



STUDY OBJECTIVES

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- The key areas of analysis included investigating and providing recommendations on the following :
 - An **assessment of current Alumni Relations activities** and recommendations for the most high-value, high-impact initiatives that will strengthen the current program;
 - Clearly outlined **measurable** objectives for all programmatic recommendations
 - An Alumni Relations **strategic roadmap** for FY17



STUDY METHODOLOGY

- GG+A began the review process in January 2016. Our work contained the following elements:
 - **Review of materials, data, and documentation** from Alumni Relations and Advancement to define and understand programs and practices currently in place;
 - Completion of **on-site and phone interviews** with 52 individuals throughout January and February 2016.



OBSERVATIONS

OBSERVATIONS

GENERAL

- The Vice President for University Advancement, Wendy Lauderdale, has a professional and **best practice approach** to SLU's overall advancement strategy.
- Interviewees indicated that **school spirit is back** at Southeastern and the Alumni Association has been credited, in part, for pushing and promoting the sense of pride that exists today.

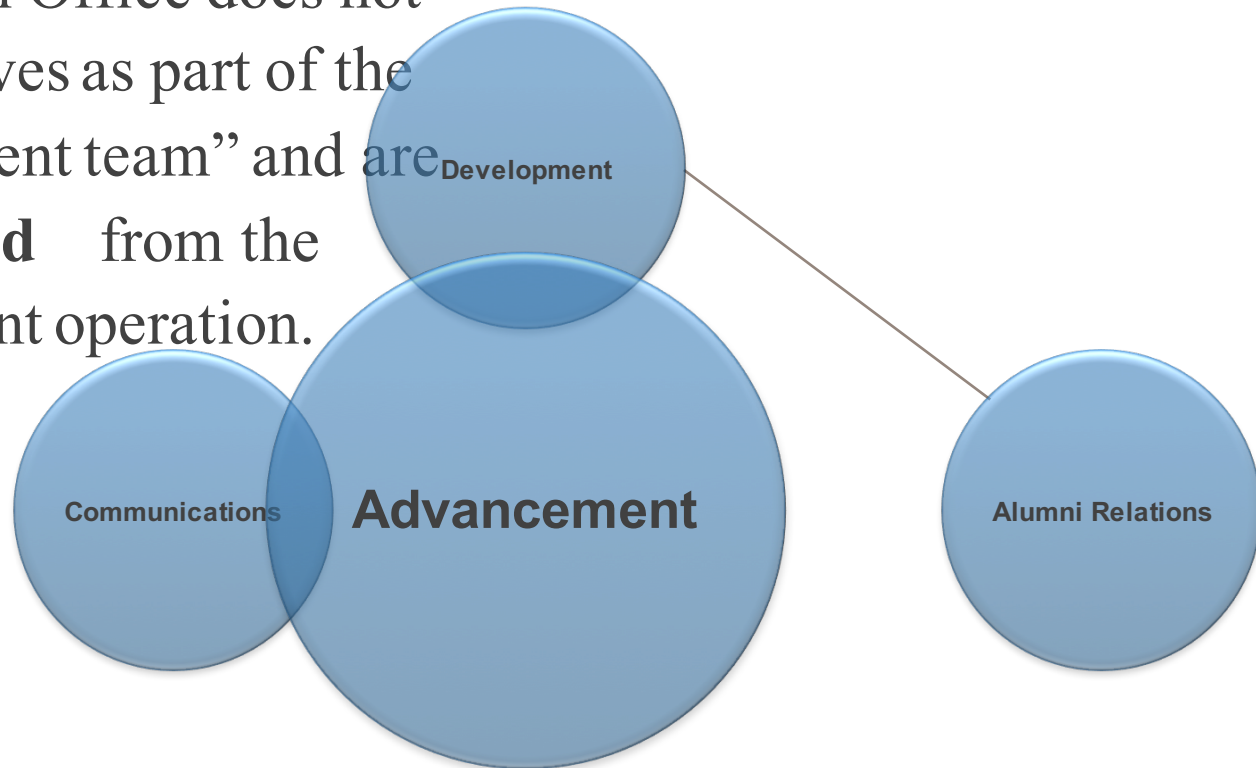
OBSERVATIONS

GENERAL

- The perception of interviewees was that the Southeastern Louisiana University Alumni Office (SLUAO), and therefore the Alumni Association, is still holding onto the notion of an old “**friendraising vs fundraising**” model.
- GG+A observed an, “**us vs them**” attitude that has formed between the Alumni Office staff and Advancement staff. Described by one interviewee, “*There is an innate distrust between the Alumni Association and Advancement.*”

FINDINGS – GENERAL

- SLU Alumni Office does not see themselves as part of the “Advancement team” and are **disconnected** from the Advancement operation.



Alumni Population – Class Year

- Compared to other institutions, SLU has a very young/recent alumni population.

OBSERVATIONS

ALUMNI POPULATION

	Alumni Count	% of Total Alumni	
Alumni who graduated between 2006-2015	20,856	33.4%	} 58.5%
Alumni who graduated between 1996-2005	15,672	25.1%	
Alumni who graduated between 1986-1995	9,228	14.8%	
Alumni who graduated between 1976-1985	8,009	12.8%	
Alumni who graduated between 1966-1975	6,322	10.1%	
Alumni who graduated prior to 1965	2,333	3.7%	
Total Mailable Alumni	62,420	100.0%	

Source: Self-reported.

Alumni Population – College

- More than 75% of SLU alumni have graduated from the three largest colleges.

OBSERVATIONS

ALUMNI POPULATION

	Alumni Count	% of Total Alumni
College of Arts, Humanities and Social Sciences	17,605	28.2%
College of Business	17,155	27.5%
College of Education	14,403	23.1%
College of Nursing and Health Sciences	8,360	13.4%
College of Science and Technology	2,040	3.3%
Other	2,857	4.6%
Total Mailable Alumni	62,420	100.0%

78.8%

Source: Self-reported.

Alumni Population – Geography

- 82.5% of alumni reside in the state of Louisiana.

OBSERVATIONS

ALUMNI POPULATION

	Alumni Count	% of Total Alumni
State of Louisiana	51,473	82.5%
St. Tammany Parish, LA	10,346	16.6%
Tangipahoa Parish, LA	9,958	16.0%
Livingston Parish, LA	6,091	9.8%
Jefferson Parish, LA	4,086	6.5%
Ascension Parish, LA	3,162	5.1%
Total Mailable Alumni	62,420	100.0%

} 42.3%

Source: Self-reported.

Alumni Population – Undergraduate Alumni – Age

- Over 25% of SLU’s undergraduate alumni are under the age of 33 years old.

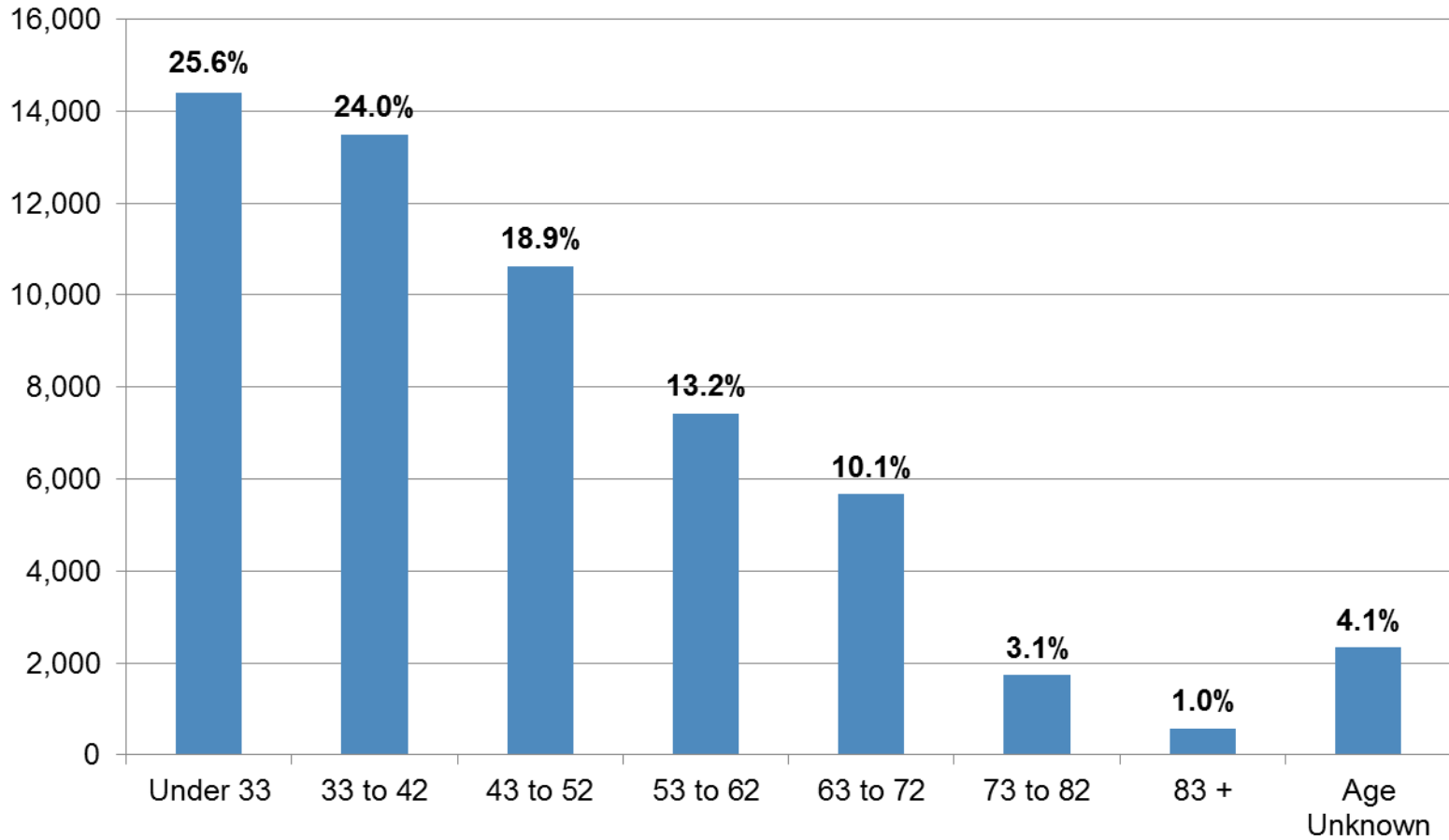
OBSERVATIONS

ALUMNI POPULATION

Age of Undergraduate Degree Alumni		Total Alumni	%	
Under 33		14,408	25.6%	} 49.6%
33 to 42		13,475	24.0%	
43 to 52		10,632	18.9%	
53 to 62		7,422	13.2%	
63 to 72		5,661	10.1%	
73 to 82		1,730	3.1%	
83 +		562	1.0%	
Age Unknown		2,329	4.1%	
Total		56,219		

Source: Self-reported.

ALUMNI POPULATION – UNDERGRADUATE ALUMNI – AGE



Alumni Population – Undergraduate Alumni – Age (Event Attendance)

- Younger alumni are less likely to attend SLU events compared to older alumni.

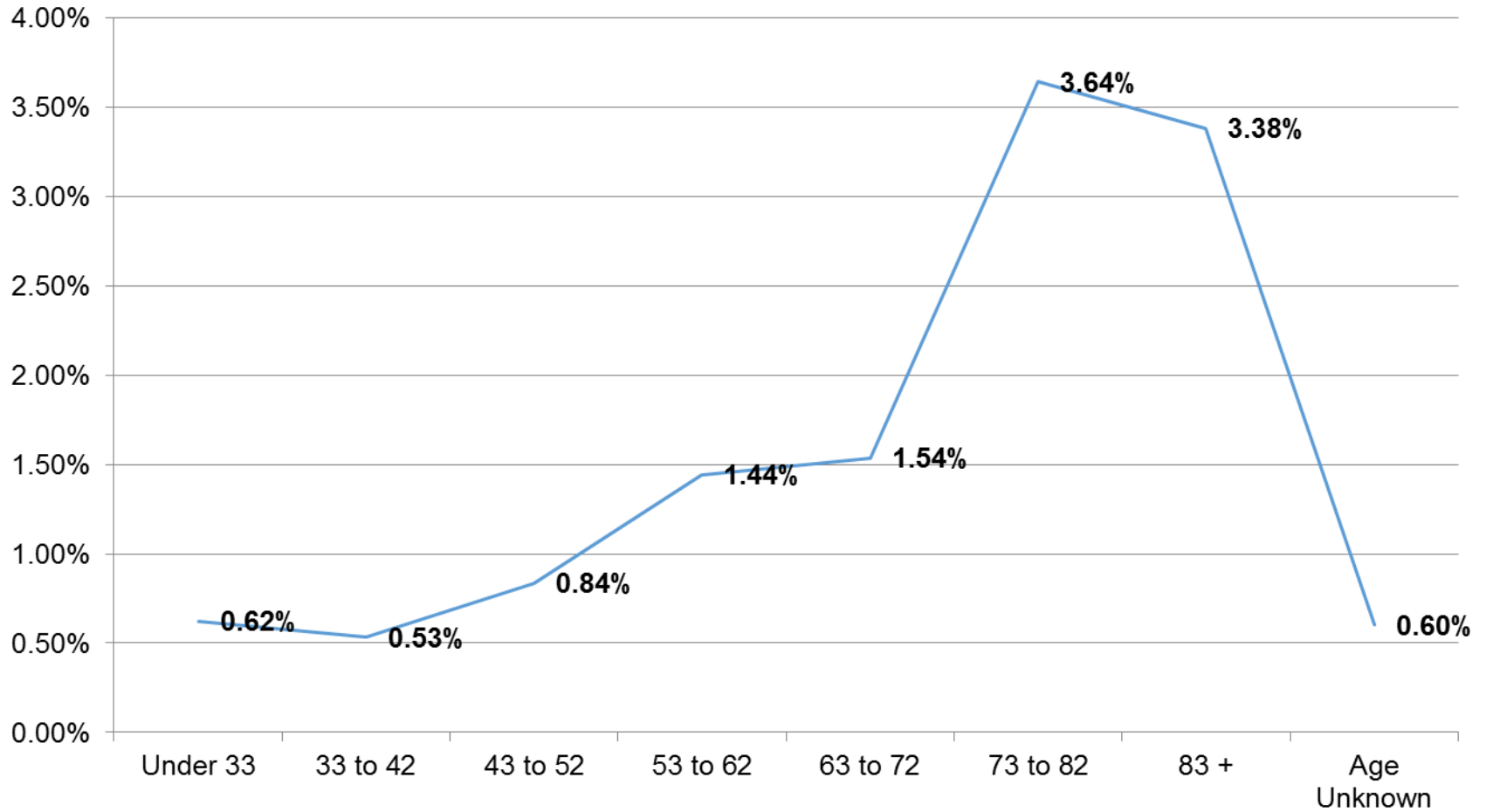
OBSERVATIONS

ALUMNI POPULATION

FY2015 Event Attendance - Undergraduate Degree Alumni	Attendees	Total Alumni	%	
Under 33	90	14,408	0.62%	Low
33 to 42	72	13,475	0.53%	
43 to 52	89	10,632	0.84%	
53 to 62	107	7,422	1.44%	
63 to 72	87	5,661	1.54%	High
73 to 82	63	1,730	3.64%	
83 +	19	562	3.38%	
Age Unknown	14	2,329	0.60%	
Total	541	56,219	0.96%	

Source: Self-reported.

ALUMNI POPULATION – UNDERGRADUATE ALUMNI – AGE (EVENT ATTENDANCE)



Alumni Population – Undergraduate Alumni – Age (Donors)

- Younger alumni are less likely to make a gift to SLU compared to older alumni.

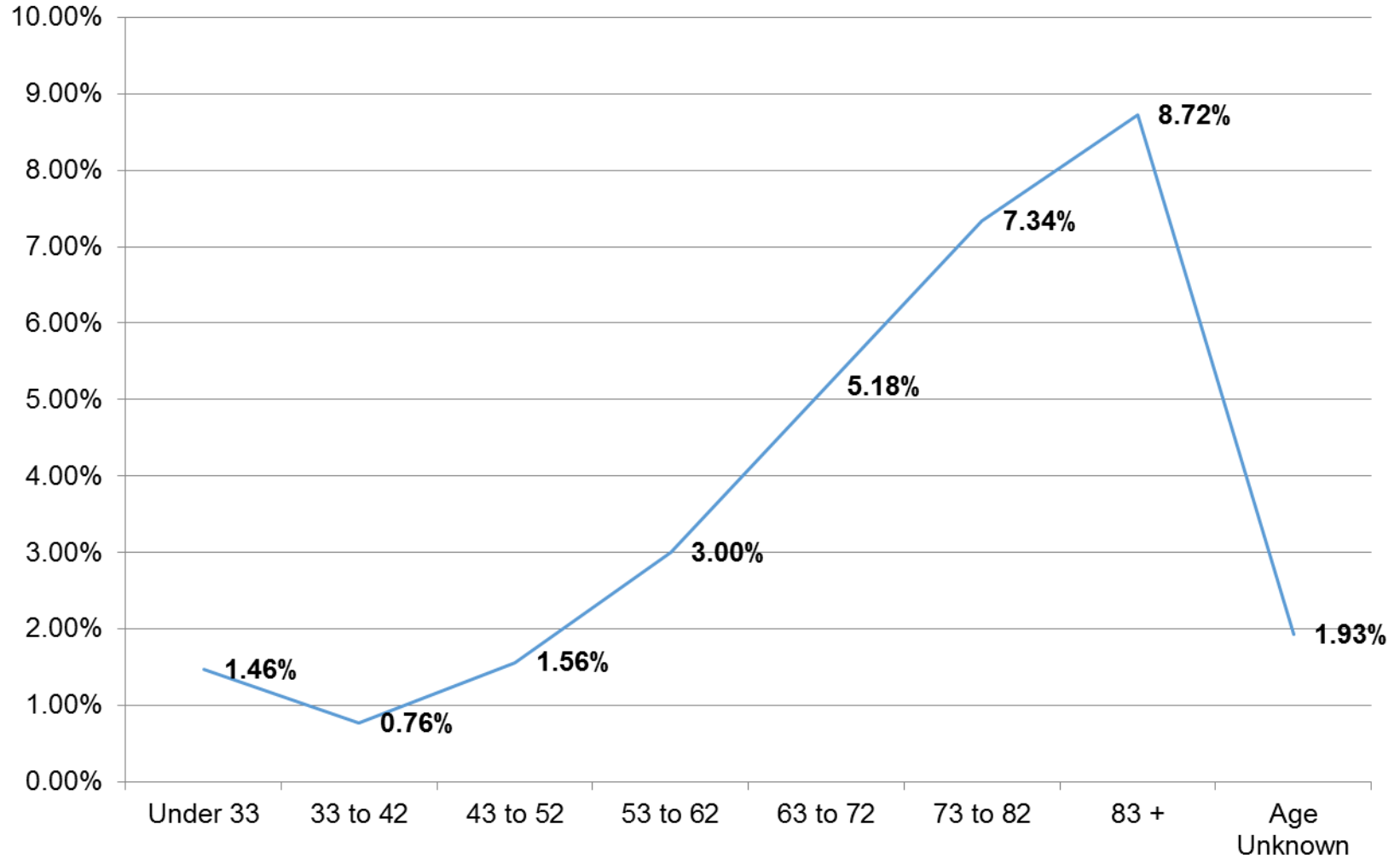
OBSERVATIONS

ALUMNI POPULATION

FY2015 Donors - Undergraduate Degree Alumni	Donors	Total Alumni	%	
Under 33	211	14,408	1.46%	Low
33 to 42	103	13,475	0.76%	
43 to 52	166	10,632	1.56%	
53 to 62	223	7,422	3.00%	
63 to 72	293	5,661	5.18%	High
73 to 82	127	1,730	7.34%	
83 +	49	562	8.72%	
Age Unknown	45	2,329	1.93%	
Total	1217	56,219	2.16%	

Source: Self-reported.

ALUMNI POPULATION – UNDERGRADUATE ALUMNI – AGE (DONORS)



Alumni Population – Undergraduate Alumni – Age (SLUAA Membership)

- Younger alumni are less likely to be members of the SLUAA compared to older alumni.

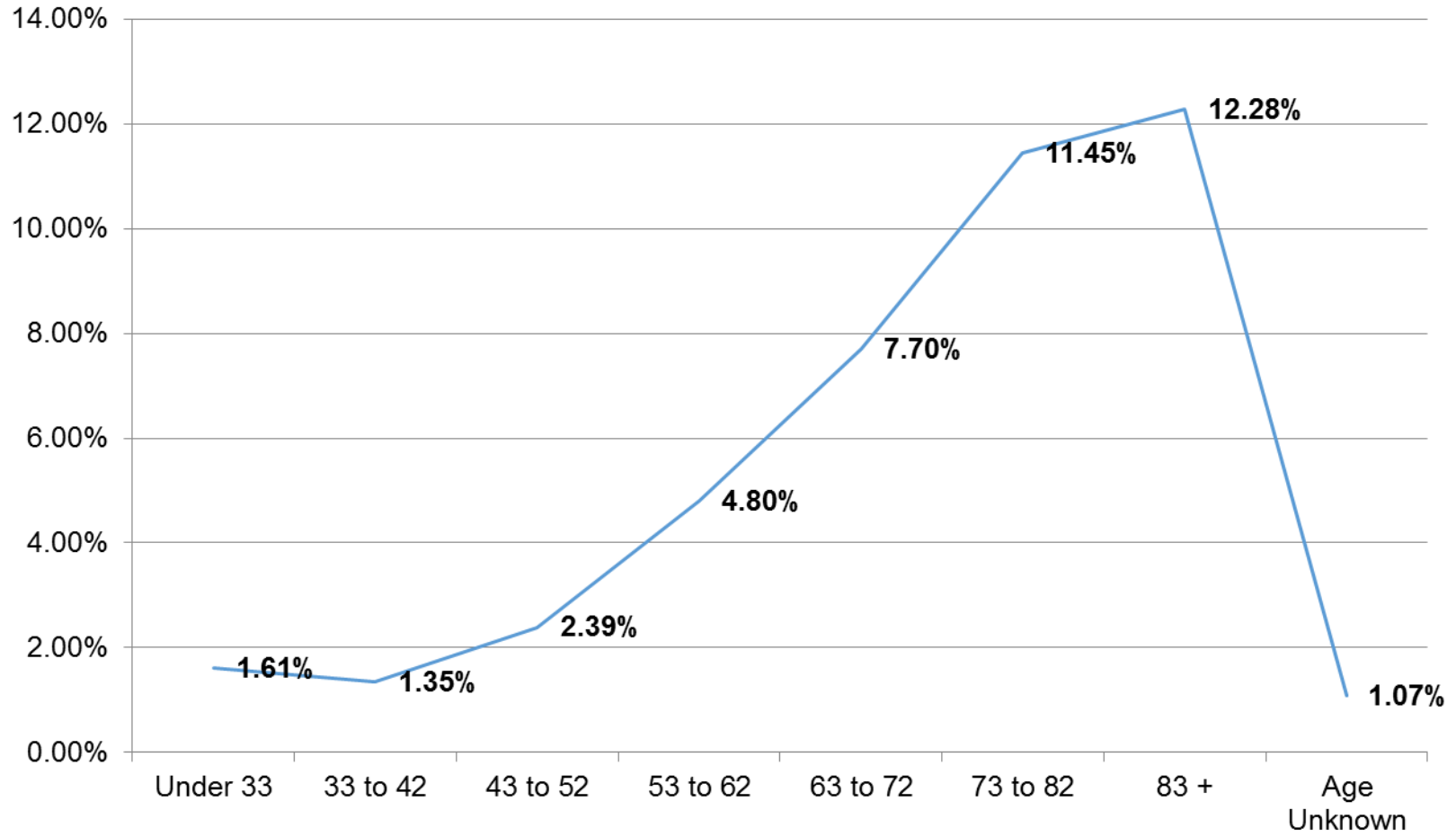
OBSERVATIONS

ALUMNI POPULATION

Active Current SLUAA Members - Undergraduate Degree Alumni	Members	Total Alumni	%	
Under 33	232	14,408	1.61%	Low
33 to 42	182	13,475	1.35%	
43 to 52	254	10,632	2.39%	
53 to 62	356	7,422	4.80%	
63 to 72	436	5,661	7.70%	High
73 to 82	198	1,730	11.45%	
83 +	69	562	12.28%	
Age Unknown	25	2,329	1.07%	
Total	1752	56,219	3.12%	

Source: Self-reported.

ALUMNI POPULATION – UNDERGRADUATE ALUMNI – AGE (SLUAA MEMBERSHIP)



OBSERVATIONS

STRATEGIC PLAN

- GG+A observed that there is **not currently a clearly articulated, multi-year strategic plan** in place for alumni engagement at Southeastern Louisiana University.
- An **annual operating plan exists** for the SLUAO but there has not been a single unifying strategic document that integrates their work with Development and Communications and articulates a vision for alumni engagement across the University.

- **Annual reports of activity are produced** each year that summarize all of the initiatives of the SLUAO.
- There is a perception from interviewees that due to the lack of strategy in the SLUAO, there is a great deal of reactive decision making and **repeated annual “traditional” events**. These result in heavy workloads, last minute scrambling to complete assignments, and a lack of appropriate follow-up after events.

OBSERVATIONS

STAFFING AND BUDGET

- Using the total headcount of 3.5 FTEs, Southeastern Louisiana University's Alumni Office is **staffed similarly compared to other institutions in Louisiana.**
- However, SLUAO is **understaffed and underfunded relative to mid and large size public institutions across the United States.**

INSTITUTIONAL COMPARISONS: INVESTMENT PER ALUMNUS (CURRENT)

	SLU	Louisiana Cohort	Mid-Size Publics	Large Publics
Mailable Alumni Count	62,420	65,500	178,759	382,585
Alumni Relations Staff	3.5	3.1	17.8	43.7
Alumni Relations Expenditures	\$357,481	NA	\$2,599,200	\$8,963,967
Alumni : Staff Ratio	17,834	21,129	10,043	8,755
Dollar Investment per Alumnus	\$5.73	NA	\$14.54	\$23.43

Louisiana Cohort: Louisiana Tech University, McNeese State University, Nicholls State University, Northwestern State University, University of Louisiana at Monroe, and University of New Orleans

Mid-Size Publics: Ball State University, Miami University - Ohio, Oregon State University, Temple University, University of Delaware, University of Central Florida, and University of Massachusetts - Amherst

Large Publics: Arizona State, Ohio State, Penn State, Texas A&M, University of California at Berkeley, University of California at Los Angeles, University of Florida, University of Indiana, University of Michigan, University of Virginia, University of Washington, University of Wisconsin

OBSERVATIONS

STAFFING AND BUDGET

- Although the SLUAO reported a staff count of 3.5, **there are actually fewer FTEs** fully dedicated to alumni engagement.
- The Alumni Director, Kathy Pittman, has a **dual role** as the Campus Events Coordinator. This role takes at least half of her time away from alumni-related work.
- Alumni Coordinator, Larry Hymel, is a half-time position focused exclusively on **Athletics alumni** engagement. He is highly effective in the role but his work has little impact on broader alumni engagement.

INSTITUTIONAL COMPARISONS: INVESTMENT PER ALUMNUS (CURRENT – ADJUSTED)

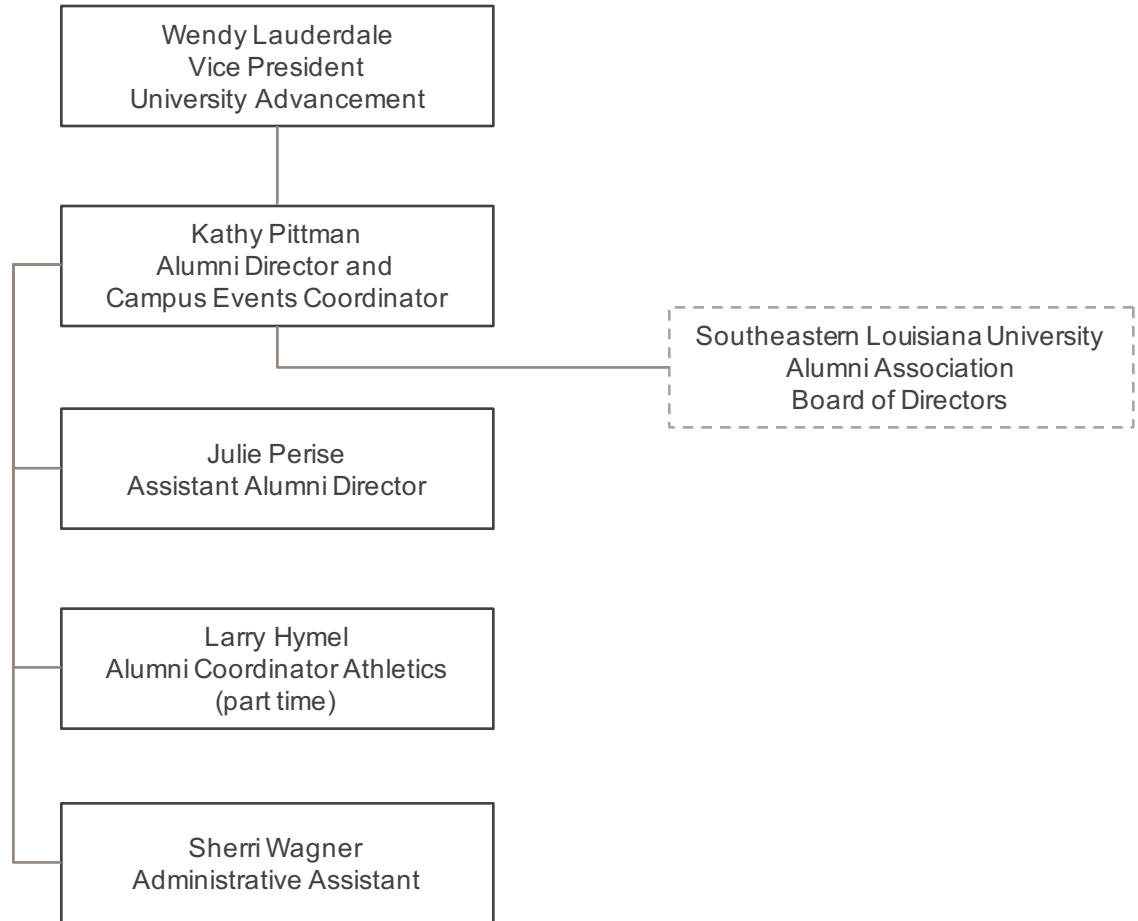
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OBSERVATIONS – ORGANIZATIONAL STRUCTURE (CURRENT)



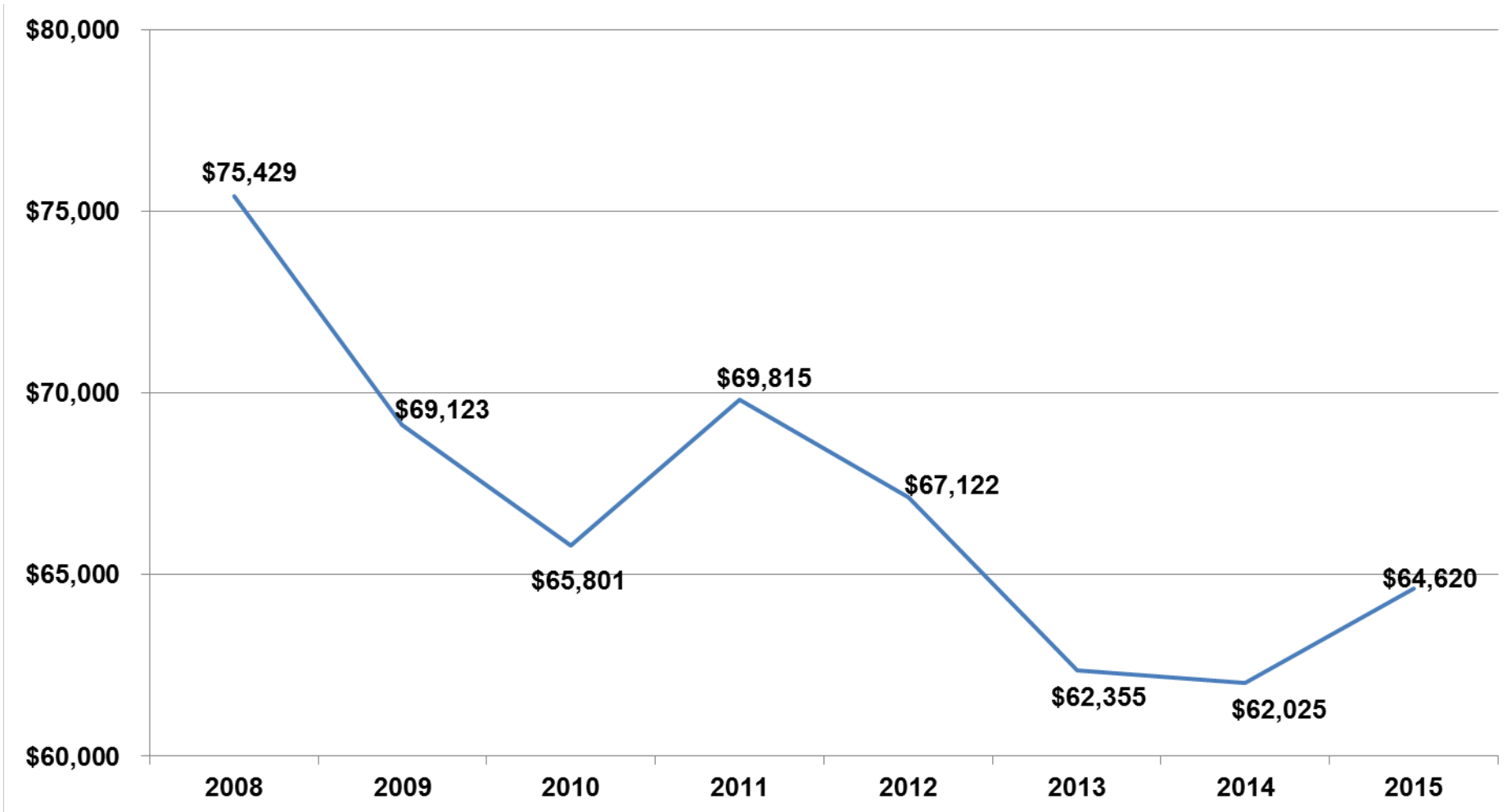
OBSERVATIONS
MEMBERSHIP

- The current Alumni Association total paid membership is at 1,948 alumni (**3.09% of the alumni population**). This figure includes 275 life members and 1,673 annual members in FY15.
- Total Alumni Association membership is reported as 4,189 alumni (6.7% of the alumni population). This higher figure includes **2,241 free memberships** to recent graduates and Honorary Lifetime members.

OBSERVATIONS
MEMBERSHIP

- Based on audited financial statements, over the past eight years the **gross annual revenue for dues membership has decreased from \$75,429 in 2008 to \$64,620 in 2015.** *(See chart on following page.)*
- The average gross annual revenue between 2008 and 2015 has been \$67,036.

OBSERVATIONS – GROSS MEMBERSHIP REVENUE (FROM AUDITED FINANCIAL STATEMENTS)



OBSERVATIONS
BOARD

- The SLUAA Board of Directors is **comprised of 16 members**; 4 officers (President, President-Elect, Secretary, and Treasurer), 10 Board members, and 2 ex-officio Past Presidents.
- It was reported to GG+A by interviewees that the SLUAA Board of Directors serves to **provide guidance to the staff, big picture thinking, and advice on engagement strategy.**

OBSERVATIONS

PROGRAMMING

- Interviewees described the SLUAO programming as very **Hammond-centric**, targeted towards an older audience, and mostly focused on events around Athletics.

QUOTE: “The Alumni Association is basically a local organization. Folksy, grassroots, event heavy, little use of technology and modern communications, and an over-emphasis on Athletics.”

OBSERVATIONS
PROGRAMMING

- Homecoming was pointed to consistently as a **signature event** of the SLUAO. This event includes a week of activities for student competitions, a bonfire, tailgate, parade, a home football game, and a Homecoming Court. Student interviewees indicated that this is a highlight of the fall semester.
- Other **major events** include: Champagne Bingo (Athletics fundraiser), Rock ‘N Roar Fest (Admissions event), home football game tailgates (Athletics), and the Coaches Caravan (Athletics).

OBSERVATIONS

PROGRAMMING

- Most of these events include some alumni attendees but many of the events **benefit other areas of the University** outside of Advancement.

OBSERVATIONS

PROGRAMMING

- GG+A believes that **student and young alumni engagement** are two of the most important aspects of a high functioning and modern Alumni Relations program.
- Together, these efforts will **change the future** of alumni engagement at Southeastern Louisiana University.

“The best time to plant a tree was 20 years ago. The second best time is now.”

– Chinese Proverb

OBSERVATIONS
PROGRAMMING

- All first year students take a class called “**Southeastern 101**”. This is a general introduction to SLU and life as a student. Only three sections (out of 40 total sections) are provided information on the SLUAA, life after Southeastern, and the SLU alumni network.
- The **Alumni Board President speaks at Commencement** and has the opportunity to “swear in” new graduates with the SLU alumni pledge. GG+A endorses this as a best practice.

OBSERVATIONS
PROGRAMMING

- GG+A observed that there are currently **11 regional chapters, 7 Fraternity and Sorority groups, and 13 affinity groups** that are identified on the SLUAA website.
- GG+A learned, however, that there are **only a handful of these chapters/groups that are active and fully functioning**. Most others are in a dormant state due to lack of staff focus and well-trained volunteer leaders.

OBSERVATIONS

PROGRAMMING

- The **perception** from many interviewees is that **nearly all activity takes place in Hammond** and other parts of the state are ignored.

QUOTE: *“There hasn’t been a single alumni event in St. Tammany Parish in over 20 years.”*

OBSERVATIONS
PROGRAMMING

- GG+A observed that **professional or industry-based alumni programming does not currently exist** at Southeastern Louisiana University.
- GG+A believes that there are **engagement opportunities around convening alumni from various industry sectors** such as finance, real estate, education, nursing, health care, energy, technology, entrepreneurship, and others as appropriate to the SLU alumni population.

OBSERVATIONS
COMMUNICATIONS

- The **Southeastern Magazine** is produced twice a year and sent to all dues payers, donors, and prospective donors.
- The **Alumni News** is also produced twice a year and sent to all Alumni Association members.
- The “**By-Lion**” electronic newsletter is sent weekly to Foundation and Alumni Association Board members.

OBSERVATIONS
COMMUNICATIONS

- The SLUAA does have a presence on the big three **social media** sites: Facebook, LinkedIn, and Twitter. Most of this activity is managed by a part-time independent contractor on behalf of the Alumni Office.

OBSERVATIONS

METRICS

- Other than counting overall event attendees, GG+A discovered that there are **no other set engagement goals** and metrics used to assess the performance of the SLUAO program.
- **All event attendees and volunteers are not tracked** and recorded in the central database.
- Currently, the SLUAO **does not regularly report on any alumni engagement data** to key internal or external stakeholders.

- SLU was unable to provide the total number of **unique alumni event attendees and volunteers.**

OBSERVATIONS

METRICS

	FY2015	
Alumni Group	Number of alumni	% of engaged alumni
Alumni Donors	2,633	4.2%
Alumni Attendees	N/A*	Unable to calculate from database
Alumni Volunteers	N/A*	Not coded in database
Total Engaged Alumni	N/A*	Unable to calculate
All Alumni	62,420	

* Data not provided in RFM response.



RECOMMENDATIONS

RECOMMENDATIONS

GENERAL

- GG+A strongly recommends that a **disciplined programmatic focus is needed.** Do a few programs really well with the resources currently available and expand programming as increased resources are allocated.

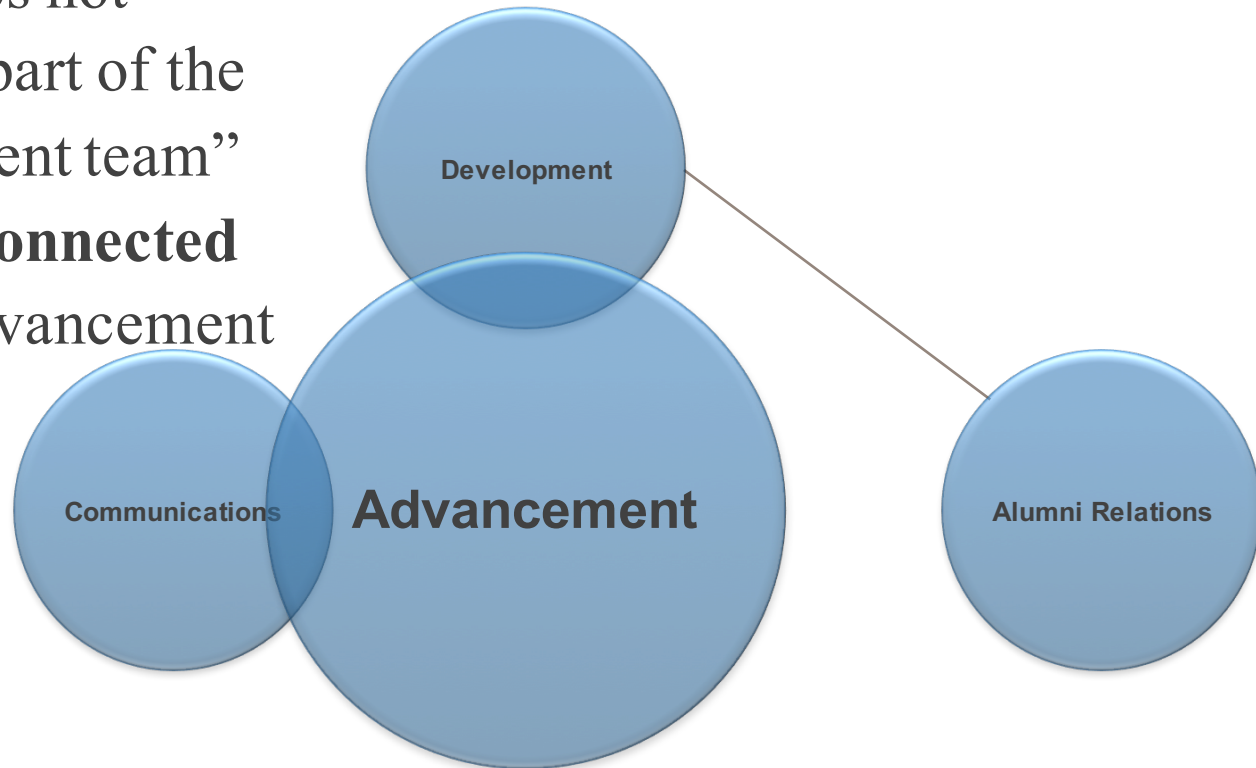
RECOMMENDATIONS

GENERAL

- GG+A recommends that the SLUAO adopt an **integrated Advancement model mindset** and embrace the notion that their role is in full alignment with the University and is two fold:
 - 1) **Broaden and deepen alumni engagement, and**
 - 2) **Connect engagement activity to the overall advancement program.**

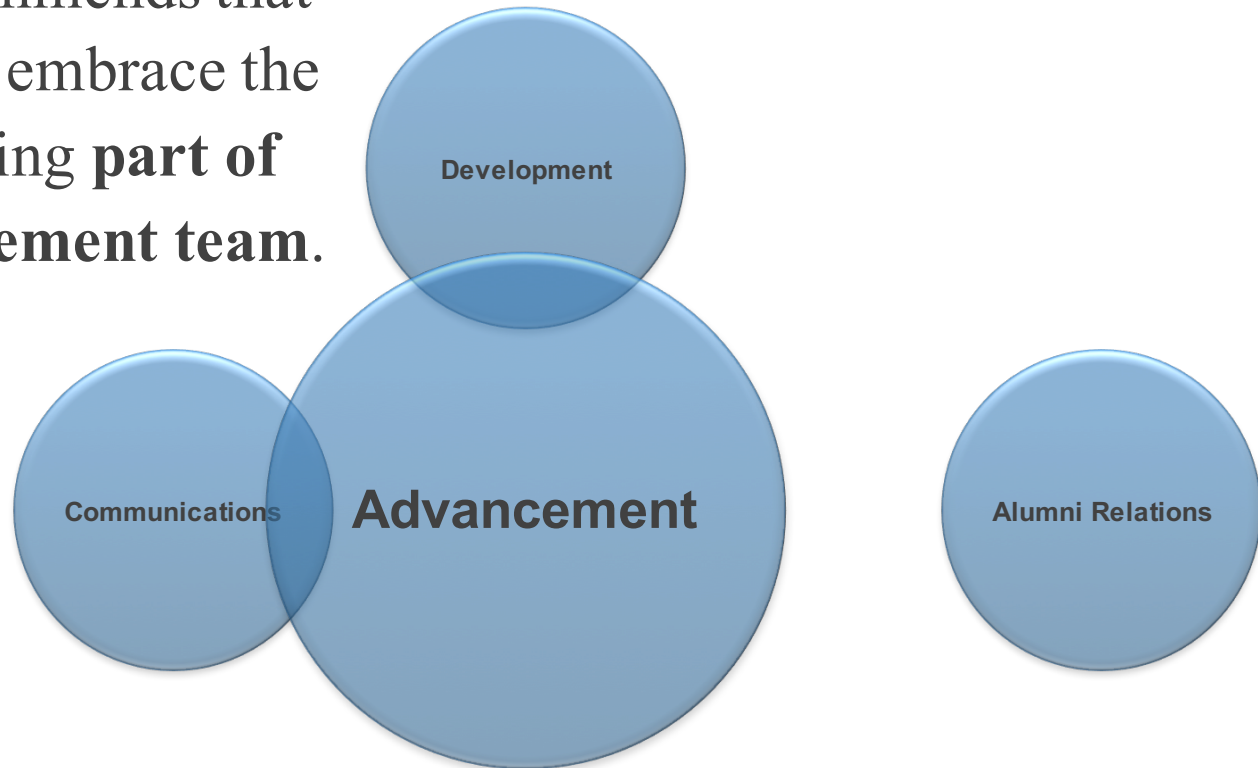
RECOMMENDATIONS – GENERAL

- SLUAO does not function as part of the “Advancement team” and are **disconnected** from the Advancement operation.



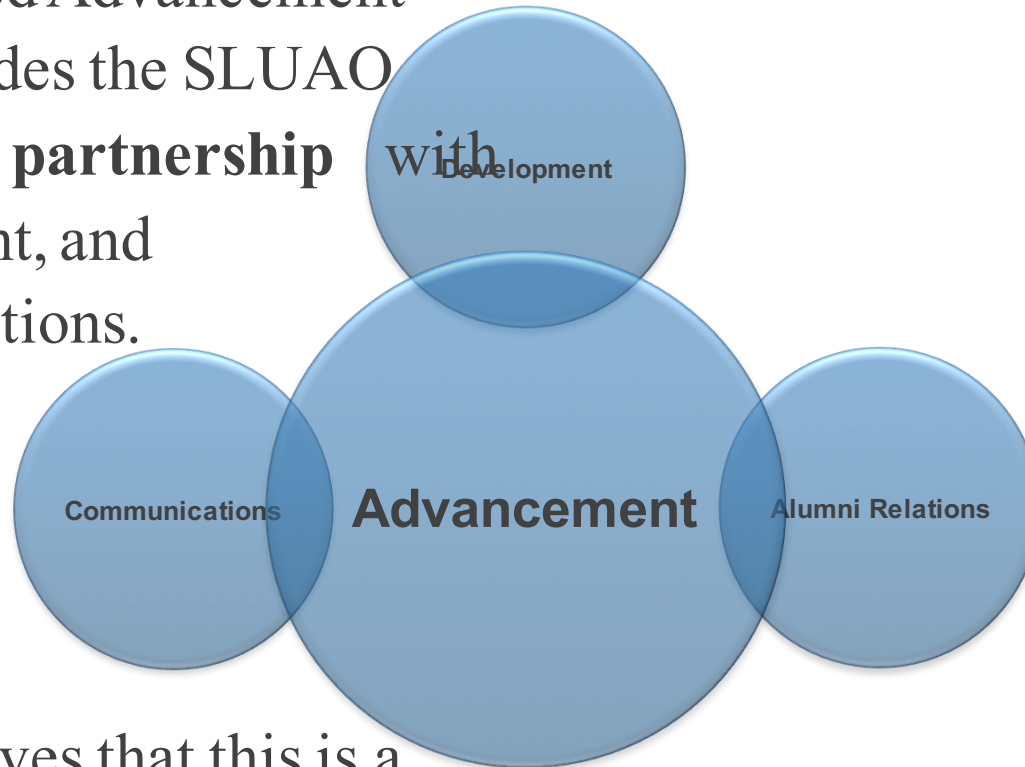
RECOMMENDATIONS – GENERAL

- GG+A recommends that the SLUAO embrace the notion of being **part of the Advancement team.**



RECOMMENDATIONS – GENERAL

- An integrated Advancement model includes the SLUAO **working in partnership** with Development, and Communications.



- GG+A believes that this is a **modern approach** and represents a high functioning alumni engagement program.

RECOMMENDATIONS

STRATEGIC PLAN

- GG+A recommends that a **strategic plan for the Southeastern Louisiana University Alumni Office** be initiated by staff leadership, developed collaboratively across all internal stakeholders, guided by Advancement goals, and include input from the SLUAA Board of Directors. We suggest the strategic plan include a 2016-2017 operating plan, a three-year staffing and budget growth model, and measurable engagement goals.

RECOMMENDATIONS
STRATEGIC PLAN

- GG+A recommends that the strategic plan look ahead to FY17, FY18, and FY19 and set the course for alumni outreach and engagement – **across the University** – as SLU heads into a campaign.
- The strategic plan should also **clearly articulate the areas of focus for alumni engagement** and emphasize a “less is more” approach to programming. **Conduct fewer events that are higher in quality with a targeted audience, and include a clear plan for follow-up with alumni attendees.**

RECOMMENDATIONS

STRATEGIC PLAN

- **Current resources should be allocated to accomplish the highest priority items.** Staff workloads should be balanced and focused on the highest priority and most impactful programs.

RECOMMENDATIONS
STRATEGIC PLAN

- As part of the strategic planning exercise, GG+A recommends that the SLUAO staff conduct a detailed inventory of all programming and make recommendations on which initiatives should be **stopped, put on hold, or prioritized and continued.**

- GG+A recommends that the **priority areas include:**
 - 1) **Students**
 - 2) **Young Alumni**
 - 3) **Regional Chapters**
 - 4) **Professional Affinity Groups.**

- GG+A recommends that the creation of the Alumni strategic plan be developed with division colleagues. Closer **collaboration across the division** is needed.

RECOMMENDATIONS

STRATEGIC PLAN

- An **alumni attitudinal study** should be conducted to solicit feedback on current programming and gather input on the types of initiatives that alumni are looking for from the SLUAO.

RECOMMENDATIONS
STAFFING AND BUDGET

- GG+A recommends that the SLUAO **staffing level be increased by one position when resources become available.** This new position should have a dedicated focus on student outreach, young alumni engagement, and social media communications.
- All SLUAO staff members should attend some form of **Development training** in order to function more effectively in an integrated Advancement model.

RECOMMENDATIONS

ORGANIZATIONAL STRUCTURE

- The organizational structure for the SLUAO should evolve, become more focused, and **incorporate the programmatic recommendations in this report.**
- **Alumni Relations leadership and University Events leadership should be split into two separate positions both reporting into the Vice President for University Advancement.**

RECOMMENDATIONS

ORGANIZATIONAL STRUCTURE

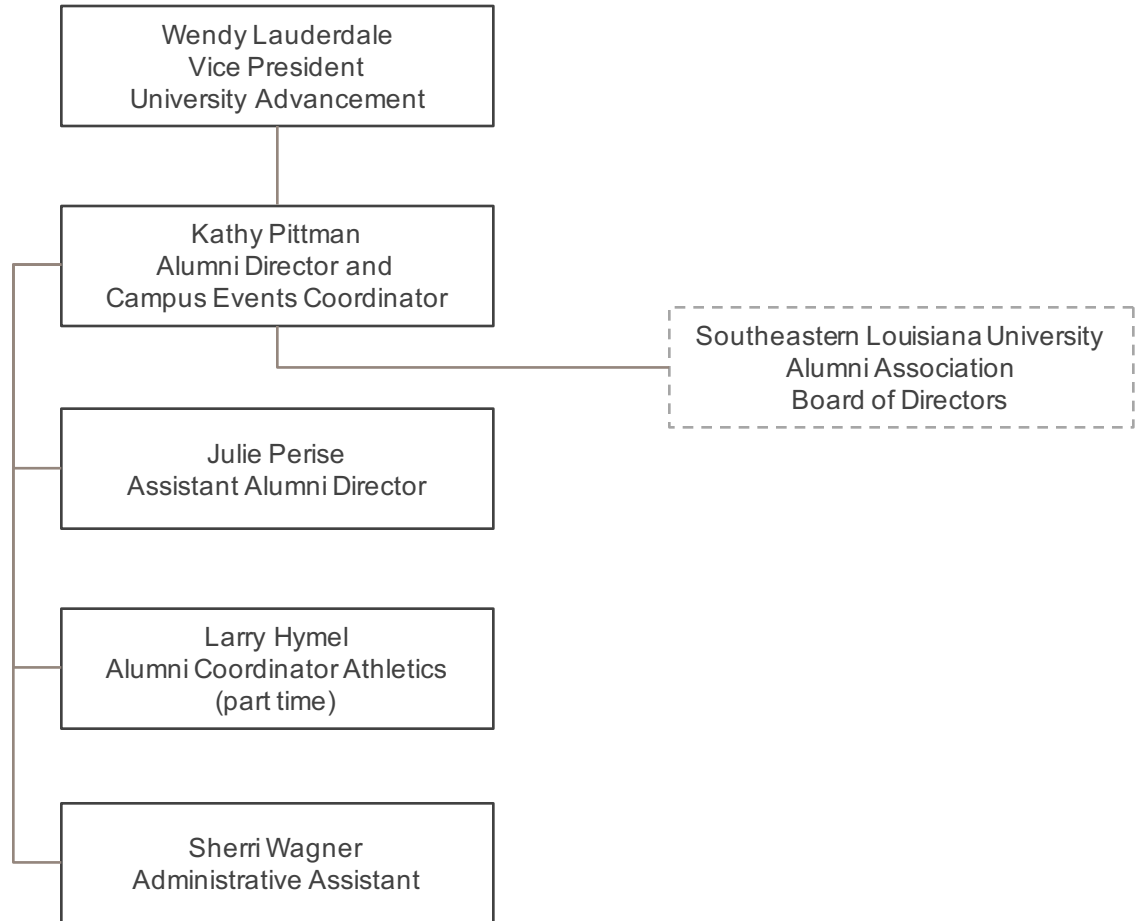
- **Recruit an Alumni Relations professional** to lead the SLUAO who has a familiarity of SLU, understands industry best practices, and can function in an integrated Advancement model. This position should have an **Executive Director** title to reflect industry standards.
- All events should be evaluated and anything **not focused on alumni engagement should be moved to the new University Events** position.

RECOMMENDATIONS

ORGANIZATIONAL STRUCTURE

- The Alumni Coordinator dedicated to Athletics should be relocated and **report directly into Athletics** as part of the Lions Athletic Association.

OBSERVATIONS – ORGANIZATIONAL STRUCTURE (CURRENT)

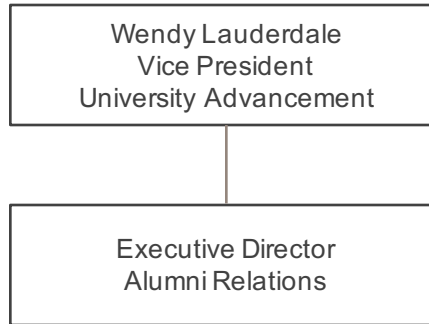




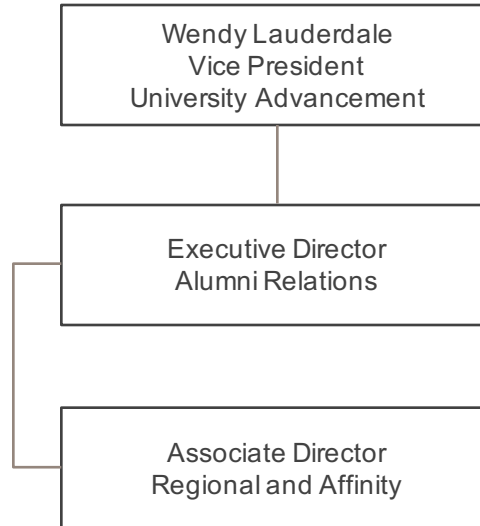
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

Wendy Lauderdale
Vice President
University Advancement

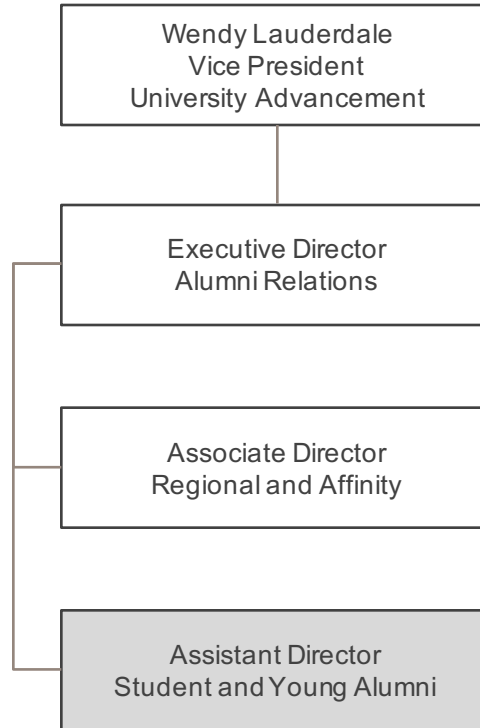
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)



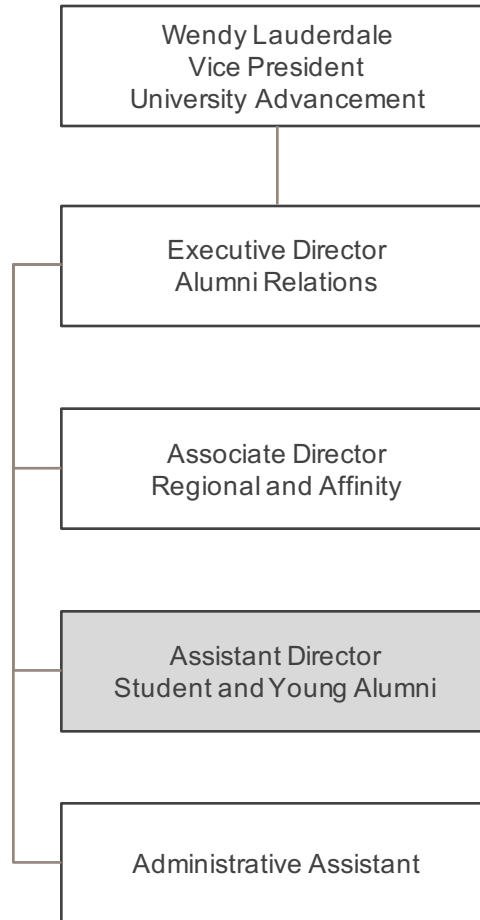
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)



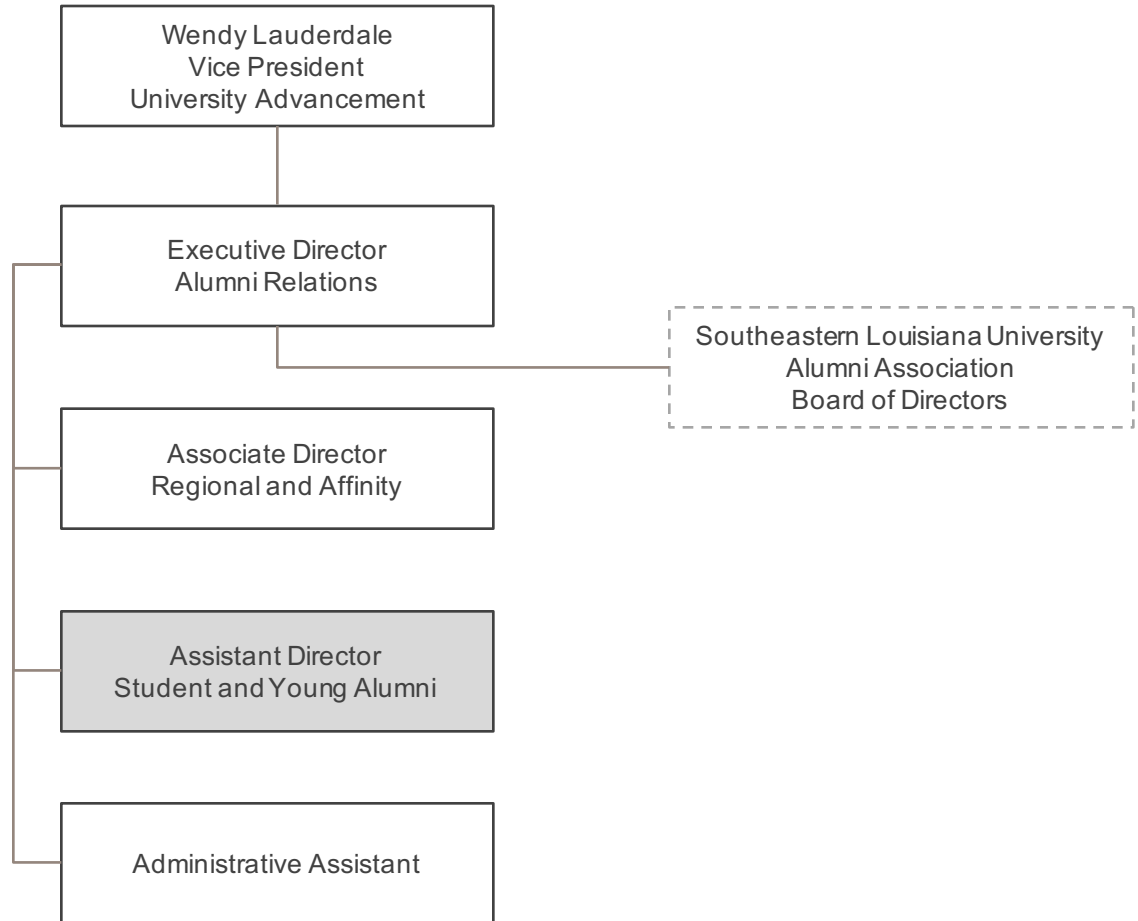
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)



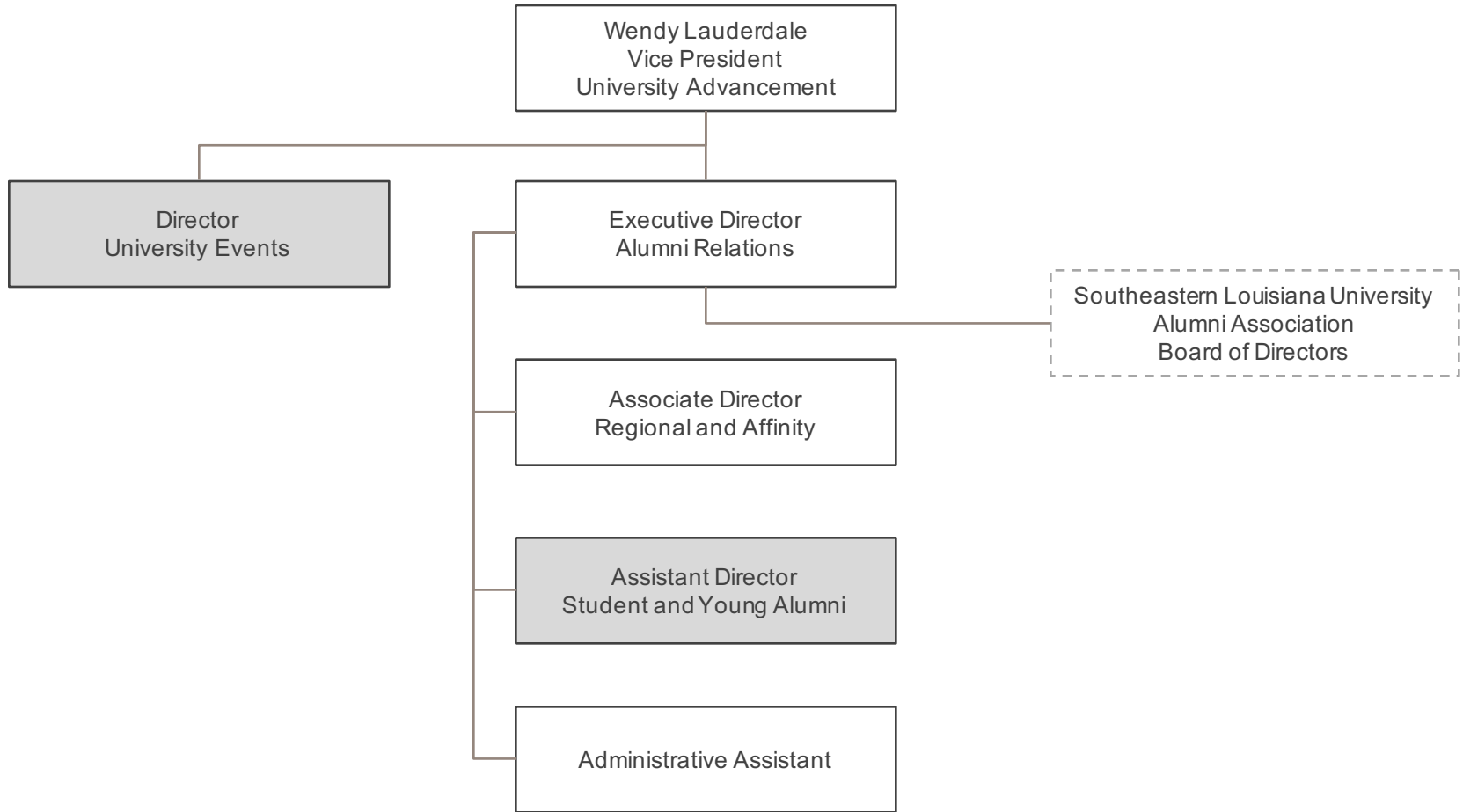
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)



OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)



OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)



RECOMMENDATIONS

MEMBERSHIP

- GG+A recommends that SLU move to a new model where **all alumni are members of the Alumni Association** – “Freemium” – and offer a “Premium” membership level where alumni receive increased benefits.
- Premium benefits could include: recognition as a donor, access to special member-only events, VIP access to tickets for arts or athletics, hard copy of the magazine twice a year, and other perks TBD. This option should have **perceived value** and demonstrate an “insiders” connection to SLU.

RECOMMENDATIONS

MEMBERSHIP

- GG+A recommends that all **Premium members be considered donors** and that the membership fee be increased to a minimum of \$100.
- GG+A also recommends that **all donors to SLU affiliates, at the base level of \$100, be considered Premium members of the Alumni Association.**

RECOMMENDATIONS

MEMBERSHIP

- The “Freemium” model also presents a good will **marketing opportunity** for SLU as it heads into a campaign. Messaging around the fact that, “all SLU alumni are now considered official members of the Alumni Association,” could be extremely powerful in re-engaging many alumni.
- Finally, GG+A recommends that all **graduating students be given a Premium membership** to the Alumni Association for one year upon their graduation.

RECOMMENDATIONS

BOARD

- The Board of Directors should continue to function in a **strategic advisory capacity** to the SLUAO staff, collaborate with the Foundation Board, and work in alignment with the overall Advancement strategy.
- The Board of Directors committee structure should **align with the strategic plan** and priority program areas to drive work between meetings.
- Composition of the SLUAA Board should strive to be demographically **representative of the broader alumni population.**

RECOMMENDATIONS
BOARD

- A designee from the **SLUAA Board** should **serve on the Foundation Board and vice versa**. The same model should be considered for the Lions Athletic Association Board. Increased communication and coordination should be the goal of these appointments.
- The University President and the Vice President for University Advancement **should have regular interaction** with the SLUAA Board of Directors and should attend quarterly meetings.

RECOMMENDATIONS

PROGRAMMING

- **Comprehensive Student and Young Alumni engagement programming should be launched immediately** and dedicated resources applied to this effort.
- All sections of the Southeastern 101 class that is provided to all first year students should include an **introduction to the SLUAA and general information about alumni**. This is a golden opportunity to plant the seeds of alumni loyalty.
- The **SGA President** should serve on the SLUAA Board of Directors.

RECOMMENDATIONS
PROGRAMMING

- Create a specific **outreach plan for young alumni** leveraging concentration areas of alumni in key cities, focused on career/professional programming, and around industry sector affinity groups.
- A **Young Alumni Council (YAC)** should be created from representatives of the past ten years of graduating classes. This group should serve as an advisory group to staff regarding young alumni programming.
- The **YAC President** should serve on the SLUAA Board of Directors.

RECOMMENDATIONS

PROGRAMMING

- GG+A recommends that there be a **dedicated staff member to manage, (re)activate, and sustain the regional chapters in the largest alumni concentration areas.** This staff position should be focused on volunteer management driving programming around the four strategic plan priority areas.

RECOMMENDATIONS
PROGRAMMING

- **Focus on the eight geographic areas** with the highest concentration of alumni and donors. Develop a clearly defined tiered approach with corresponding levels of attention, support, and activity in each.
 - Tier 1 – the two largest chapters in Louisiana (St. Tammany Parish and Tangipahoa Parish).
 - Tier 2 – the next four largest chapters in Louisiana (Livingston, New Orleans, Metairie, and Baton Rouge)
 - Tier 3 – the top two U.S. cities outside of Louisiana (Houston and Dallas)

RECOMMENDATIONS

PROGRAMMING

- GG+A recommends that the SLUAO establish an **annual on-campus volunteer training event** for regional chapter and affinity group leaders. The development and execution of **this type of training program could provide a role for the Board of Directors.**

RECOMMENDATIONS
PROGRAMMING

- University Advancement, and the SLUAO in particular, should establish a close **partnership with University Admissions** to leverage regional chapter (and young alumni) activity.
- Goals of this partnership would be to organize alumni to assist with **recruiting prospective students, increasing enrollment, producing matriculation events in key/targeted cities, and mentoring current students to increase retention.**

RECOMMENDATIONS
PROGRAMMING

- Finally, GG+A recommends that regional programs partner with University Admissions and Student Affairs to **produce sendoff events for students, families, and alumni** in the eight key regions.

RECOMMENDATIONS
PROGRAMMING

- Once the staffing structure is in place, GG+A recommends that the SLUAO **launch pilot engagement initiatives** (communications, volunteer outreach, events, etc) **around identified professional affinity groups.**
- The development of these pilot engagement initiatives should be done in **close partnership with staff in the various colleges and with career services.**

RECOMMENDATIONS

PROGRAMMING

- Career Services leadership indicated that they are **keenly interested in collaborating** and supporting these types of initiatives.
- The **Deans also indicated an interest** in partnering around affinity-based activities.
- Potential industry sectors to explore should include: finance, real estate, education, nursing, health care, energy, technology, entrepreneurship. **Others sectors should be considered as well and aligned with University, college, and campaign priorities.**

RECOMMENDATIONS

COMMUNICATIONS

- An **enhanced social media presence** is needed for alumni. Without additional staffing this will be difficult to accomplish.
- The **“By-Lion” electronic newsletter** that is sent weekly to Foundation and Alumni Association Board members should be redesigned and sent to a broader audience of alumni.

RECOMMENDATIONS

METRICS

- GG+A recommends that an engagement scorecard reporting **basic engagement metrics** be developed and incorporated into the regular reporting and goal setting of the SLUAO. This is a best practice in the Alumni Relations industry.

RECOMMENDATIONS

METRICS

- Basic engagement metrics should be developed around the following model:
 - An “engaged” alumnus is someone who has done at least one of the following:
 - **Participated:** attended an event, webinar, etc.
 - **Volunteered:** gave of their time on behalf of Southeastern Louisiana University
 - **Donated:** made a financial contribution (at any level) to Southeastern Louisiana University

RECOMMENDATIONS

METRICS

$$\frac{(\text{Participants} + \text{Volunteers} + \text{Donors}) - \text{Duplicates}}{\text{Total Mailable Alumni Population}} = \text{Alumni Engagement Score (\%)}$$

RECOMMENDATIONS: METRICS

- GG+A recommends that data be reported in a succinct “**engagement scorecard**” using basic engagement metrics and that these metrics become part of annual and campaign goals. A sample of a scorecard is included below.

	FY2013		FY2014		FY2015	
Alumni Group	Number of alumni	% of engaged alumni	Number of alumni	% of engaged alumni	Number of alumni	% of engaged alumni
Alumni Donors	9,237	7.1%	9,339	7.2%	8,408	6.3%
Alumni Attendees	4,267	3.3%	4,369	3.4%	4,277	3.2%
Alumni Volunteers	14	0.0%	34	0.0%	44	0.0%
Total Engaged Alumni	12,474	9.6%	12,612	9.7%	11,725	8.7%
All Alumni	130,000		130,000		134,205	

RECOMMENDATIONS

METRICS

- Share aggregated engagement score summaries **publicly**.
- Report engagement metrics for the following **segments**: all alumni, by region, by class year or decade, by college, and by affinity group.
- All alumni relations **activity in the colleges** should be tracked and included in this engagement score calculation.
- Alumni engagement goals be an **explicit goal in the upcoming campaign**.



NEXT STEPS

NEXT STEPS

- GG+A believes that the following recommendations are the most critical steps for the Southeastern Louisiana Alumni Association:
 - 1) Split Alumni Relations and University Events into **separate positions**.
 - 2) Scope the position responsibility, begin the search for, and **hire an Executive Director for Alumni Relations**.
 - 3) Begin the **strategic planning process ASAP**.

NEXT STEPS

- 4) Conduct an **alumni attitudinal study** to inform the strategic planning process.
- 5) Use the strategic planning process to help **eliminate internal silos** and increase collaboration across Advancement.
- 6) Use the strategic planning process to also evaluate all programming and determine what initiatives to **start, stop, and continue**.

NEXT STEPS

7) Strategic **priorities** should include:

- Student Outreach
- Young Alumni Engagement
- Regional Chapters (top 8)
- Professional Affinity Groups

Alumni Relations Program Review for
Southeastern Louisiana University

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