

Engaging Alumni: Opportunities and Strategies

Hello!

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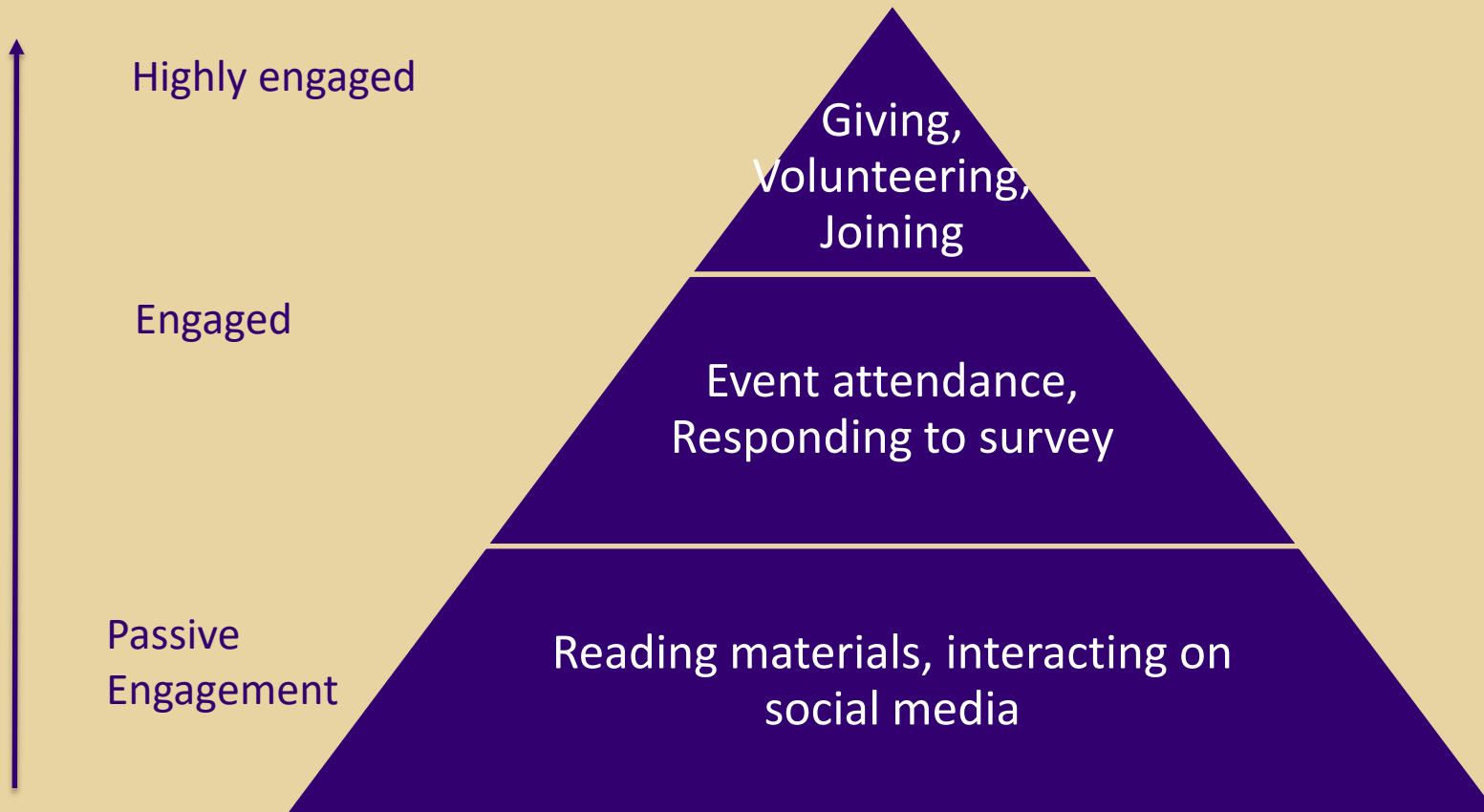
But first...





The Basics of Alumni Engagement

Engagement Pyramid





Integrated Advancement





The power of working together





Tips on Engaging Alumni

Know Your Audience



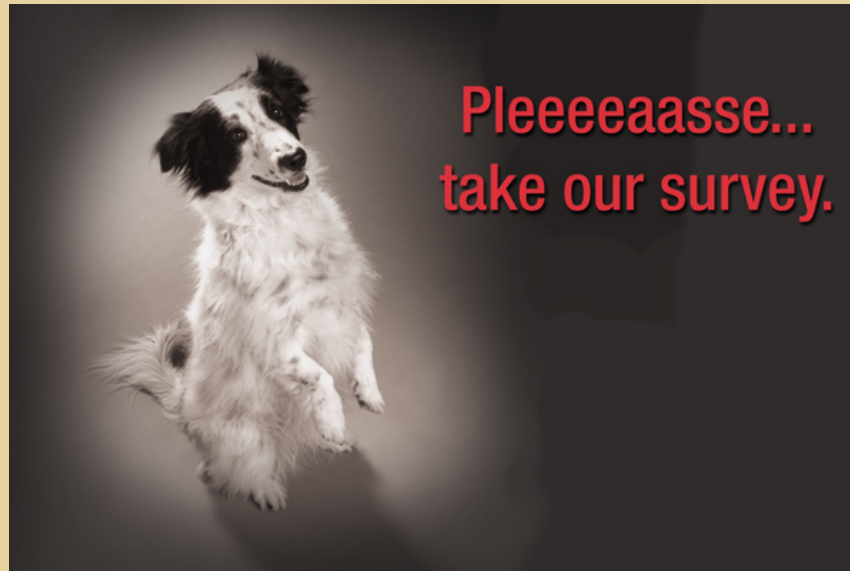
Tips on Engaging Alumni

Know what you're trying to accomplish

- > What outcome are you trying to reach overall?
 - E.g., engage more young alumni, steward donors, recruit volunteers, etc.
- > Who should be invited and/or receive a communication?
- > How do want them to be influenced by the event/communication?
 - Is there a call to action during or after?
 - How will you follow up?

Tips on Engaging Alumni

Ask them how they want to engage



Tips on Engaging Alumni

Don't bite off more than you can chew



Tips on Engaging Alumni

Evaluate how it's going

Events:

- > Post-event surveys
- > Number of attendees (increase/decrease?)
- > Action taken by attendees (giving, coming to another event, mentoring, etc.)

Communications:

- > Open/clickthrough rates
- > Action taken – giving, contact, request more info.

Tips on Engaging Alumni

Leverage existing events, communications, and resources

The screenshot displays the University of Washington Alumni Association website. The top navigation bar is purple with the 'W' logo and 'UNIVERSITY of WASHINGTON'. Below it, a white bar contains the 'Alumni ASSOCIATION' logo and a menu with links: EVENTS, UWAA MEMBERSHIP, TRAVEL, COMMUNITIES, FUTURE ALUMNI, and SERVICES. The main banner features a photograph of a building entrance with the text 'BE CURIOUS WINTER 2018 PUBLIC LECTURES' and a 'LEARN MORE' button. To the right, a 'NEXT' section highlights '2017 DISTINGUISHED ALUMNI VETERAN RAYMOND D. EMORY, '52, U.S. NAVY'. Below the banner, a breadcrumb trail shows 'Home > Alumni'. The 'UPCOMING EVENTS' section contains five event cards: 'UW IMPACT' (Building Walls and Securing Borders), 'THE GRADUATE SCHOOL' (Equity & Difference: Rights), 'EUROPE' (Champagne & Remembrance), and 'NEW YORK HUSKIES' (NY Huskies Theater Night). Each card includes a thumbnail image, a title, a description, and a date or pricing note.

W UNIVERSITY of WASHINGTON

Students / Parents / Faculty & Staff / Alumni

Alumni ASSOCIATION

EVENTS / UWAA MEMBERSHIP / TRAVEL / COMMUNITIES / FUTURE ALUMNI / SERVICES

BE CURIOUS

WINTER 2018 PUBLIC LECTURES

LEARN MORE >

NEXT

2017 DISTINGUISHED ALUMNI
VETERAN RAYMOND D.
EMORY, '52, U.S. NAVY

Home > Alumni

UPCOMING EVENTS

UW IMPACT
UW Impact's 2018
Legislative Preview:
Higher Education and
the Rural/Urban Divide

THE GRADUATE SCHOOL
Building Walls and
Securing Borders
Wed. Jan. 17, 2018

THE GRADUATE SCHOOL
Equity & Difference:
Rights
Visionary personalities from
around the Pacific Northwest

EUROPE
Champagne &
Remembrance —
Featuring the Centennial
of the WWI Armistice

NEW YORK HUSKIES
NY Huskies Theater
Night: Farinelli and the
King

Use the Data We Have

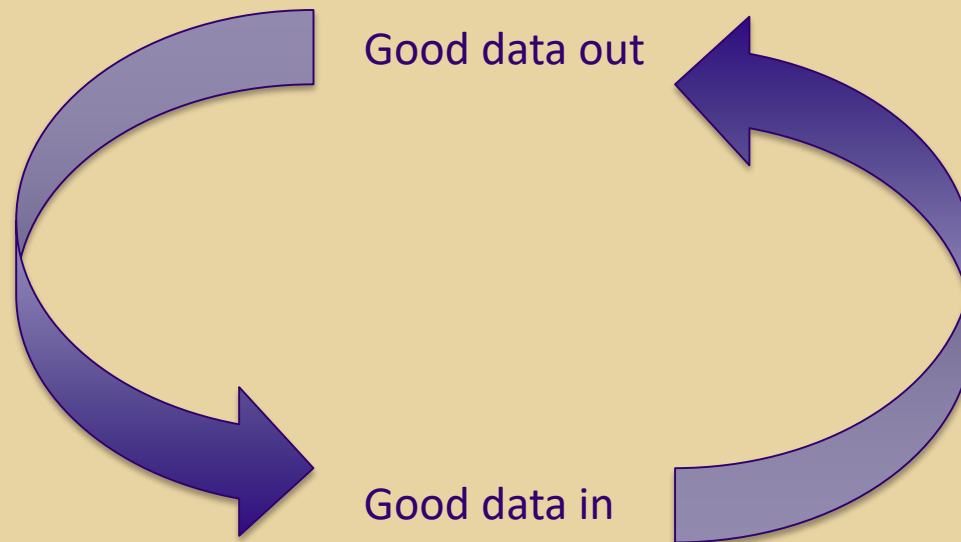
Advance Database:

- > Over 1,000,000 records
- > 489,891 living alumni
- > Reports – Pre-populated or Ad Hoc
 - Alumni & Donor Daily Snapshot
 - Unit Snapshot Report
- > Engagement Score



W

Data care and feeding



W

Alumni & Donor Snapshot Report

Alumni & Donor Daily Snapshot

← Undo → Redo ↶ Revert 🔄 Refresh ⏸ Pause

Snapshot USA Snapshot International Snapshot

ALUMNI & DONOR DAILY SNAPSHOT

Total Population

838,549

UWAA Active Members

52,112

This dashboard is entirely interactive. Select any sub-category or drop down filters to further filter your population on this dashboard. Population includes all Alumni, Donors with a credit amount greater than zero, and active or pending UWAA members who are Active, Lost or No UW Contact.

Contactable?



Engagement Score



Age by Decade

Filter by Degree School(s)

Filter by Degree Year(s)

(All)

(All)

(All)

(All)

(All)

Alumni & Friends

Alumni	474,403	56.57%
Non-Alumni	364,146	43.43%

Donors

Donor	566,037	67.50%
Non-Donor	272,512	32.50%

UWAA Members

Member	52,112	6.21%
Non-Member	786,437	93.79%

TPC Members

Yes	4,211	0.50%
No	834,338	99.50%

UWRA

Member	2,705	0.32%
Non-Member	835,844	99.68%

Counts by State

Washington	561,324	66.94%
Null	55,388	6.61%
California	54,685	6.52%
Oregon	23,114	2.76%
New York	10,726	1.28%
Texas	9,393	1.12%
Arizona	8,941	1.07%
Colorado	7,468	0.89%
Florida	6,332	0.76%
Idaho	5,964	0.71%
Illinois	5,802	0.69%
Virginia	5,752	0.69%
Massachusetts	5,455	0.65%
Hawaii	5,285	0.63%
Alaska	4,661	0.56%
Maryland	4,352	0.52%
Pennsylvania	4,153	0.50%
Montana	4,080	0.49%

California Breakdown

Northern CA	28,446	52.12%
Southern CA	26,130	47.88%

Counts by County

King	357,371	42.62%
Snohomish	60,149	7.17%
Null	56,618	6.75%
Pierce	39,856	4.75%
Kitsap	17,854	2.13%
Thurston	13,077	1.56%
Los Angeles	10,598	1.26%
Whatcom	9,220	1.10%
Clark	7,964	0.95%
Spokane	7,809	0.93%
Multnomah	7,539	0.90%
Washington	6,958	0.83%
Skagit	5,918	0.71%
San Diego	5,636	0.67%

Alumni & Donor Snapshot Report – Regional Breakdown

USA UWAA Members

Member	324	7.84%
Non-Member	3,811	92.16%

USA TPC Members

Yes	15	0.36%
No	4,120	99.64%

USA Degree Level

Master	2,402	58.09%
Bachelor	1,365	33.01%
PhD	391	9.46%
Cert.	197	4.76%
Post Master	14	0.34%
Null	3	0.07%

USA Gender

Female	2,718	65.73%
Male	1,410	34.10%
Other	7	0.17%

University Of Washington, Bothell	2,455	2.58%
School Of Medicine	12,585	2.24%
College Of The Environment	9,131	1.63%
College Of Built Environments	7,481	1.33%
School Of Nursing	7,477	1.33%
School Of Law	6,639	1.18%
School Of Social Work	6,327	1.13%
Unspecified	5,139	0.92%
The Information School	4,658	0.83%
School Of Public Health	4,135	0.74%
School Of Dentistry	3,454	0.62%
School Of Pharmacy	3,207	0.57%
Evans School Of Pub. Policy & Gover..	2,914	0.52%
Interdisciplinary Graduate Programs	1,918	0.34%
Interschool Or Intercollege Programs	1,761	0.31%
College Of Forest Resources	1	0.00%

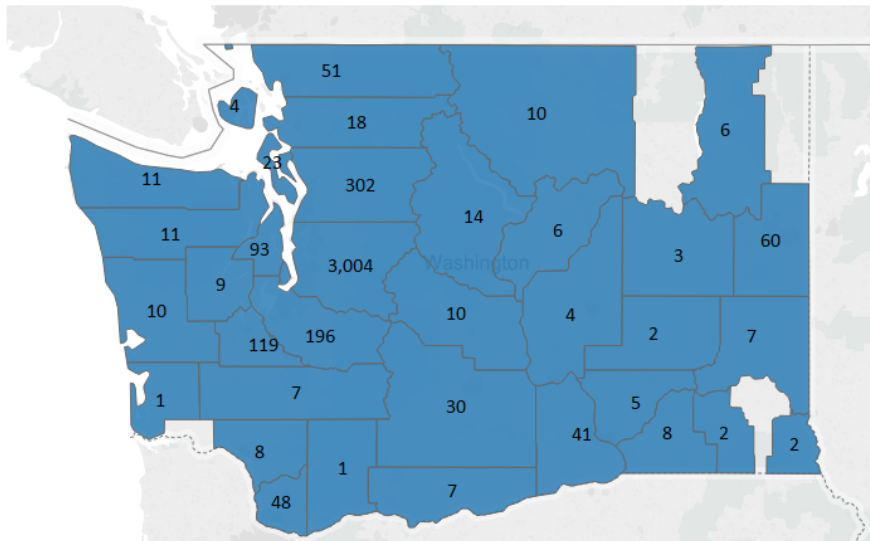
Filter by State(s)

Washington

Whitman	51	1.23%
Clark	48	1.16%
Benton	41	0.99%
Yakima	30	0.73%
Island	23	0.56%
Skagit	18	0.44%
Chelan	14	0.34%
Clallam	11	0.27%
Jefferson	11	0.27%
Grays Harbor	10	0.24%
Kittitas	10	0.24%
Okanogan	10	0.24%
Mason	9	0.22%
Cowlitz	8	0.19%
Walla Walla	8	0.19%
Klickitat	7	0.17%
Lewis	7	0.17%
Whitman	7	0.17%
Douglas	6	0.15%
Stevens	6	0.15%
Franklin	5	0.12%
Grant	4	0.10%
San Juan	4	0.10%
Lincoln	3	0.07%
Adams	2	0.05%
Asotin	2	0.05%
Columbia	2	0.05%
Null	4	0.02%

USA Regions

Puget Sound
Western Washington
Eastern Washington
Unknown



Unit Snapshot Report

Unit Snapshot

← Undo → Redo ↶ Revert ↻ Refresh ⏸ Pause

Demographics Giving Year Over Year Location

COLLEGE OF ARTS & SCIENCES

Total Population: 272,073

School Name ?

College Of Arts & Sciences

Alumni or Donors

☒ (All)

☐ Alumni

☐ Donors

Engagement Score

☒ (All)

☒ 0

☒ 1

☒ 2

☒ 3

☒ 4

☒ 5

Apply

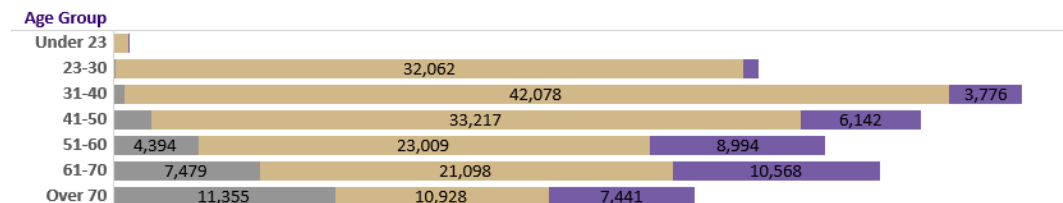
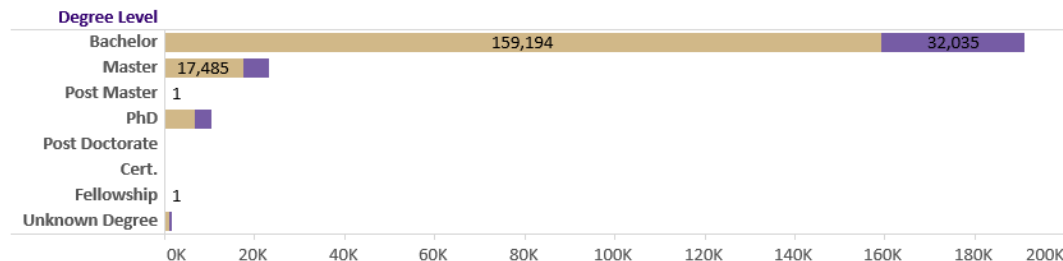
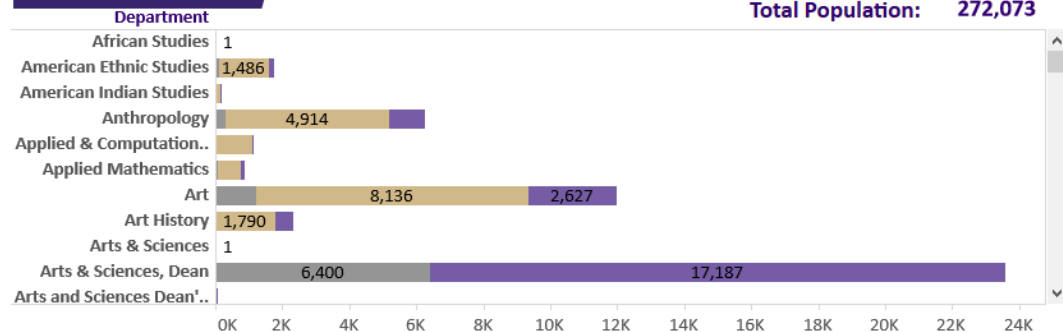
Cancel

Donor Type ?

☒ Alumni Donor

☒ Alumni Non-Donor

☒ Non-Alumni Donor



Advance Access

- > Contact advhelp@uw.edu to request access, or speak with your department or school's advancement staff.



TOGETHER WE WILL...

We need your help!

- > Update alumni contact information in Advance – especially LinkedIn profiles
- > Code event attendees and volunteers
- > Share great stories

RESOURCES

University Resources

- > UW Brand Guidelines:
<http://www.washington.edu/brand/>
- > UW Event Resources:
<http://www.washington.edu/marketing/events/>
- > Advancement Training and Support

Questions?

Contact us!

- > Ellen Whitlock Baker | ellenw4@uw.edu
- > Betsy Brown | betsyb1@uw.edu