Alumni Association Update to BOV

April 26, 2012

Alumni-Development Database

Parents 20903 14%

Non-Degreed Alumni 8900 6%

Undergrad Alumni 58663 41%

Individuals 24568 17%

Students 8551, 6%

Graduate Alumni 21656 15%
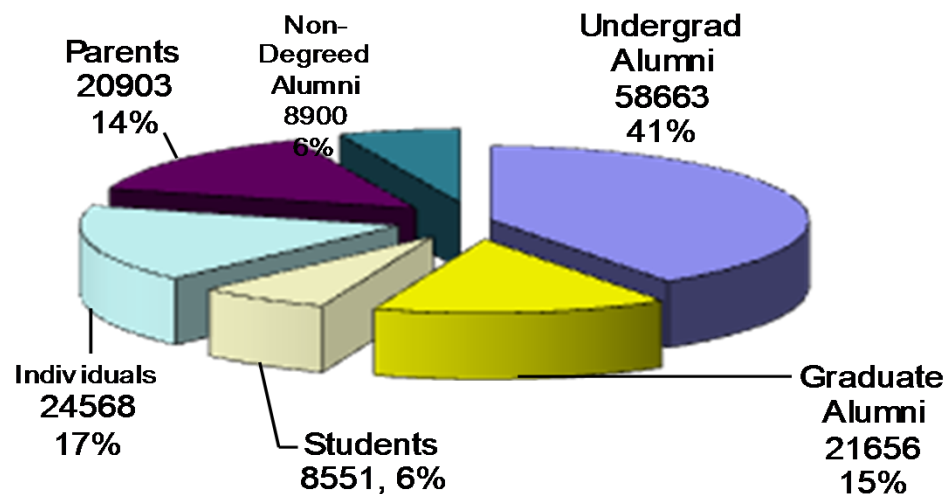
Database Activity 2011

Records Added :   9178
Activities changes made: 9782
Employment changes made: 17706
Address Changes made: 68404
Committee Changes made: 2288
Sport Changes made: 5808
Student Activities Changes made: 2556
Name Changes made: 49530
Children Changes made: 7293
Marital Status Changes made: 2960

- Jointly maintained by Alumni Association and Univ. Development
- Contains 280,000+ records including those marked as deceased
- Primary concern and focus are on the shown record types, not marked as deceased. These categories represent approximately 144,000 records.
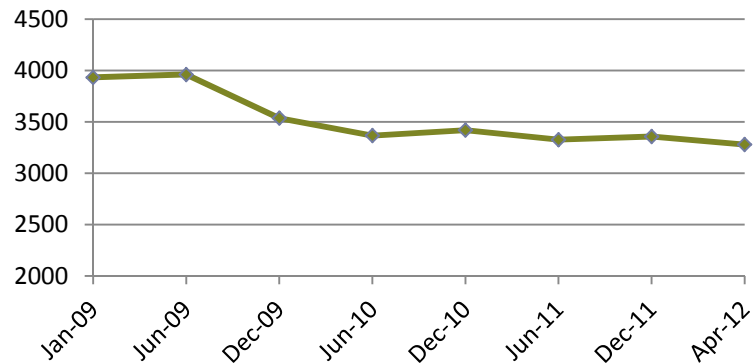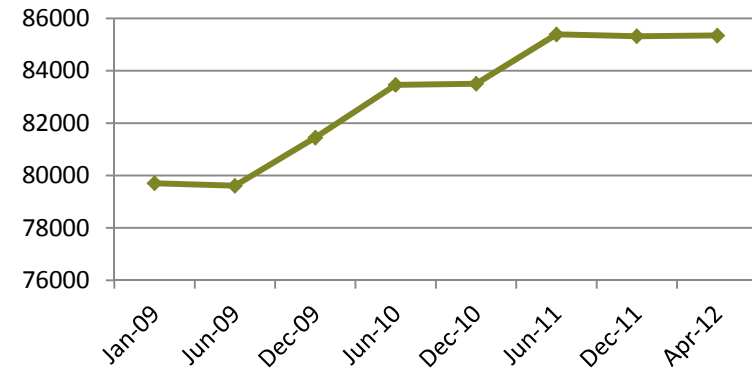
Alumni Data Update
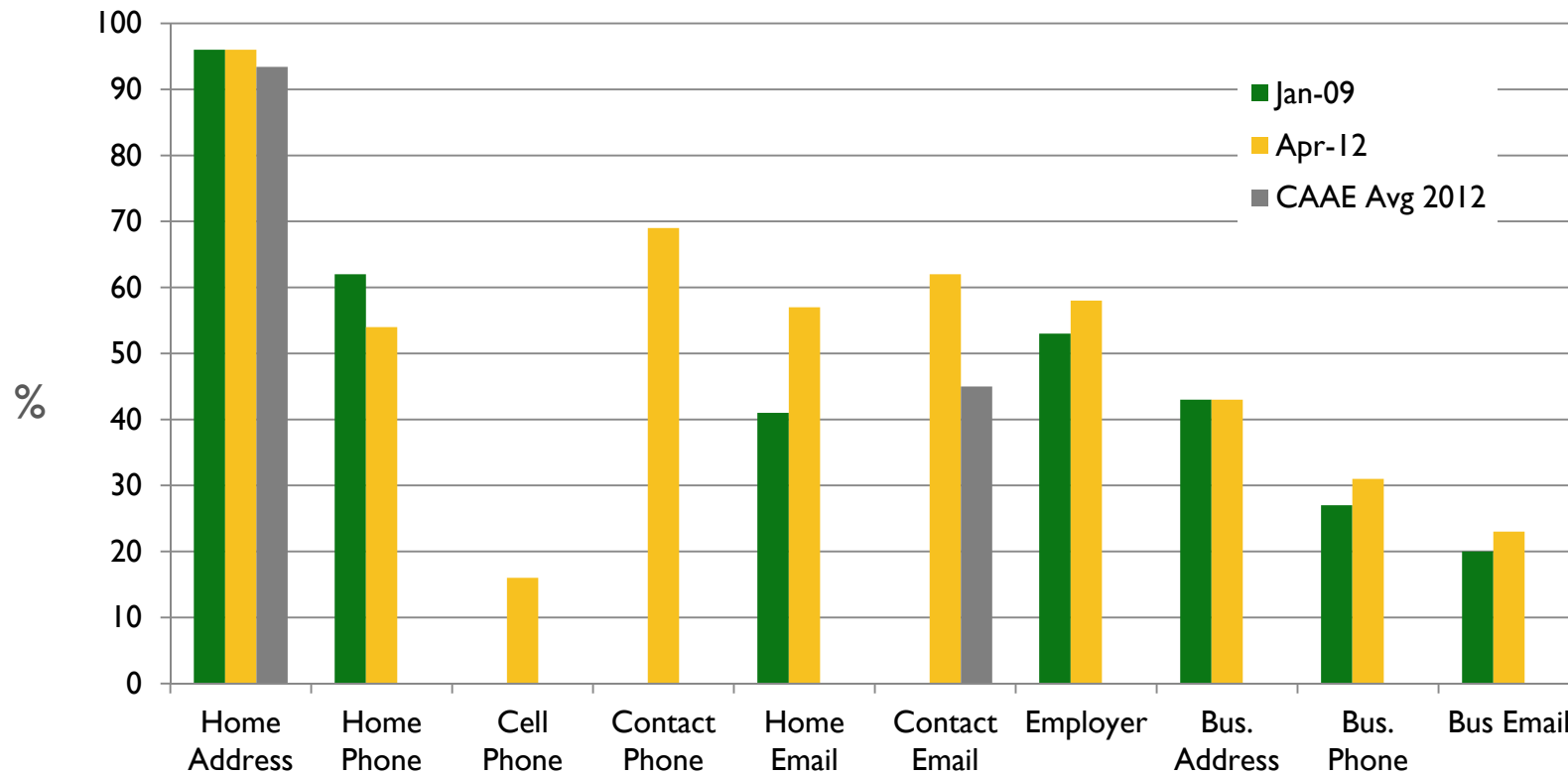
* CAAE – Council of Alumni Association Executives – (89 schools in survey)
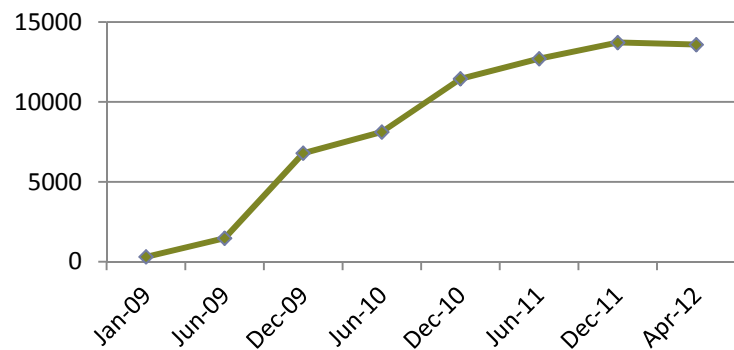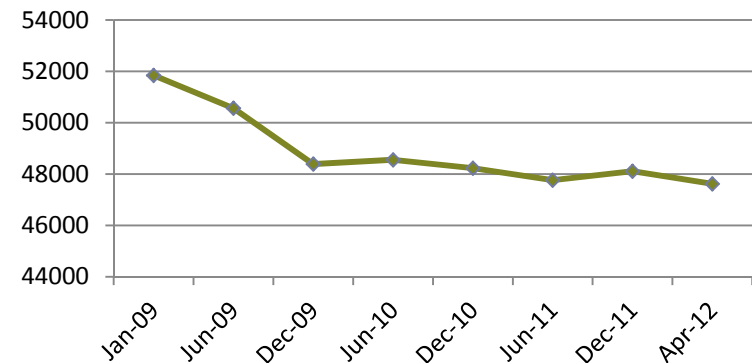
Data Trend Lines

Number of Lost

Home Address

96% of alumni population with mailable address
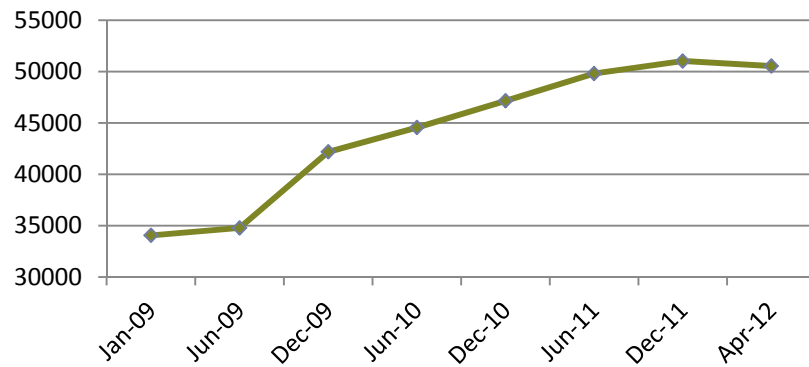2012 CAAE average rate: 94%
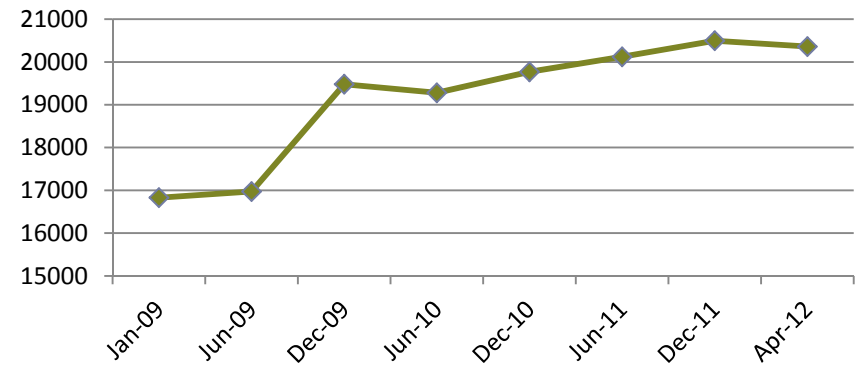
Cell Phone

Home Phone

"Contact Phone" Rate – 69%

Data Trend Lines

Home Email

Business Email

"Contact Email" Rate – 62%

Employer
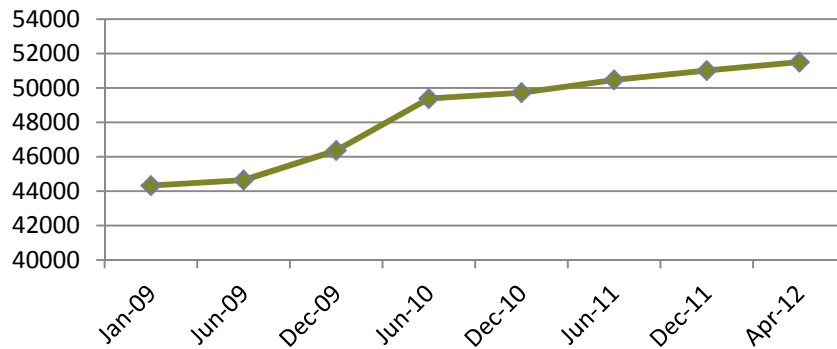
Business Address
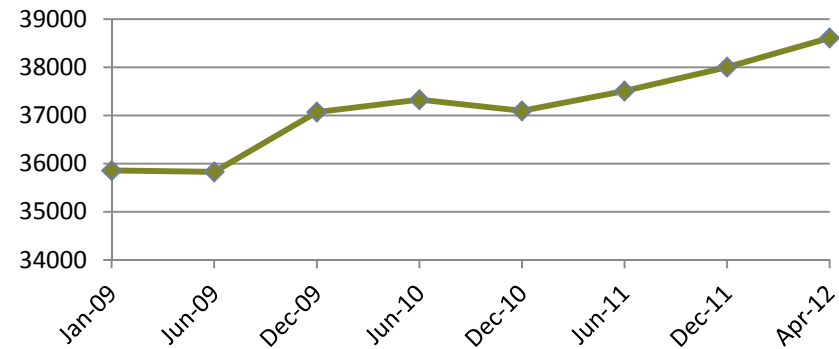
Proactive Research

▸ Surveying

▸ Social Media Research

  ▸ LinkedIn, Facebook

▸ News Clips, Google Alerts, Obit Service

▸ Web profiles; Update forms

▸ Preprinted Update forms at Regional Events

▸ Development Officers & Volunteers

▸ AlumniFinder web-based service – ~828 searches/mo.

▸ NCOA Integration

  ▸ Quarterly scrub of all addresses - ~1400 matches

▸ Database Audits – 57 specific

▸ Email Listserv audits – 1.7% bounce rate

Surveys

Surveys sent:

Reunion years one year ahead
Home-Employment mismatches
Young Alumni 3-years out
Email Listserv bounces
Marriage changes
Ad Hoc

FY 10 was first year of program; 11,000 surveys sent. FY 11: 12,039 surveys sent.

	FY 12 YTD	FY 11	FY 10
Total Response Rate	17.96%	17.29%	16.94%
Email Response	20.32%	18.11%	17.02%
Paper Response	12.77%	12.50%	9.91%

Promotion offered response rate: 23.06%

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My1693 Activity

My1693 Logins & Registrations

33,142 Registered Users (38%)
2200   New registrations last year
5066   Non-login update forms used
13,420 Updates to profiles in 2011
Q2 page views - 344,788, +6% from FY11Q2
Q2 unique visitors - 84,865, +23% from FY11Q2
Views from mobile devices account for 9.88%, +160% from FY11Q2

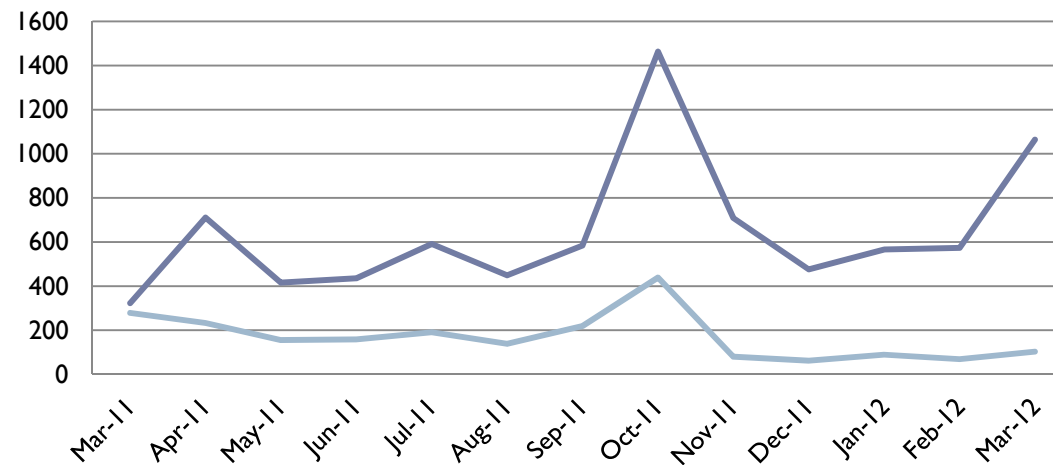# Proactive Research

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Preprinted Update Cards

THE WILLIAM & MARY
ALUMNI ASSOCIATION

Welcome to EVENT NAME

Please take a moment to update your record. Keeping accurate address and employment information helps us deliver relevant news, information and services to all alumni and has an impact on the ranking and standing among the nation's universities.

«ID»

«Salutation» «Nametag_Year»   Please initial if all information is correct.

Home Address

«Home_Address_1»
«Home_Address_2»
«Home_City_State»

Business Address

«Job_Title»
«Employer_Name_1»
«Business_Address_1»
«Business_Address_2»
«Business_Address_3»
«Business_City_State»

Phone: «Home_Phone»   «Business_Phone»

Cell:

Email: «Home_Email»   «Business_Email»

Degree(s):   «Class_Year» «Type» «Degree»

Please cross out and update or add missing information above or in the box below.

Preprinted Update Cards

Regional Event	Update	No Change	Total	% Update
Charlottesville	32	29	61	52.46%
Chicago	42	37	79	53.16%
Atlanta	36	76	112	32.14%
Tampa Reception	13	26	39	33.33%
Tampa Brunch	18	26	44	40.91%
Boston	58	73	131	44.27%
Total	199	270	469	42.43%

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NCOA Quality Check
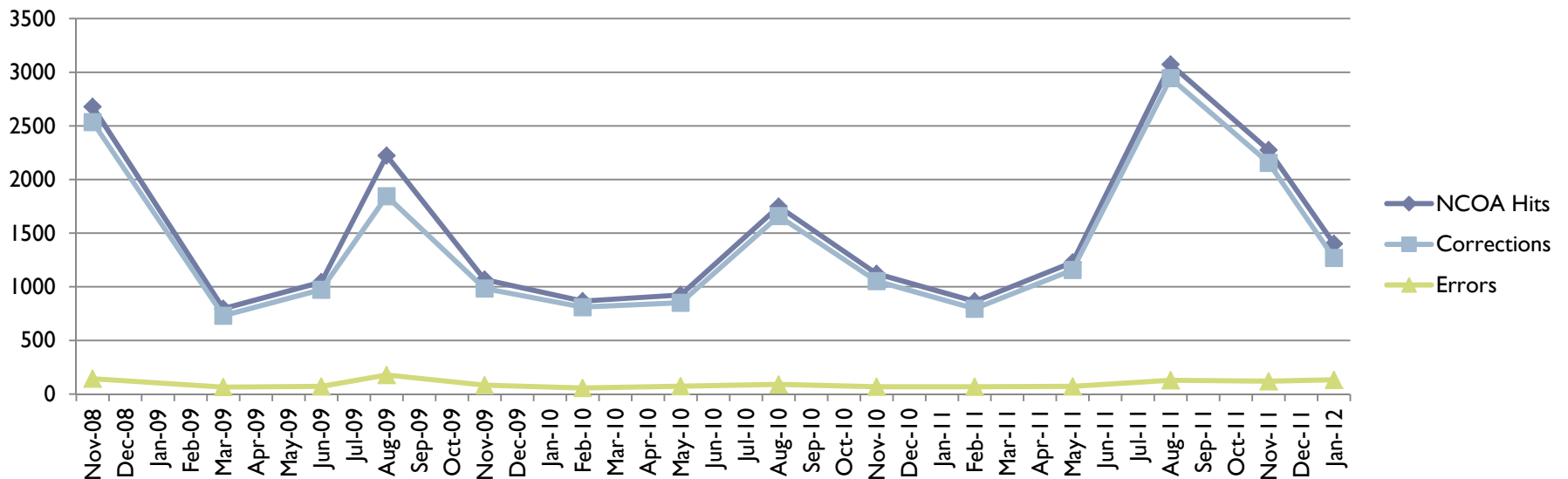
Required by USPS for bulk mailings to be current w/in 90 days
Auditable with certification paperwork

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Database Audits

Person status not A, R, L, D, U, Z, X, P
Deceased with Active Employment
Unknown Gender
Cell phones in comment field, not international
Home/Business in different states
Entity has a death date, but is not marked deceased or duplicate
Apo/Fpo City, Psc/Cmr Streets
Send email to lost alumni
Lost Statistics reports
Name Cleanup
Returned Mail count = 1, older than a year
Refresh Affiliations
2007 Constituent ID = Advance ID
Blank Constituent ID
Duplicate Constituent ID
Parent Record Type, no child link
Incomplete local degree information (school code, class year)
Retired Job Status but active Business address
Past Address with no stop date
Missing Change Source
Name Changes
Missing Primary Employment Indicator
Business Address Missing Employment Link
Mismatched Address and Employment Updates
Foreign City/Zip Errors
Student Entities without Banner Numbers
Active Alumni With Inactive Preferred Address
Lost Alumni With Active Address
Deceased Alumni With Active Address
Deceased Alumni With Active Employment
Active Alumni With No Preferred Address

Active Alumni who do not have an Active Address
Entity Records Missing City or State
Entities with the wrong address type for Preferred Address
Entities with more than one nickname
Entities with the wrong address type for an email Address
Entities with Improperly Formatted Email Address
Entities with Improperly Formatted Zip Codes
Phone or fax number with blank phone status
Preferred Address with No Zip Code
Multiple Home Email addresses
Multiple Business Email addresses
No Home or Business Email but have Email Other Only
Email Other same as Home/Business
Blank Cell/Other Phone
Incomplete phone number
Incomplete record type information for an alum record type
Incomplete degree information
Blank Institution Code on local degree
W&M Institution Code but Local Degree not checked
Apartments in wrong place
Students/Alums linked to Purgable Parents
Verify Banner and PLN ID is 9 digits in Length
Employment row but no job status entered
Preferred address does not have enough information
Status Code or Address Type Code = I, marked Preferred and entity status is not Lost
Students w/o Class Year
Students w/ Past Class Year
Self-employed in Job Title, box not checked
Multiple Primary Employment Records

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WMAA vs. Peer Averages
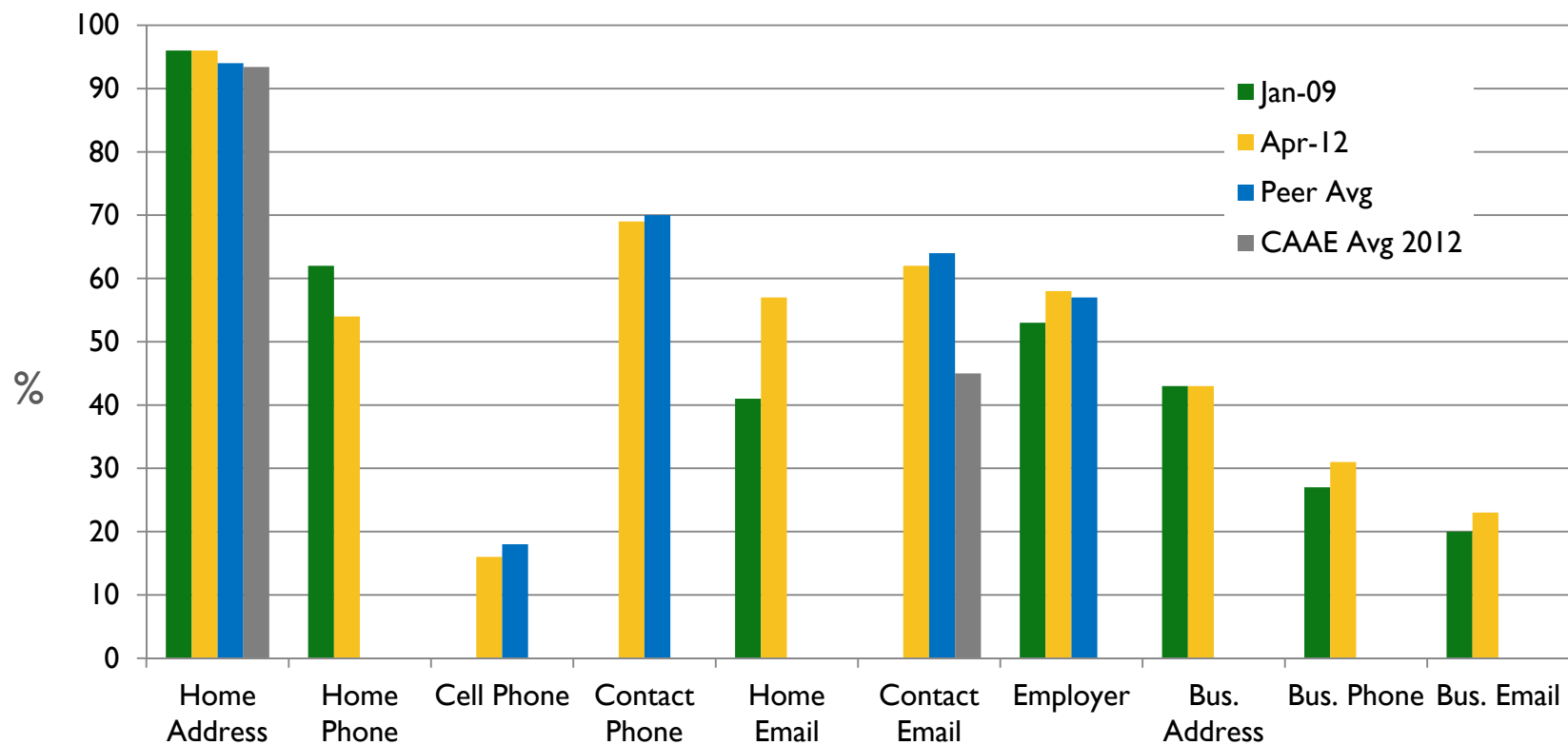
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Comparison Data (%)

W&M Alumni Association
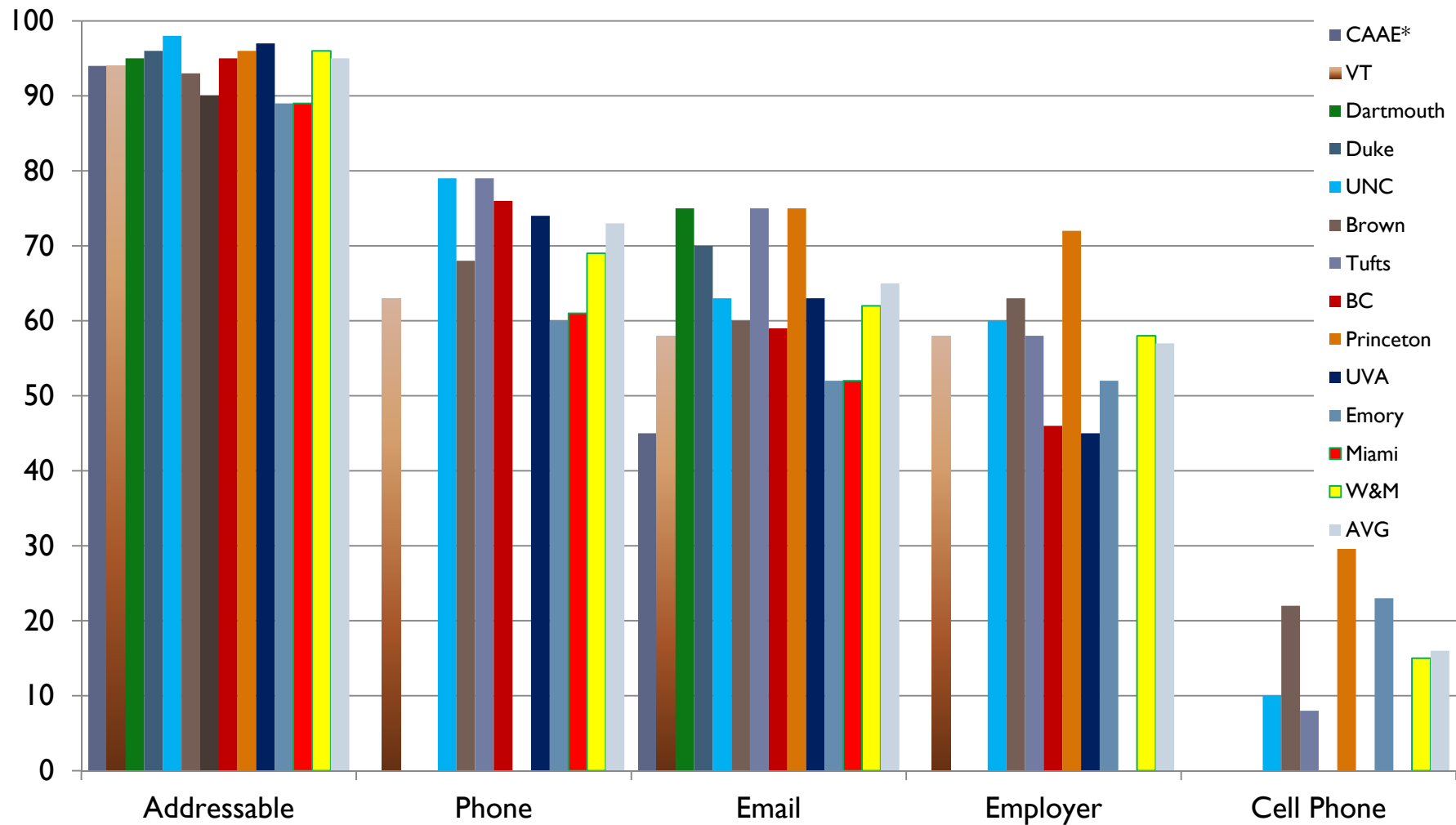
What's Next

- **For-fee email append**

- **Email Acquisition Campaign**

- **For-fee phone append**

- **Employment Clean-up w/ Development**