STUDY OBJECTIVES
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
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.
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.

<table>
<thead>
<tr>
<th>Alumni Class Year</th>
<th>Alumni Count</th>
<th>% of Total Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni who graduated between 2006-2015</td>
<td>20,856</td>
<td>33.4%</td>
</tr>
<tr>
<td>Alumni who graduated between 1996-2005</td>
<td>15,672</td>
<td>25.1%</td>
</tr>
<tr>
<td>Alumni who graduated between 1986-1995</td>
<td>9,228</td>
<td>14.8%</td>
</tr>
<tr>
<td>Alumni who graduated between 1976-1985</td>
<td>8,009</td>
<td>12.8%</td>
</tr>
<tr>
<td>Alumni who graduated between 1966-1975</td>
<td>6,322</td>
<td>10.1%</td>
</tr>
<tr>
<td>Alumni who graduated prior to 1965</td>
<td>2,333</td>
<td>3.7%</td>
</tr>
<tr>
<td><strong>Total Mailable Alumni</strong></td>
<td><strong>62,420</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Source: Self-reported.
Alumni Population – College

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

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

Source: Self-reported.
Alumni Population – Geography

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

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

Source: Self-reported.
### Alumni Population – Undergraduate Alumni – Age

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

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

Source: Self-reported.
ALUMNI POPULATION – UNDERGRADUATE ALUMNI – AGE

- Under 33: 25.6%
- 33 to 42: 24.0%
- 43 to 52: 18.9%
- 53 to 62: 13.2%
- 63 to 72: 10.1%
- 73 to 82: 3.1%
- 83 +: 1.0%
- Age Unknown: 4.1%
# Alumni Population – Undergraduate Alumni – Age (Event Attendance)

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Attendees</th>
<th>Total Alumni</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 33</td>
<td>90</td>
<td>14,408</td>
<td>0.62%</td>
</tr>
<tr>
<td>33 to 42</td>
<td>72</td>
<td>13,475</td>
<td>0.53%</td>
</tr>
<tr>
<td>43 to 52</td>
<td>89</td>
<td>10,632</td>
<td>0.84%</td>
</tr>
<tr>
<td>53 to 62</td>
<td>107</td>
<td>7,422</td>
<td>1.44%</td>
</tr>
<tr>
<td>63 to 72</td>
<td>87</td>
<td>5,661</td>
<td>1.54%</td>
</tr>
<tr>
<td>73 to 82</td>
<td>63</td>
<td>1,730</td>
<td>3.64%</td>
</tr>
<tr>
<td>83 +</td>
<td>19</td>
<td>562</td>
<td>3.38%</td>
</tr>
<tr>
<td>Age Unknown</td>
<td>14</td>
<td>2,329</td>
<td>0.60%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>541</strong></td>
<td><strong>56,219</strong></td>
<td><strong>0.96%</strong></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Donors</th>
<th>Total Alumni</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 33</td>
<td>211</td>
<td>14,408</td>
<td>1.46%</td>
</tr>
<tr>
<td>33 to 42</td>
<td>103</td>
<td>13,475</td>
<td>0.76%</td>
</tr>
<tr>
<td>43 to 52</td>
<td>166</td>
<td>10,632</td>
<td>1.56%</td>
</tr>
<tr>
<td>53 to 62</td>
<td>223</td>
<td>7,422</td>
<td>3.00%</td>
</tr>
<tr>
<td>63 to 72</td>
<td>293</td>
<td>5,661</td>
<td>5.18%</td>
</tr>
<tr>
<td>73 to 82</td>
<td>127</td>
<td>1,730</td>
<td>7.34%</td>
</tr>
<tr>
<td>83 +</td>
<td>49</td>
<td>562</td>
<td>8.72%</td>
</tr>
<tr>
<td>Age Unknown</td>
<td>45</td>
<td>2,329</td>
<td>1.93%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1217</strong></td>
<td><strong>56,219</strong></td>
<td><strong>2.16%</strong></td>
</tr>
</tbody>
</table>

Source: Self-reported.
ALUMNI POPULATION – UNDERGRADUATE ALUMNI – AGE (DONORS)

- Under 33: 1.46%
- 33 to 42: 0.76%
- 43 to 52: 1.56%
- 53 to 62: 3.00%
- 63 to 72: 5.18%
- 73 to 82: 7.34%
- 83 +: 8.72%
- Unknown: 1.93%
Alumni Population – Undergraduate Alumni – Age (SLUAA Membership)

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Active Current SLUAA Members - Undergraduate Degree Alumni</th>
<th>Members</th>
<th>Total Alumni</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>83 +</td>
<td></td>
<td>69</td>
<td>562</td>
<td>12.28%</td>
</tr>
<tr>
<td>Age Unknown</td>
<td></td>
<td>25</td>
<td>2,329</td>
<td>1.07%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1752</strong></td>
<td><strong>56,219</strong></td>
<td><strong>3.12%</strong></td>
</tr>
</tbody>
</table>

Source: Self-reported.
ALUMNI POPULATION – UNDERGRADUATE ALUMNI – AGE (SLUAA MEMBERSHIP)
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.
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 |
|                               | 62,420 | 65,500         | 178,759          | 382,585       |
| Mailable Alumni Count         |       |                |                  |               |
| 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)

<table>
<thead>
<tr>
<th></th>
<th>SLU</th>
<th>Louisiana Cohort</th>
<th>Mid-Size Publics</th>
<th>Large Publics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailable Alumni Count</td>
<td>62,420</td>
<td>65,500</td>
<td>178,759</td>
<td>382,585</td>
</tr>
<tr>
<td>Alumni Relations Staff</td>
<td>2.5</td>
<td>3.1</td>
<td>17.8</td>
<td>43.7</td>
</tr>
<tr>
<td>Alumni Relations Expenditures</td>
<td>$357,481</td>
<td>NA</td>
<td>$2,599,200</td>
<td>$8,963,967</td>
</tr>
<tr>
<td>Alumni : Staff Ratio</td>
<td>24,968</td>
<td>21,129</td>
<td>10,043</td>
<td>8,755</td>
</tr>
<tr>
<td>Dollar Investment per Alumnus</td>
<td>$5.73</td>
<td>NA</td>
<td>$14.54</td>
<td>$23.43</td>
</tr>
</tbody>
</table>

**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 – ORGANIZATIONAL STRUCTURE (CURRENT)

- Wendy Lauderdale
  Vice President
  University Advancement

- Kathy Pittman
  Alumni Director and
  Campus Events Coordinator

- Julie Perise
  Assistant Alumni Director

- Larry Hymel
  Alumni Coordinator Athletics
  (part time)

- Sherri Wagner
  Administrative Assistant

Southeastern Louisiana University
Alumni Association
Board of Directors
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.
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)

$80,000

$75,000

$70,000

$65,000

$60,000


$75,429

$69,123

$69,815

$67,122

$62,355

$62,025

$64,620
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.
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.”
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).
Most of these events include some alumni attendees but many of the events **benefit other areas of the University** outside of Advancement.
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
- 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.
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.
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.”
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.
- 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.
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.
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.
### OBSERVATIONS

#### METRICS

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

<table>
<thead>
<tr>
<th>Alumni Group</th>
<th>Number of alumni</th>
<th>% of engaged alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Donors</td>
<td>2,633</td>
<td>4.2%</td>
</tr>
<tr>
<td>Alumni Attendees</td>
<td>N/A*</td>
<td>Unable to calculate from database</td>
</tr>
<tr>
<td>Alumni Volunteers</td>
<td>N/A*</td>
<td>Not coded in database</td>
</tr>
<tr>
<td><strong>Total Engaged Alumni</strong></td>
<td><strong>N/A</strong>*</td>
<td><strong>Unable to calculate</strong></td>
</tr>
<tr>
<td>All Alumni</td>
<td>62,420</td>
<td></td>
</tr>
</tbody>
</table>

* 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.
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.
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.
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.
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.
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.
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.
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.
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.
Recommendaions

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.
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)

Wendy Lauderdale
Vice President
University Advancement

Kathy Pittman
Alumni Director and
Campus Events Coordinator

Julie Perise
Assistant Alumni Director

Larry Hymel
Alumni Coordinator Athletics
(part time)

Sherri Wagner
Administrative Assistant

Southeastern Louisiana University
Alumni Association
Board of Directors
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

Wendy Lauderdale
Vice President
University Advancement
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

Wendy Lauderdale  
Vice President  
University Advancement

Executive Director  
Alumni Relations
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

- Wendy Lauderdale
  - Vice President
  - University Advancement

- Executive Director
  - Alumni Relations

- Associate Director
  - Regional and Affinity
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

Wendy Lauderdale
Vice President
University Advancement

Executive Director
Alumni Relations

Associate Director
Regional and Affinity

Assistant Director
Student and Young Alumni
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

Wendy Lauderdale
Vice President
University Advancement

Executive Director
Alumni Relations

Associate Director
Regional and Affinity

Assistant Director
Student and Young Alumni

Administrative Assistant
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

- Wendy Lauderdale
  - Vice President
  - University Advancement

- Executive Director
  - Alumni Relations

- Associate Director
  - Regional and Affinity

- Assistant Director
  - Student and Young Alumni

- Administrative Assistant

Southeastern Louisiana University Alumni Association Board of Directors
OBSERVATIONS – ORGANIZATIONAL STRUCTURE (FUTURE)

- Director
  - University Events

- Executive Director
  - Alumni Relations

- Associate Director
  - Regional and Affinity

- Assistant Director
  - Student and Young Alumni

- Administrative Assistant

- Southeastern Louisiana University
  - Alumni Association
  - Board of Directors

Wendy Lauderdale
Vice President
University Advancement
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.

Premiun 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.
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.
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.
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**.
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.
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.
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.
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).
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.
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.
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.
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.
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.
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.
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

(Participants + Volunteers + Donors) – Duplicates
Total Mailable Alumni Population

= 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.

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

May 16, 2016

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