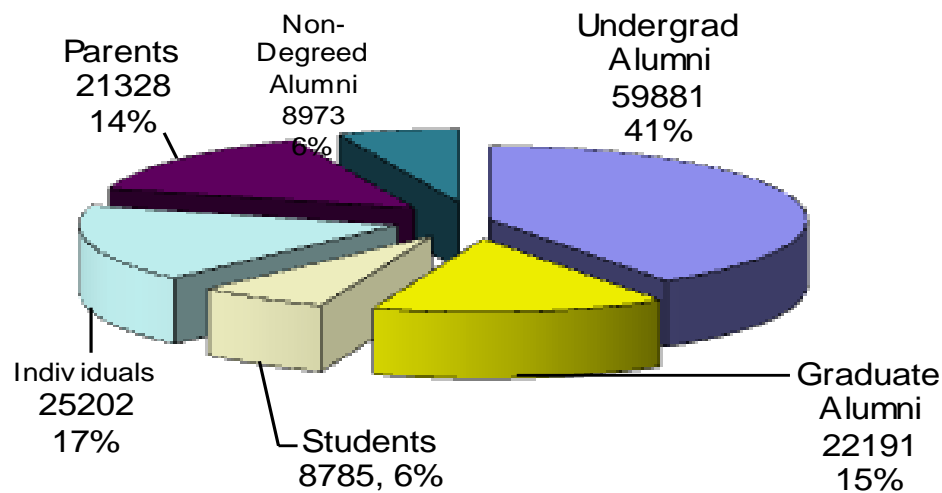


Alumni Association Update to BOV

April 18, 2013

Current Posture

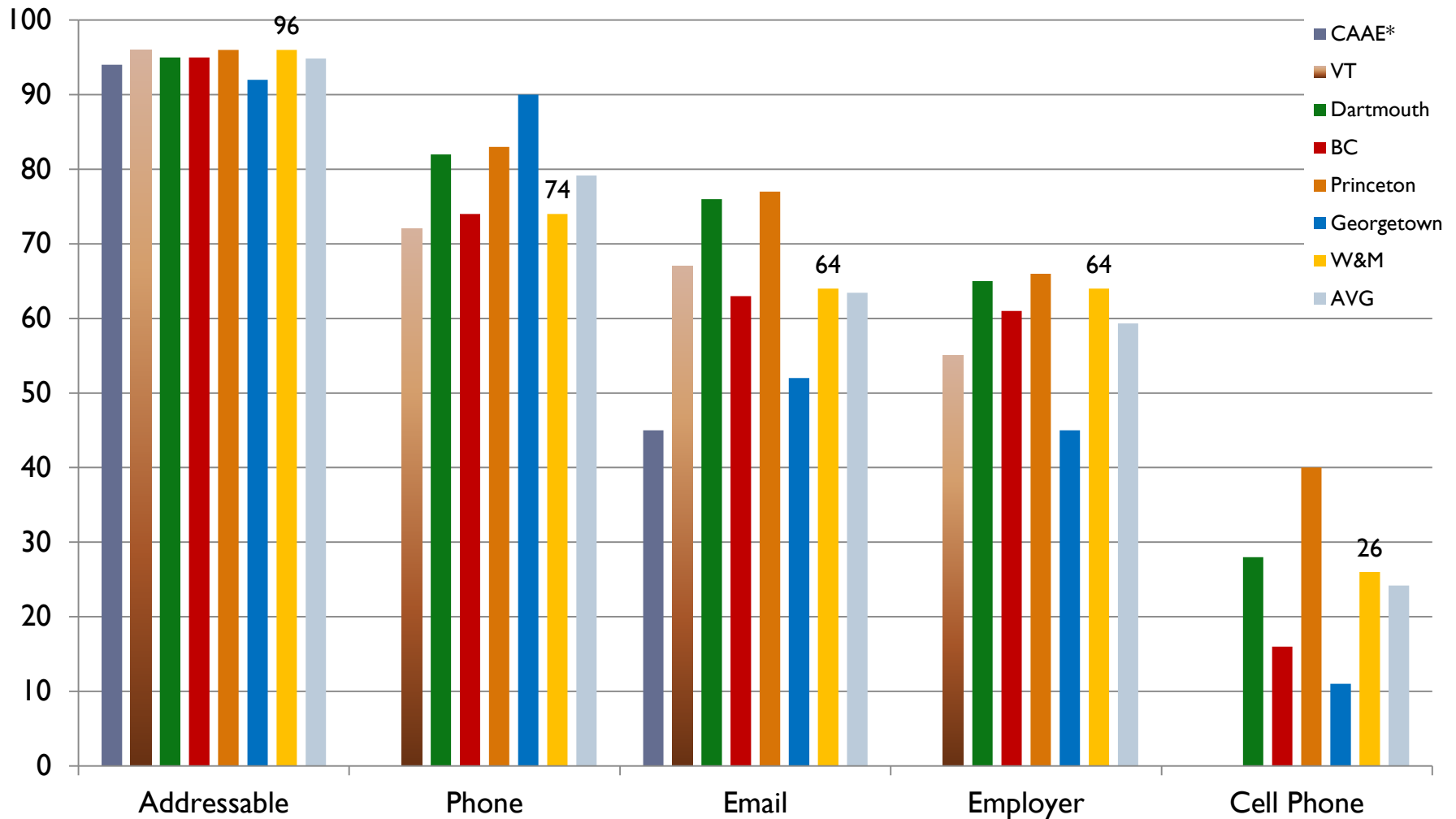


Database Activity 2012

Records Added :	9513
Activities changes made:	14811
Employment changes made:	19561
Address Changes made:	66333
Committee Changes made:	6413
Sport Changes made:	642
Stu. Activities Changes made:	5312
Name Changes made:	18557
Children Changes made:	10997
Marital Status Changes made:	3894
Email Changes made:	24716
Phone Changes made:	44282

- Jointly maintained by Alumni Association and Univ. Development
- Contains 287,000+ records including those marked as deceased
- Primary concern and focus are on the shown record types, not marked as deceased. These categories represent approximately 146,360 records.

Comparison Data (%)



Current Practices & Methods

- ▶ Direct Surveying
- ▶ MyI693 Online Community
- ▶ National Change of Address (NCOA)
- ▶ Returned Mail Research
- ▶ For-fee Search Services
- ▶ *W&M Alumni Magazine* Class Notes
- ▶ Obituary Registry
- ▶ W&M Community Processes
- ▶ Email Listservs Return/bounce Analysis
- ▶ Social Media
- ▶ Google Alerts
- ▶ News Clippings
- ▶ College Departmental Web forms
- ▶ Events Registrations
- ▶ Bio Update Cards

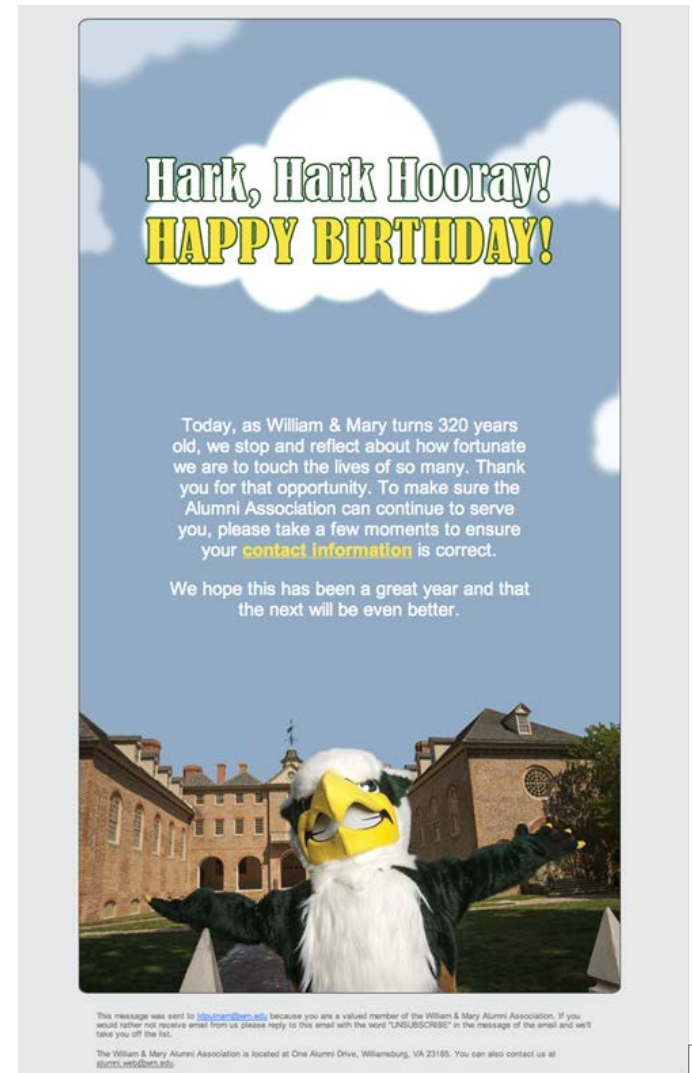
Newest Developments

- ▶ Alumni Directory Project
- ▶ BlackBaud Screening and Target Analytics
- ▶ Survey B-day ecard
- ▶ Ubiquitous Update Links

Update Ubiquity



Hark
my1693
Facebook
WM Homcoming
Birthday eCard
50th Reunion
W&M widgets
College Update Sites



Developing Opportunities

- ▶ Professional Messaging
- ▶ Data Synchronization with LinkedIn
- ▶ Annual Survey to All
- ▶ Volunteer/Leadership Boards Participation
- ▶ BlackBaud CRM Database

Summary

- ▶ We are organized for data collection
- ▶ We coordinate data input and cross check across different systems
- ▶ We continually make progress
- ▶ Our averages compare favorably with peers
- ▶ We monitor and assess new venues and costs

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: 10,893 surveys sent.

	FY 13 YTD	FY 12	FY 11	FY 10
Total Response Rate	16.29%	17.96%	17.29%	16.94%
Email Response	16.99%	20.32%	18.11%	17.02%
Paper Response	11.55%	12.77%	12.50%	9.91%



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	29	42	30.95%
Tampa Brunch	18	26	44	40.91%
Boston Reception	58	73	131	44.27%
BOV	8	9	17	47.06%
Hulon Willis	31	20	51	60.78%
Baltimore	17	35	52	32.69%
DC	45	105	150	30.00%
Charleston	6	14	20	30.00%
Denver	46	56	102	45.10%
Roanoke	25	62	87	28.74%
Philadelphia	8	25	33	24.24%
Cincinnati	6	4	10	60.00%
Dallas	19	26	45	42.22%
Houston	19	27	46	41.30%
South Hampton Roads	64	89	153	41.83%
Los Angeles	6	12	18	33.33%
San Diego	15	13	28	53.57%
Pittsburgh	35	38	73	47.95%
Naples	11	19	30	36.67%
Raleigh	23	32	55	41.82%
Richmond Career Networking	12	11	23	52.17%
Jacksonville	14	7	21	66.67%
Total	609	874	1483	41.07%



Current and Comparative Rates

W&M

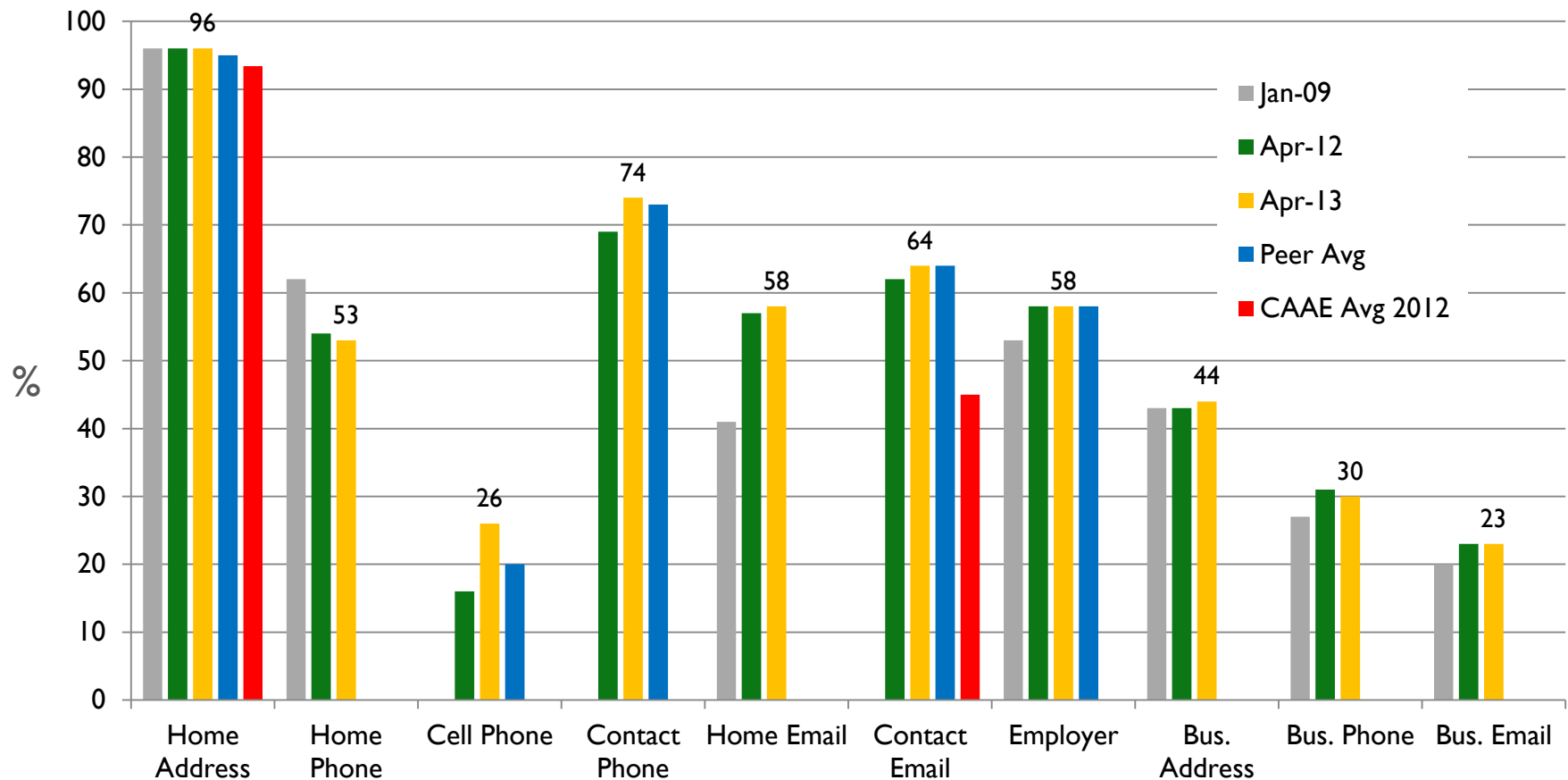
	Sep-09	Apr-13	BC	Dart	Prin	VT	GTown	Avg
Number of Living ¹	84,154	91,099	165,726	74,340	92,885	227,817	166,133	
Number of Lost	4%	4%		1%	4%	4%	8%	4%
Number Solicitable ²	92%	94%		90%	95%		92%	93%
Home Address	96%	96%	93%	92%	95%	96%	86%	93%
Home Phone	62%	53%	67%	82%	56%		86%	69%
Home Email	41%	58%					43%	51%
Business Address	43%	44%	45%	48%	58%		41%	47%
Business Phone	27%	30%	37%	47%	35%		42%	38%
Business Email	20%	23%					20%	22%
Employer	53%	58%	61%	65%	66%		45%	59%
Cell Phone	0%	26%	16%	28%	40%		11%	24%
Contact Phone ³		74%	74%		83%	72%	90%	79%
Contact Email ³		64%	63%	76%	77%	67%	52%	67%

1 Undergraduate, Graduate and non-Degreed Alumni

2 Excludes those coded Lost, Removed by Request & Do Not Solicit

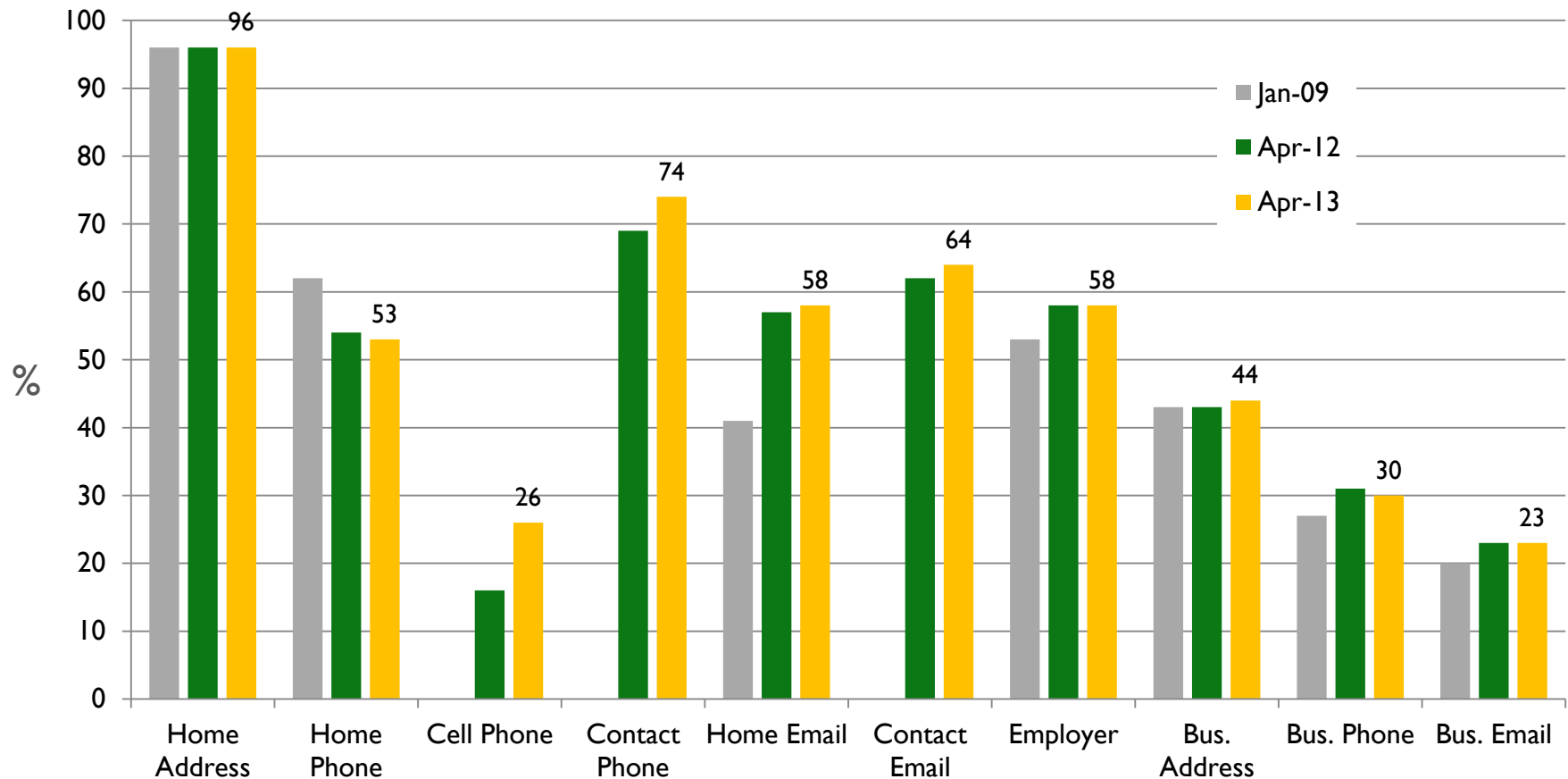
3 Contact phone and contact email rates are counts of entity with AN active phone or email regardless of home or business type.

Current Posture - WMAA vs. Peer Averages



* CAAE – Council of Alumni Association Executives – (89 schools in survey)

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Comparison Data (%)

