

Alumni/Development Database

Presentation to the Board of Visitors
September 17, 2009

Action Steps to Improve Data

February

Alumni Directory

- February to June data collection
- Significant impact on business data and phone numbers

Web Services

- My1693 web site
- Reunion year focused effort on class pages education & competition.
- Online donation, event registration and contact forms with required update information
- Non-login update forms

Postal/Mail

- National Change of Address (NCOA) processing subscription 'in-house.'
- Follow-up survey form/process that will mail a follow-up on received changes.

Fee Services/Vendors

- Development of application interfaces (APIs) that share data between external sites and the alumni web site.
- Phone Screening program that 'scrubs' phoning file prior to phoning.

September

Alumni Directory

- ✓ Completed Collection in July
- ✓ 30,799 Respondents

Web Services

- ✓ 33% of population registered, >2000 since Feb 09
- ✓ 69 class pages updated and tailored; 1979 won this years Reunion class competition with 6% increase in users.
- ✓ Online donation, event registration and contact forms with required update information
- ✓ 2300 updates via this method; linked from College website

Postal/Mail

- ✓ Over 1800 address corrections prior to bulk mailings
- ✓ Completed electronic custom survey form in Sep.; Testing now, will use for gaining updates when changes detected

Fee Services/Vendors

- ✓ Created Facebook Connect application with my1693; created single sign-on application with Experience Career network
- ✓ Phone Screening program that 'scrubs' phoning file following phoning to acquire new numbers

Action Steps to Improve Data

February

Intra-campus Collaboration

- Single-Sign-on between My1693 and Experience Career network
- Update-Your-Information links on College web pages
- Departmental update forms feed to Alumni Association records office
- Conducting “Other Database” analysis to determine other unknown sources for information
- Alumni/Development database becoming the database of record for parent information

Reallocation of Resources

- WMAA adding data entry position through reassignment
- WMAA adding web community manager to grow and drive traffic to group pages; additionally will perform data analysis/research – through reassignment of staff member
- Development and WMAA sharing cost of additional programmer for data analysis, research, and clean up

Engaging Volunteers

- Data update/overview presentations to volunteer boards

September

Intra-campus Collaboration

- ✓ Created single sign-on application with Experience Career network
- ✓ Update-Your-Information links on College web pages
- ✓ Departmental update forms feed to Alumni Association records office
- ✓ Completed “Other Database” analysis to determine other unknown sources for information; met with constituent schools development directors
- ✓ Alumni/Development database becoming the database of record for parent information
 - Adding students to my1693 community

Reallocation of Resources

- Budget issues prevented addition of data entry staff
- ✓ WMAA created web community manager thru reassignment; added 21 “web communities,” over 400 members; data analysis/research function pending
- ✓ Added Data Integrity Manager position and hire in April

Engaging Volunteers

- ✓ Presented data overview to reunion workshops, HC committee chairs, Alumni BOD, College communications committee, VIMS – addressed data collection and reporting efforts. Solicited their assistance in data maintenance and reporting.

Data Trends

All Alumni Records Only

February

	Total	
Number of Living	84,055	
Number of Lost	3,933	5%
Number Solicitable ¹		
Home Address	79,702	95%
Home Phone	51,843	62%
Home Email	34,051	41%
Business Address	35,856	43%
Business Phone	24,873	30%
Business Email	16,829	20%
Employer	44,322	53%
FAX	3,750	4%
Cell Phone	299	2%

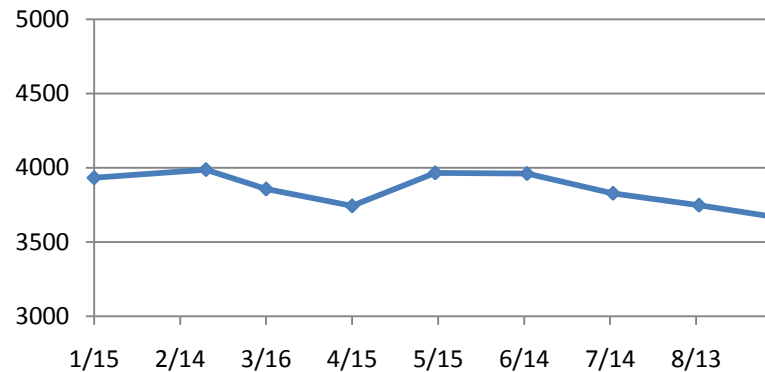
September

	Total	
Number of Living	85,633	
Number of Lost	3,665	4%
Number Solicitable ¹	79,659	93%
Home Address	81,346	95%
Home Phone	50,167	60%
Home Email	41,573	43%
Business Address	49,549	58%
Business Phone	36,484	43%
Business Email	19,346	23%
Employer	55,325	65%
FAX	3,600	4%
Cell Phone	6,367	7%

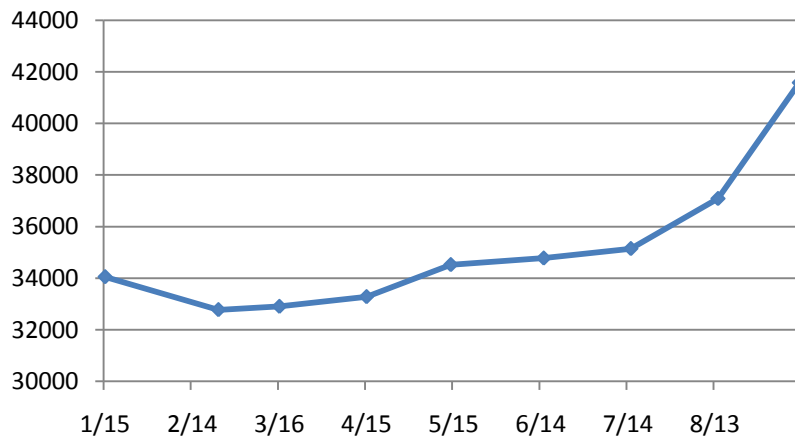
Data Trends

All Alumni Records Only

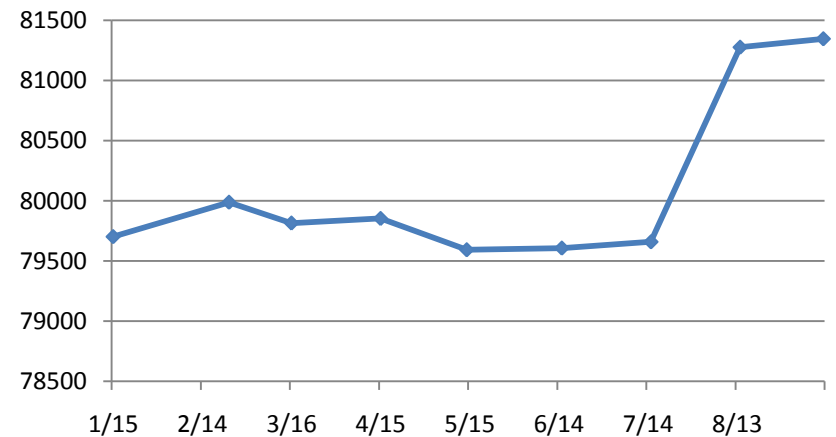
Number of Lost



Home Email



Home Address



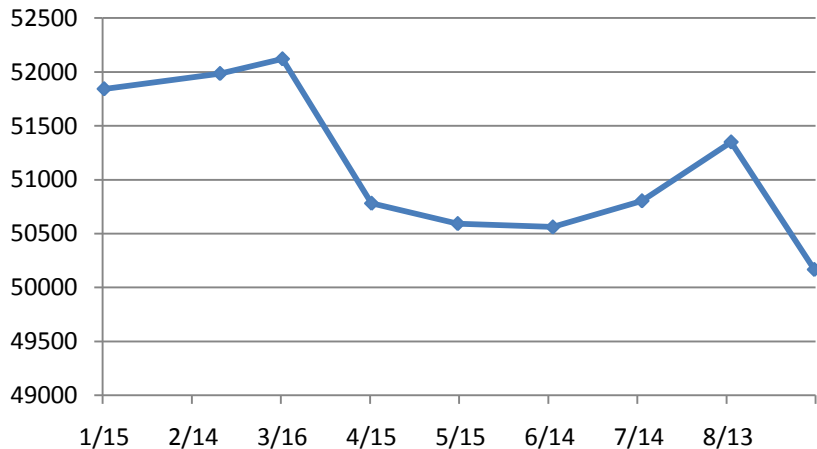
- Email purge from listserve bounces - February
- Graduate Load – July
- Directory Data load - August

- Graduate Load – July

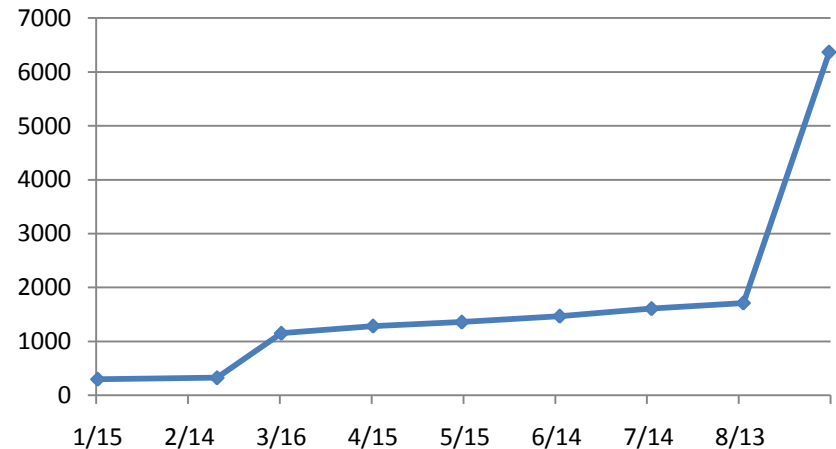
Data Trends

All Alumni Records Only

Home Phone



Cell Phone

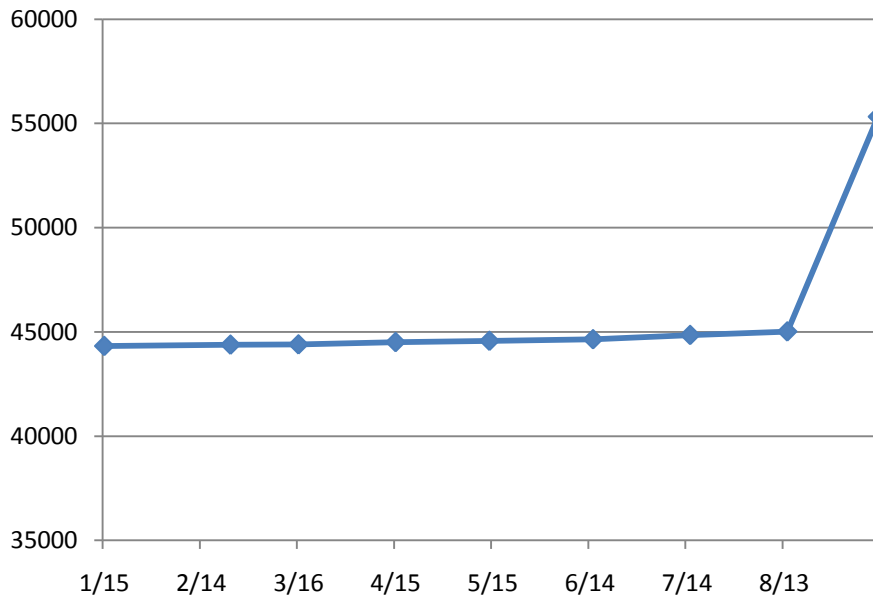


- March - began differentiating from landline and coding separately
- NCOA checks in March and August – change address but not phone
- May & September – heavy Development phoning activity
- September – Alumni Directory phone info loaded

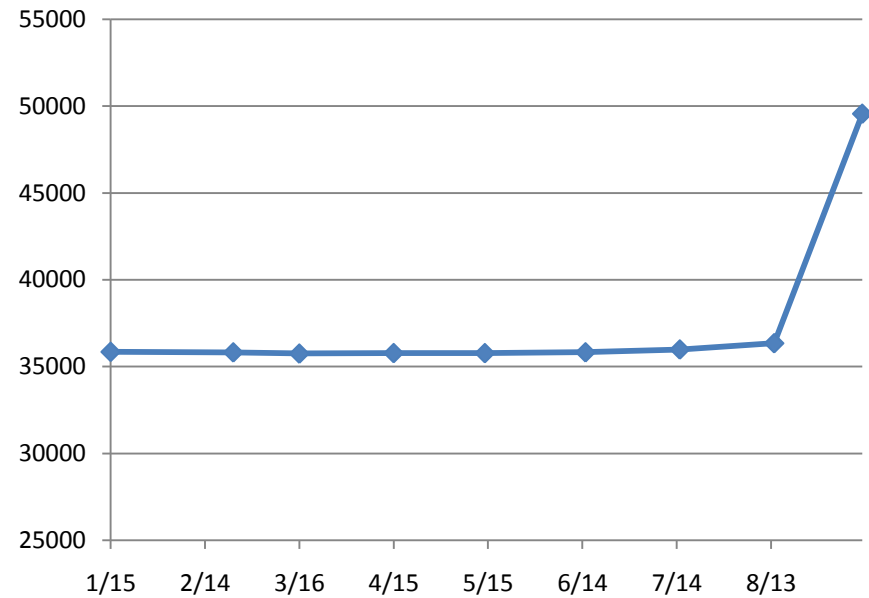
Data Trends

All Alumni Records Only

Employer



Business Address

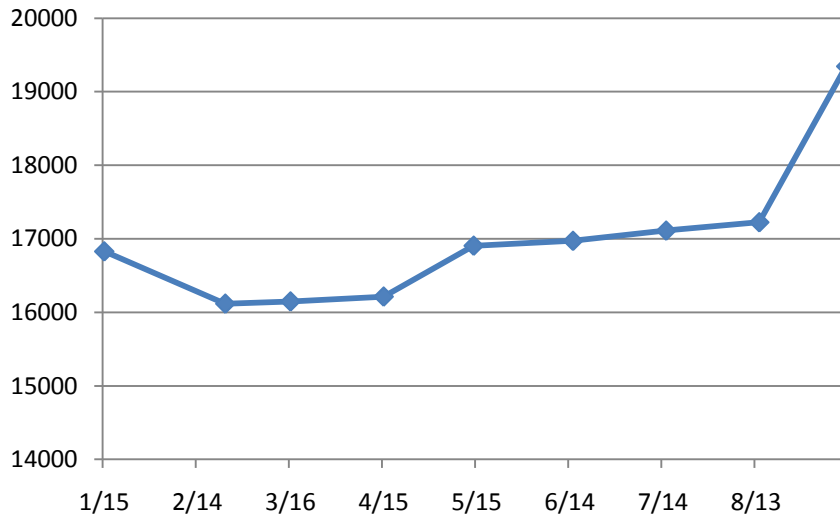


•Alumni directory data load - September

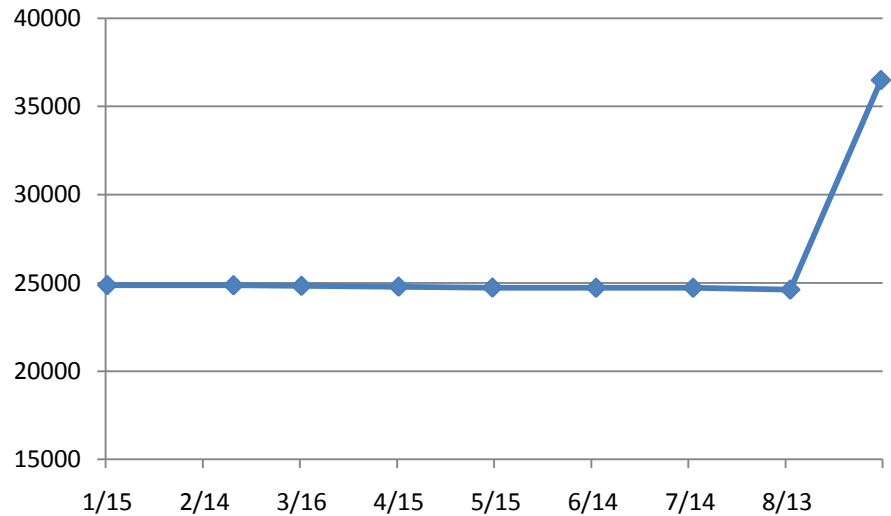
Data Trends

All Alumni Records Only

Business Email



Business Phone



- Email purge from listserve bounces – February
- Directory data load - September

- Directory data load - September

Conclusion

Ongoing commitments:

- Proactively secure, update and maintain the alumni/development database
- Direct resources (human & financial) toward database integrity matters
- Invest in new technologies and services to assist in acquisition of information
- Increase alumni and College community awareness and collaboration in regard to updating and sharing information
- Increase opportunities for individuals to update their personal information
- Engage and assist volunteers in the process
- Continue to measure progress against peer and industry benchmarks

Alumni Directory Data Results

7726	Online updates and/or verifications (did not call in)
18347	Inbound Updates and/or Verifications (called in)
4726	Outbound Updates and/or Verifications (Harris called)
1460	Alumni who submitted an Essay
1073	Alumni who submitted at least one photo
30799	Total Respondents (38% response rate)

Specific Data Updated:

13090	Other Institution Academic Information Updates
13751	Non-Directory Information Updates
3159	Children Information Updates
7840	Spouse Information Updates
26268	Business Information Updates
5249	Cell Phone Updates
12486	Residence Information Updates
12062	Email Updates