Why a Program Review?
Setting the Stage for Future Engagement With Alumni

• Historical satisfaction with successful alumni relations leadership and alumni association programming, but...

• Changes in national higher education paradigm - especially in Louisiana have resulted in:
  • Greater reliance on private fundraising
  • Greater need for advocacy on behalf of the university
  • Greater need for student recruitment
  • Greater need for real-world partnerships

• New paradigm + change in alumni relations leadership =

• Time to assess current state and future direction
HOW DO OUR AFFILIATE ORGANIZATIONS HELP SOUTHEASTERN FULFILL ITS MISSION?
• WHAT ARE OUR AFFILIATE ORGANIZATIONS?
• Southeastern Alumni Association
• Southeastern Foundation
• Lion Athletic Association
• Institute for Global and Domestic Development
• University Facilities Inc.
HOW DO OUR AFFILIATE ORGANIZATIONS HELP SOUTHEASTERN FULFILL ITS MISSION?

• **Recruit** new students
• **Advocate** for the University’s mission & programs
• **Network** in support of career opportunities & educational programs
• **Fundraise** in support of students and programs
• **Facilitate** transactions/activities where the University is prohibited or restricted
The Role of the Division of University Advancement is to Ensure Coordination of Efforts by Affiliate Organizations to advance Southeastern’s Mission.
Within the Division of University Advancement, What is the Role of the Office of Alumni Relations & the Alumni Association?
Role of Office of Alumni Relations & Alumni Association

• Engaging students and alumni in multiple ways in order to foster a commitment to support Southeastern and each other.
Given upcoming changes, I asked for an analysis of alumni participation data...
### Statistical Comparisons

<table>
<thead>
<tr>
<th></th>
<th>Contactable Alumni</th>
<th>Dues Paying Association Members</th>
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<tbody>
<tr>
<td><strong>Mean</strong></td>
<td>45</td>
<td>58</td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td>43</td>
<td>61</td>
</tr>
<tr>
<td><strong>Mode</strong></td>
<td>31</td>
<td>68</td>
</tr>
</tbody>
</table>

Source: Southeastern Alumni Database. Statistical analysis performed on all dues paying members (alumni and friends) with Alumni Association membership transactions during Association fiscal year (July 1 – June 30). Fiscal year 2015-2016 is as of 4/28/16. Contactable Alumni data as of 5/9/16.
Total Alumni and Active Alumni Dues Paying Members by Age

63,025 Contactable Alumni Compared to 1,948 Active Alumni Dues Paying Members

- **Living Alumni**
  - Age 18 to 32: 14,953
  - Age 33 to 42: 14,806
  - Age 43 to 52: 11,667
  - Age 53 to 62: 8,641
  - Age 63 to 72: 7,092
  - Age 73 to 82: 2,235
  - Age 83+: 724
  - <Unknown>: 2,907

- **Alumni who are Dues Paying Members**
  - Age 18 to 32: 239
  - Age 33 to 42: 199
  - Age 43 to 52: 266
  - Age 53 to 62: 397
  - Age 63 to 72: 510
  - Age 73 to 82: 227
  - Age 83+: 77
  - <Unknown>: 33

3.09% of Southeastern’s Living Alumni Pay Dues

Source: Southeastern Alumni Database. Active Dues paying members are as of 4/28/16. National average from The Council for Advancement and Support of Education - education’s leading resource for knowledge, standards, advocacy and training in alumni relations, communications, fundraising, marketing and related activities – “CURRENTS” publication, April 2014 article.
Free and Current Alumni Members by Class Year

Source: Southeastern Alumni Database. Active Dues paying members are as of 4/19/16.
Conclusion

• The challenge - effectively engage young alumni
• But, we are not alone – this is a challenge many schools are facing
• Our task – identify and implement new strategies that will effectively engage students and young alumni in order to ensure a viable future for our alumni association and fulfillment of its role to support the mission of our university.
Buick – A Relevant Case Study

found in www.automobile-catalog.com
Buick – A Relevant Case Study

A former Buick public relations guy once told me, half-seriously, the typical occupation of a Buick owner was “retired” and the average age was “dead.” However...

Buick held a reputation for reliability and quality. Its cars were sold and serviced by a strong network of dealers. And, Buick was still profitable, thanks to the loyalty of its Greatest Generation buyers. So...

After reinventing itself, the geezer division of GM has sprung to life, becoming one of the hottest-selling brands in the United States.
Buick – A Relevant Case Study