100,000

Living undergraduate alumni

24% (5)	< 10,000
14% (3)	10,000-20,000
33% (7)	20,001-40,000
14% (3)	40,001-60,000
14% (3)	60,001-80,000

Living full-time MBA alumni

46% (11)	< 10,000
38% (9)	10,001-20,000
17% (4)	20,001-40,000

SESSION #2

IS YOUR ALUMNI BOARD WORKING FOR YOU?

Total number of members of:

Overall, all-encompassing alumni board of directors		Dean's advisory board	
18% (3)	10-20	55% (6)	25-50
35% (6)	21-30	27% (3)	51-75
6% (1)	31-50	0% (0)	76-100
18% (3)	51-75	18% (2)	> 100
0% (0)	76-100		
26% (4)	> 100		

Do you require:

Membership in the Alumni Association		A donation	
28% (7)	Yes	60% (15)	Yes
72% (18)	No	40% (10)	No

Do you cover some or all of the travel/lodging expenses?

16% (4)	Some
4% (1)	All
80% (20)	None

What is your biggest benefit from your board members?

broad engagement
 engagement, connections, fundraising and recruitment
 the groups are small enough that each member has a chance to contribute to the direction of the school
 and be heard
 Advocacy and stewardship
 student recruitment career mgt. and financial support
 program ideas
 Networking for jobs for our graduates and philanthropic support.
 connection to alumni needs
 Their commitment to the School. Serving as ambassadors to carry messaging and vision.
 Strategic input and advice on programming as well as assistance with peer to peer fundraising
 Outreach idea generation
 building relationships
 Alumni engagement on top priorities and issue for the dean and development benefits
 Connections
 support via strategic vision and service and peer engagement and fundraising
 engagement opportunities for current students and young Alumni

What is your biggest benefit from your board members? (continued)

Advice and guidance on engagement opportunities and volunteers to help carry out those initiatives
Task Force work on Alumni Engagement Affiliate Program Groups Awards Mentoring and Student Engagement
strategic advice on alumni outreach
Active engagement with the school valuable advice
Engagement Hiring Internships Hosting Events Networking
major gift fundraising, advocacy and endorsement
The board serves to inform and promote engagement and some fundraising opportunities
Engagement and feedback

What is your biggest challenge managing your board(s)?

Size
Engagement, but not 100%
Attendance at meetings
Time & Labor Intensive
attendance at the two meetings per year
managing expectations regarding staff bandwidth
Keeping them all engaged and up to date on activities of the college
keeping them in line with school priorities
Managing and responding to individual requests.
giving them enough to do and leveraging them
Volunteer commitment
meeting all expectations
Worthwhile meetings and engagement between meetings
Expectations
balancing interests for autonomy and strategic alignment with the priorities of the school
keeping members active and engaged
Maintaining momentum and engagement level between board meetings
Finding a balance between hearing college updates having fun and actually doing work while they are on campus for the meeting.
engaging board members in between meetings
Clarifying expectations focusing board on specific assignments
providing meaningful opportunity for involvement
Aligning board expectations with school needs
Alignment with school priorities and strategy and managing expectation re level of influence in setting school policy and strategy

SESSION #3

USING SOCIAL MEDIA TO MAKE ALUMNI CONNECTIONS

Which social media sites are an integral part of your communications strategy?

96% (23)	LinkedIn	17% (4)	Google Plus
79% (19)	Facebook	8% (2)	Instagram
71% (17)	Twitter	4% (1)	Flickr
38% (9)	YouTube	4% (1)	Pinterest

What specific results have you seen from social media efforts?

10% (4)	Increase in donations	15% (6)	Increase in volunteers
27% (11)	Increase in event attendance	49% (20)	Increase in awareness

Other: Engagement

SESSION #8

FOSTERING AN ALUMNI MINDSET IN STUDENTS

How many students do you have, on the campus(es) you have responsibility for?

Undergraduate		Full-Time MBA	
31% (5)	< 1,000	20% (4)	< 200
19% (3)	1,000-2,000	10% (2)	200-300
19% (3)	2,001-3,000	20% (4)	301-400
13% (2)	3,001-4,000	15% (3)	401-500
0% (0)	4,001-5,000	15% (3)	501-600
19% (3)	> 5,000	10% (2)	601-700
		5% (1)	701-800
		5% (1)	> 800

In what ways do you work with students?

92% (23)	Assist with speakers/event planning as requested
80% (20)	Provide alumni contact information as requested
68% (17)	Organize on-campus student/alumni networking events on a regular basis
68% (17)	Involvement in orientation, classroom presentation, other academic situations
44% (11)	Include students in reunion events
40% (10)	Sponsor a student club/team/organization to work with our office
40% (10)	Dedicated staff member(s) to work with students

Other:

1. Organize alumni receptions in the major markets our students visit for their career treks...for both Ugrad and MBA programs. 2. Connect students to specific alumni via LinkedIn and email introductions.

student club event sponsorships

Career Management and advising provide training on alumni connection tools cal and LinkedIn regular email contact invited to alumni events and alumni chapter events philanthropy education and fundraising campaigns involvement in graduation activities multiple direct presentations in conjunction with the Dean partnership in degree program events and connections in person and online trainings on networking etiquette informational interviews.

Include students in alumni events Mentoring Program

giving campaigns

invite students to events and involve student liaisons on local alumni boards and organize class giving campaigns

In what ways do you work with students? (continued)

off campus regional networking events. Our regular interaction with the Graduate Business Association

Run student alumni mentoring program organize off campus student alumni events with chapters around the world

Do you have class campaigns?

17% (4)	MBA	57% (13)	All Students
9% (2)	Undergraduate	17% (4)	None