

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 Solitable 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% |

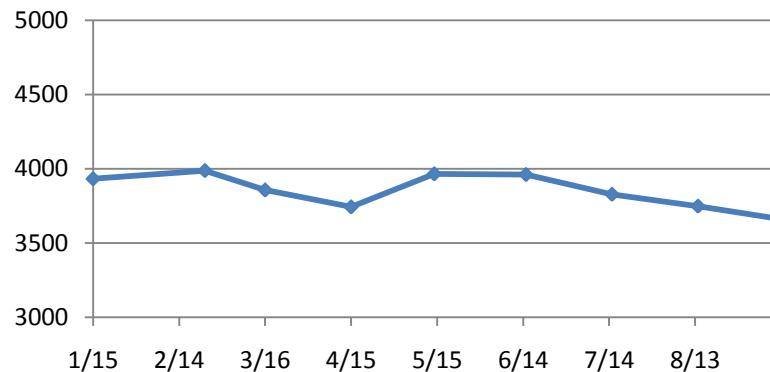
September

| | Total | |
|-------------------------------|--------|-----|
| Number of Living | 85,633 | |
| Number of Lost | 3,665 | 4% |
| Number Solitable 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% |

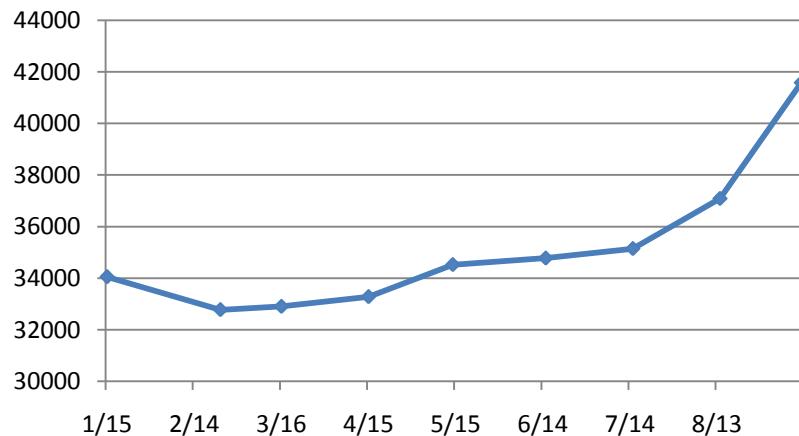
Data Trends

All Alumni Records Only

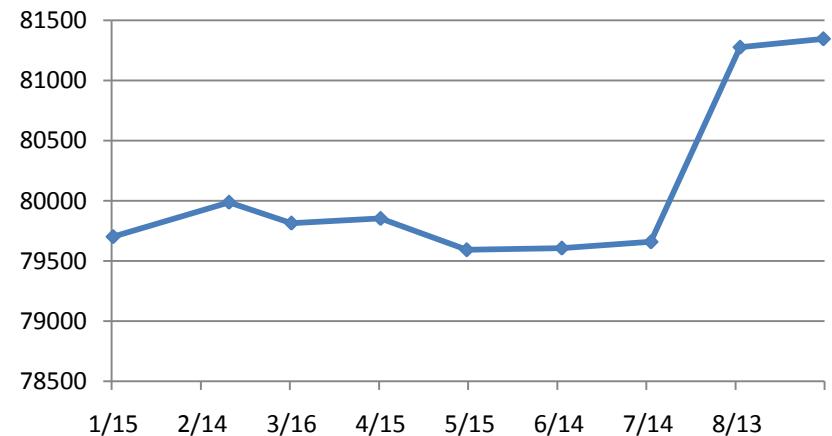
Number of Lost



Home Email



Home Address



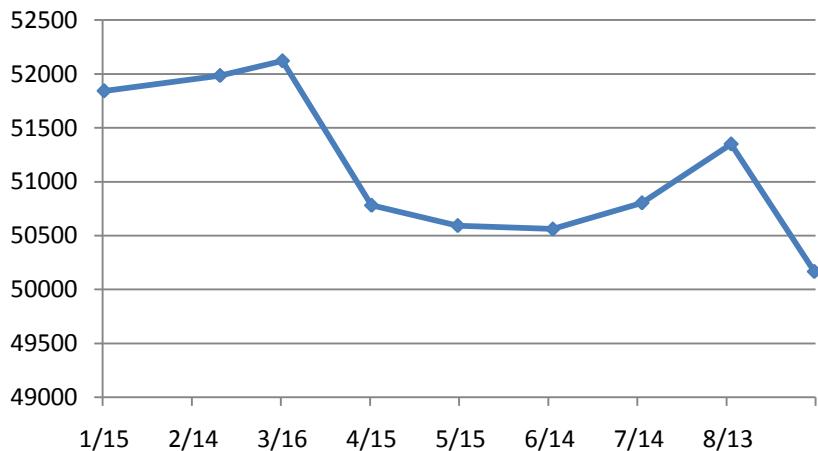
- Email purge from listserve bounces - February
- Graduate Load – July
- Directory Data load - August

- Graduate Load – July

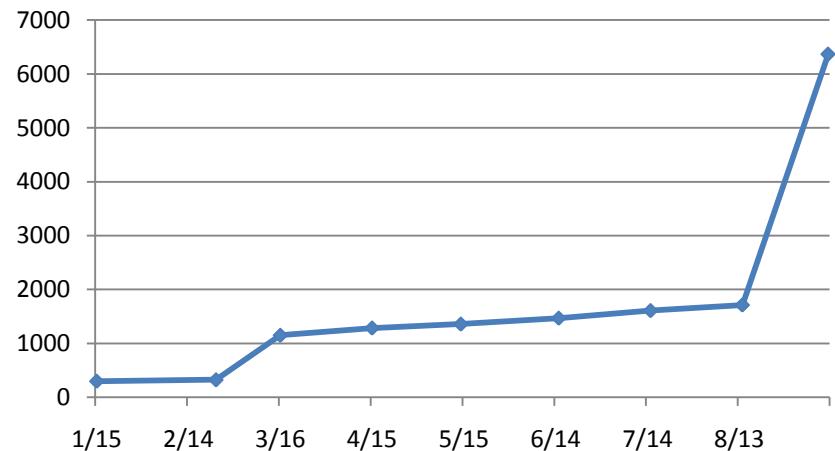
Data Trends

All Alumni Records Only

Home Phone



Cell Phone

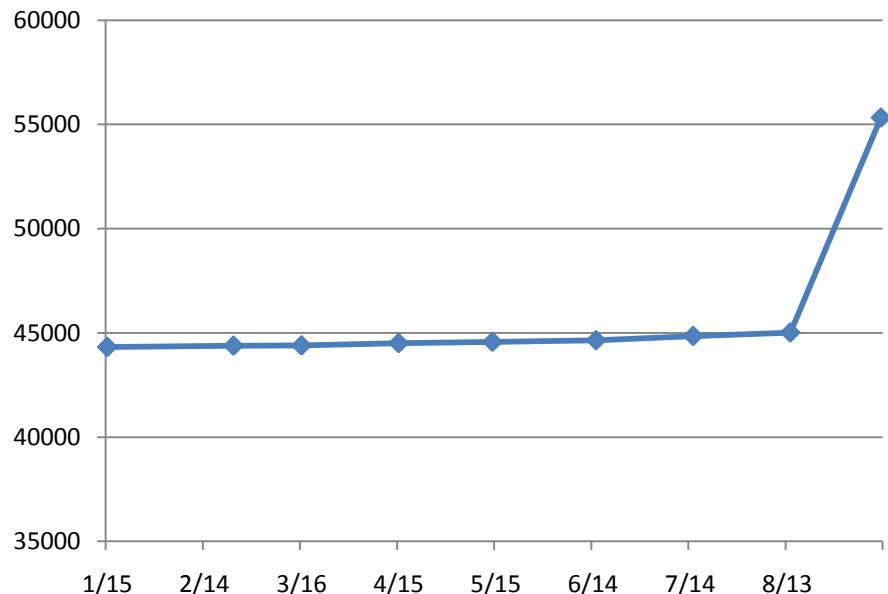


- March - began differentiating from landline and coding separately
- NCOA checks in March and August – change address but not phone
- May & September – heavy Development phoning activity
- September – Alumni Directory phone info loaded

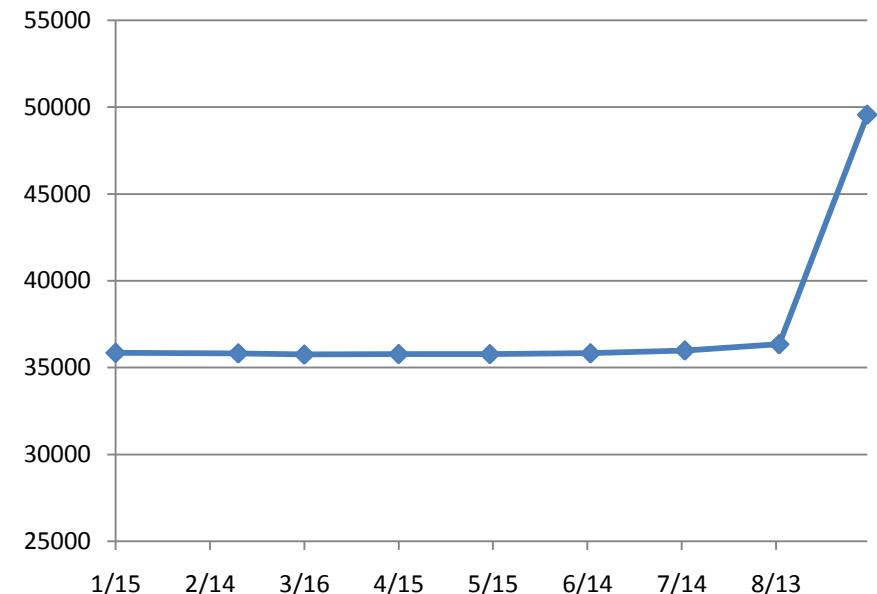
Data Trends

All Alumni Records Only

Employer



Business Address

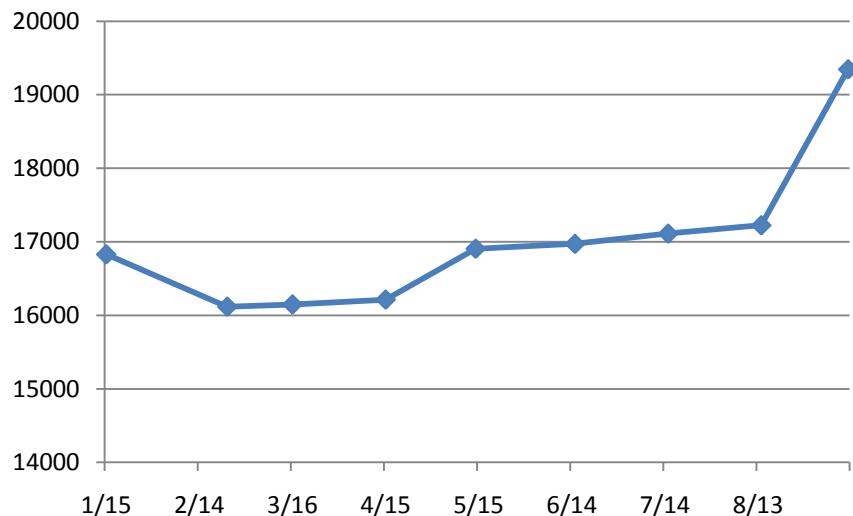


•Alumni directory data load - September

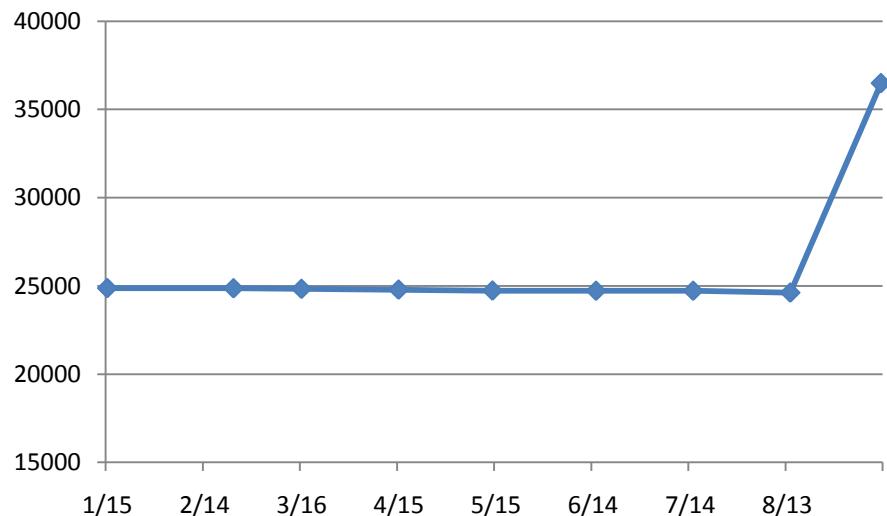
Data Trends

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 |