Alumni & Development Database
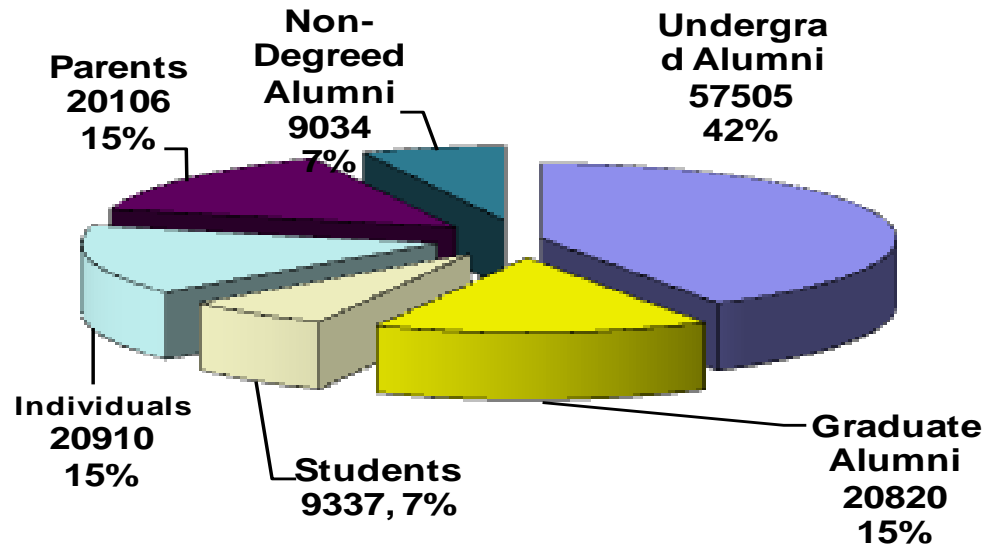
Board of Visitors December 3, 2010

Objectives For Today

Update:

- What We Have Done

- Where We Are

- What's Next

The Alumni/Development Database

- **Jointly maintained by the Alumni Association and University 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 138,000 records.

What We've Done (Sept 2009)

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 append program that finds phone numbers and we'll test before loading

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
- o Adding students to my1693 community

Reallocation of Resources
- o 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 2009

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.

What We've Done

- **Bolstered and pushed my1693 on line community**
  - Registrations up from 28% Feb 2009 to 35% Nov 2010
  - iPad registration campaign drove 5884 logins and 1201 new registrations
  - Online information update forms (no n-login)- 3236+ filled out
  - Now at 46 special interest web-communities with 2300 members
- **Focused on email cleansing and acquisition**
  - Quantity up from 41% to 54%
  - Bounce rates below 2.7%
  - Recently added 1946 emails from search service
- **Reinstated the Alumni survey process**
  - Developed electronic survey (email invite to web form)
  - Surveyed 18,811 alumni
  - Response rates at 19% (electronic) 15% (for paper)

# What We've Done

- **Employed 3d party vendor services (Oct)**
  - Accudata Services for Email, Lost, Cell Phone & Employment
    - Email – 5.8% return   Employment – 6.8% return (testing)
    - Cell Phone – 23.7% return   Lost – Sampling shows 1% return
- **Hired Data Integrity Manager**
  - Enabled research, Web research for missing and incomplete data
  - Enabled survey development and tracking
  - Enabled Audit and Clean-up processes
  - Prevent lost rates from cycling
- **NCOA Integration**
  - Integrated into mailing software
  - Reduced returned mail rates from 1900+ per issue to under 1000
  - Generates 500+ corrections before mailing

Where We Are

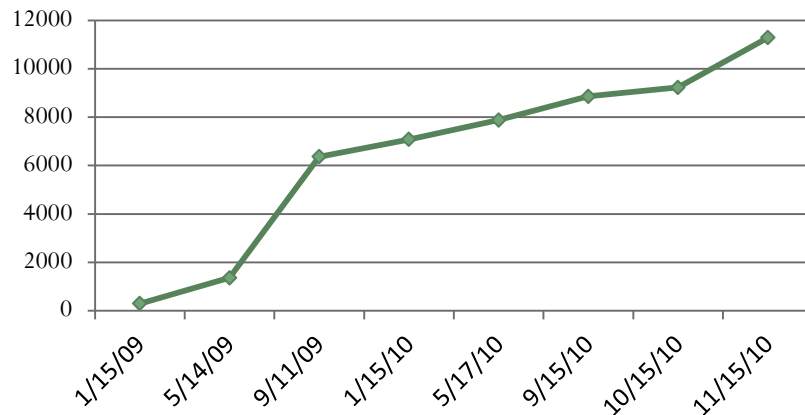**Number of Lost**
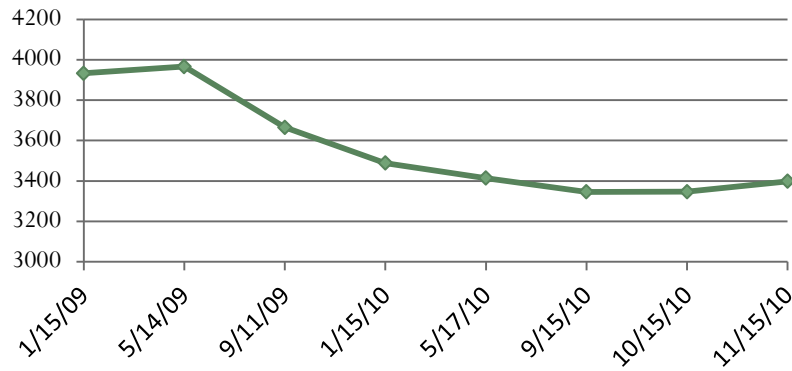
Home Address
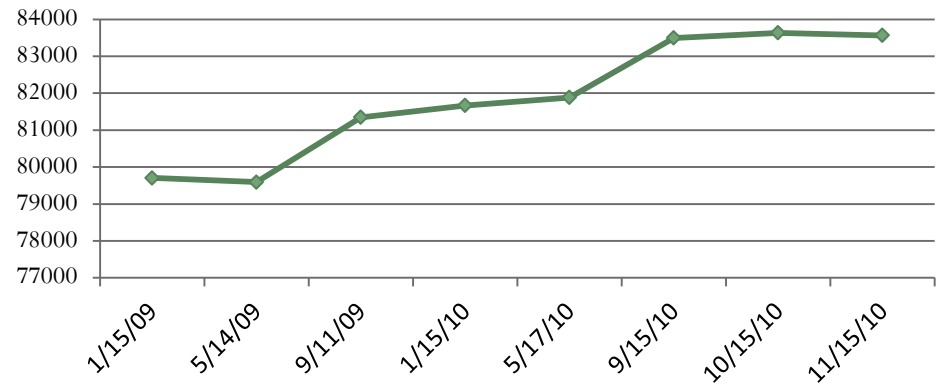
96% of alumni population with mailable address
2009 CAAE average rate: 90.7%

Impactors:
Alumni Directory Process
NCOA/Verimove Services
Data Integrity Manager
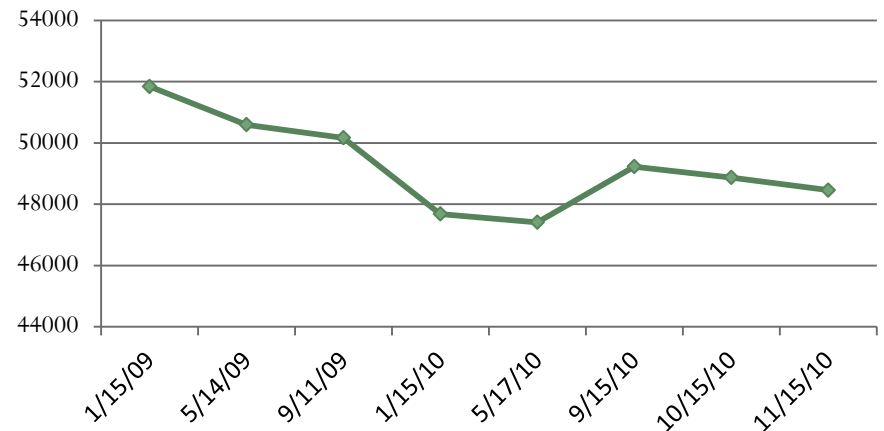On line community increases

Where We Are

Cell Phone

13% of alumni population
Up from 0%

Impactors:
Cell phone field in update forms
Better research thru WhitePages.com
3d party data service for fee

Home Phone

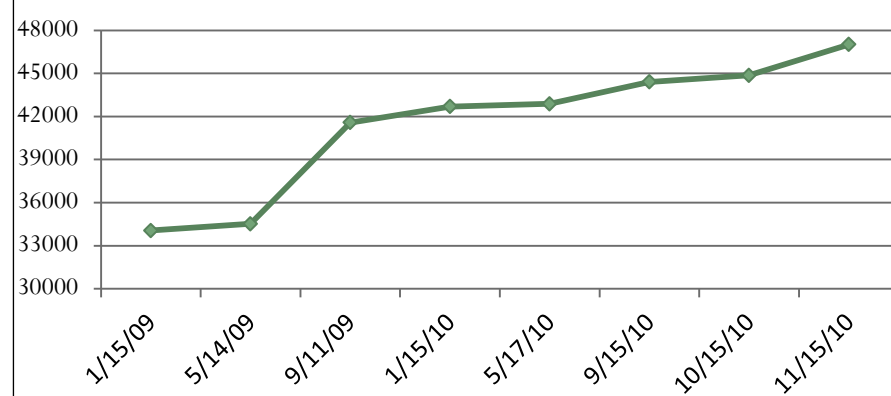55% of alumni population
Down from 62%

Impactors:
Phonathon
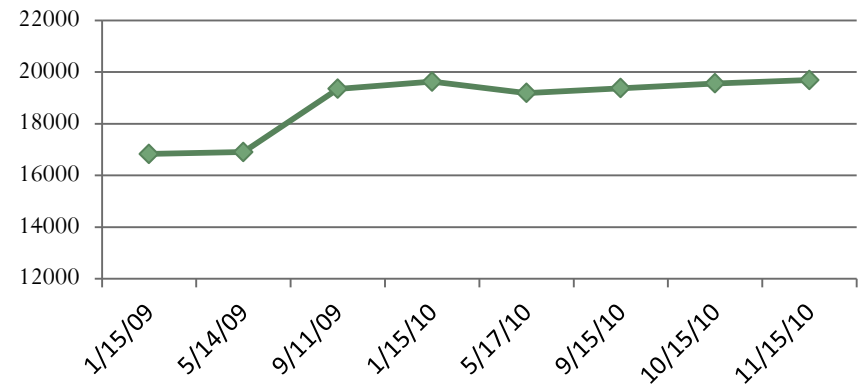Better research thru WhitePages.com

"Contact Phone" Rate – 69%

Where We Are

Home Email

Business Email

54% of alumni population
Up from 41%
CAAE Avg: 44.4%

22% of alumni population
Up from 20%
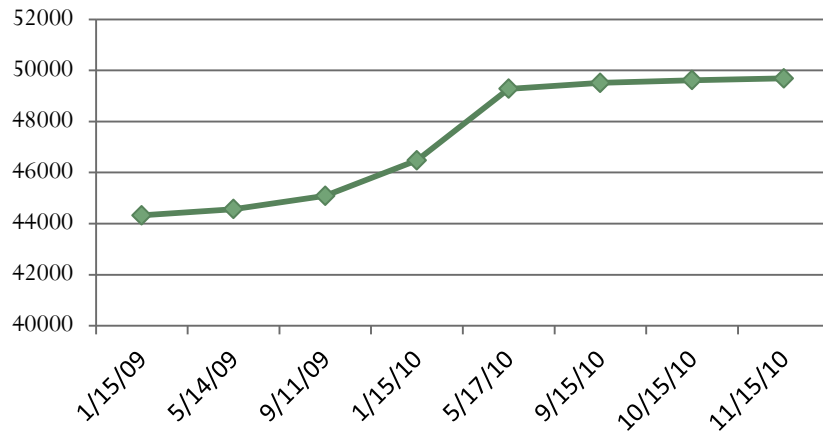
Impactors:
My1693 Registration
Alumni Directory
3d party data service for fee

"Contact Email" Rate – 60%

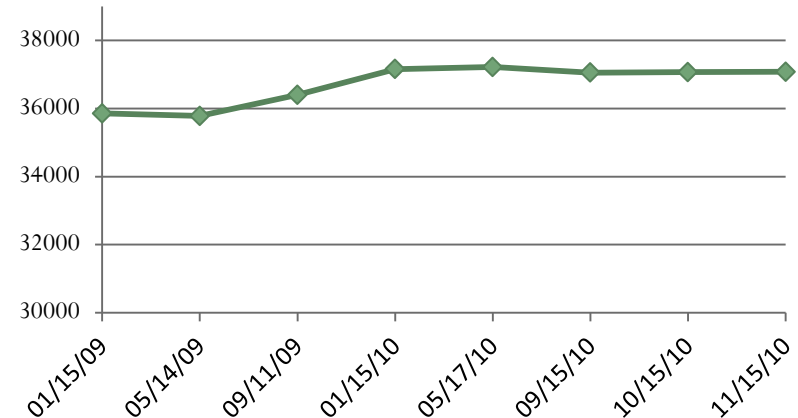# Where We Are

Employer

57% of alumni population
Up from 53%

Business Address

42% of alumni population
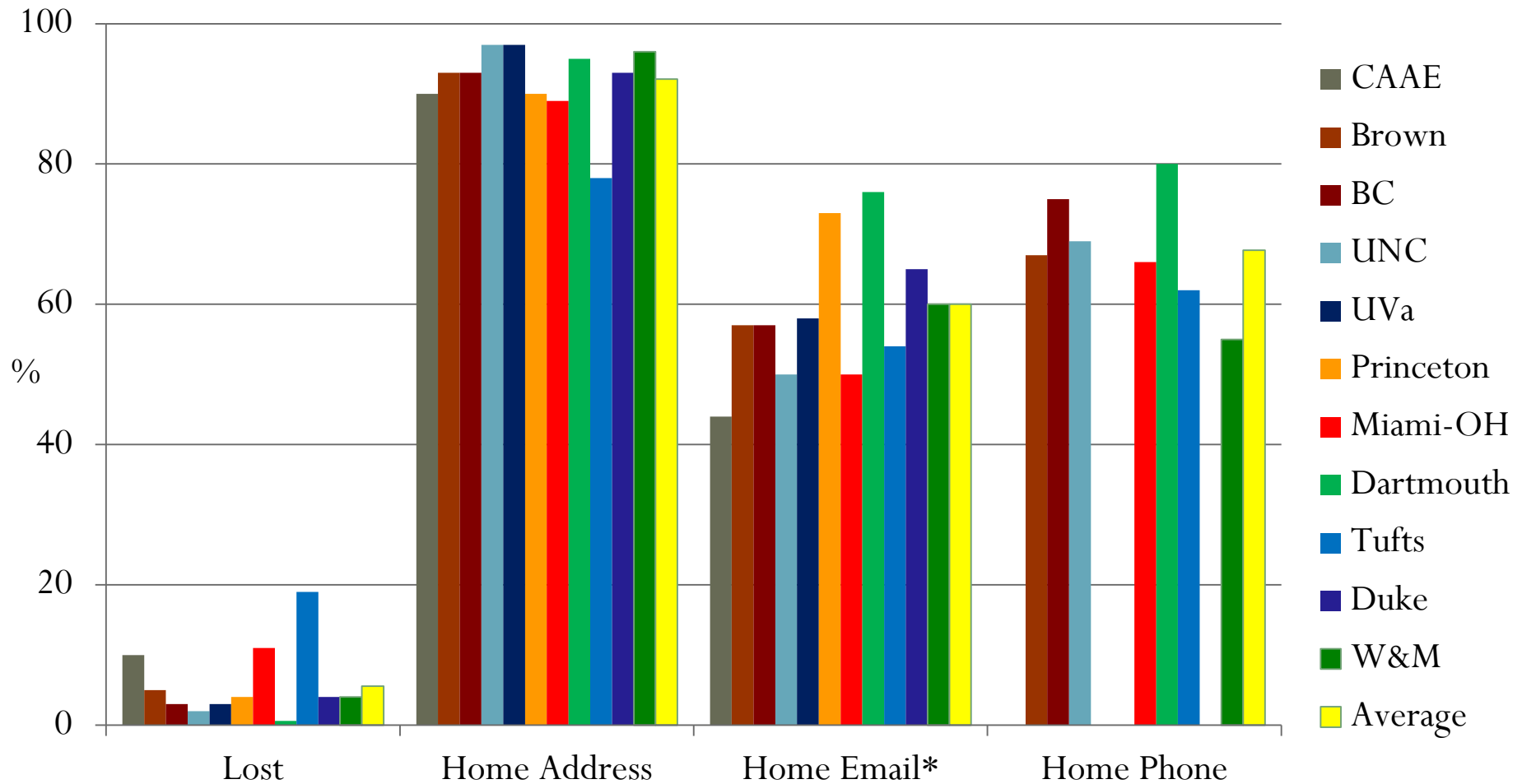Down from 43%

Impactors:
My1693 Registration
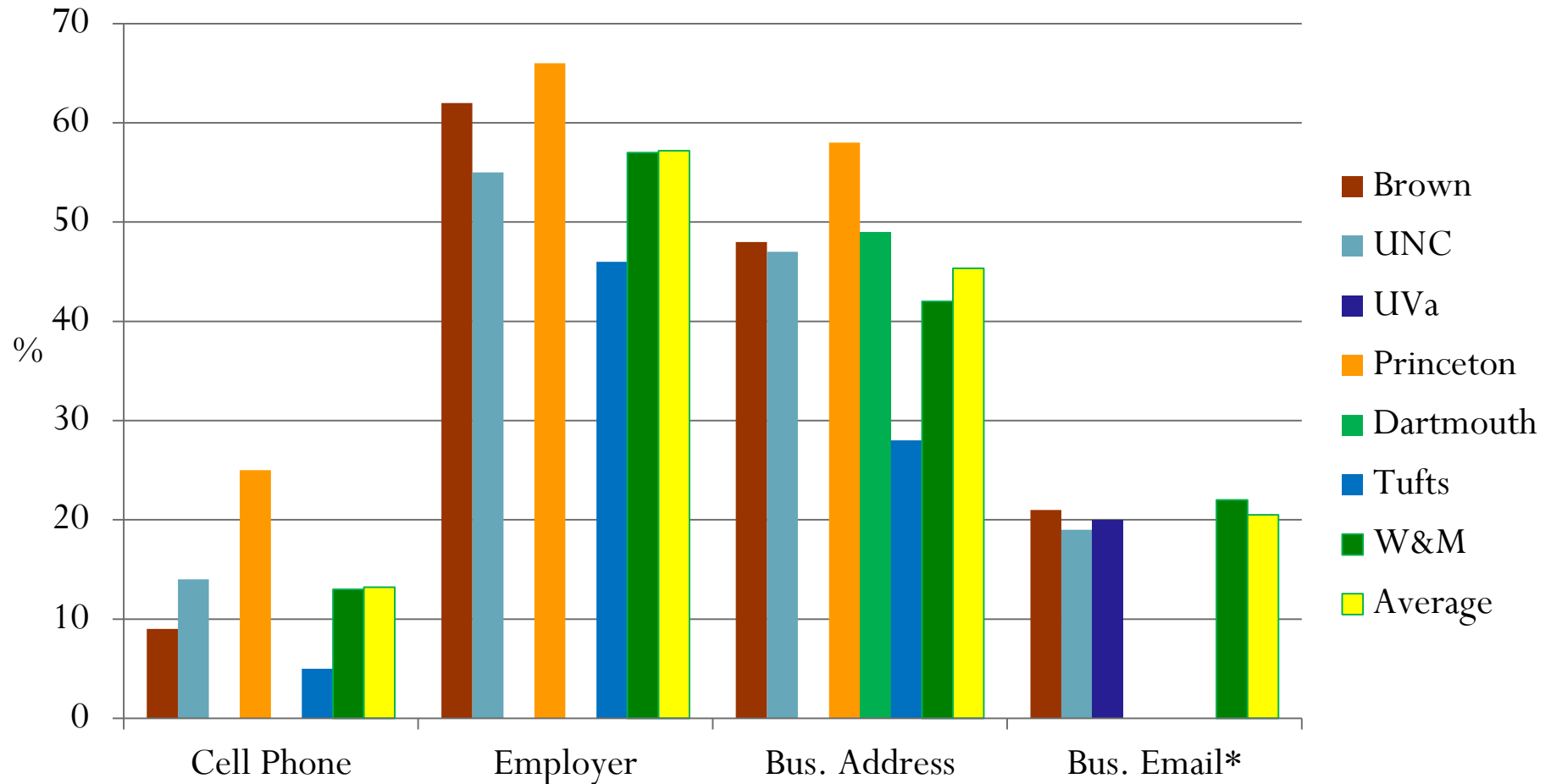Alumni Directory
3d party data service for fee
LinkedIn
Auditing old employment

Comparison Data

* "Contactable" email rates used UVa., Dartmouth, W&M, Princeton, Tufts, BC, CAAE

Comparison Data

* "Contactable" email rates reported in home email for Dartmouth, Princeton, BC, CAAE

Challenges

- **Volume of information**

- **USPS conflicting data**

- **Telephones**

- **Employment data**

- **Response rates to survey requests**

What's Next

- Add data entry person

- Evaluate for-fee service results

- Inculcate the survey process

- Student Activities capture and transfer

- Continuing Campus outreach and education

Questions?

"If you torture data long enough, it will tell you anything you want!"
~Anonymous

"In any collection of data, the figure most obviously correct, beyond all need of checking, is the error!"
~Anonymous