

Pathway Goal: Community Partnerships **Report:** Year-End: May 2018
Action Item # 3-6

Action Item Description:

Goal: Increase alumni and community support.
 Action: Determine constituent engagement.

Submitted By:

Name	Department
Chad Warren	Philanthropy and Alumni Engagement

Working Group Members:

Name	Department
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George Musovski	Philanthropy and Alumni Engagement
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Process and Timeline: Provide a brief summary of the year-long process for your working group.

- Investigate options in order to develop a proposal for a constituent engagement classification system that would complement prospect development and provide an analysis and awareness of engagement (return on engagement).

Describe what has been accomplished so far this year.

We have created an engagement index of those constituents tracked within Raiser’s Edge – snapshot of undergraduate alumni, all alumni, and alumni and friends/donors. The logic comprises of donors, events/meetings, and coded volunteers.

We also created an internal calendar (in its infancy stage) of known engagement planned on campus and across the US.

<https://docs.google.com/spreadsheets/d/1VRwiqqknn2g3zfU-P0gkEHPtIAVuj8ze99BN-8qMcr4/edit#gid=0>

We also sent out an alumni survey to 70,000 email addresses. At this time, we have 800+ respondents. The survey captures attitude and perception of engagement from alumni. We will benchmark ourselves from ten years ago, when we conducted the same survey. It will also allow us to benchmark against peer and aspirational institutions. Results will be ready in January.

Identify next steps.

To build awareness of the importance of entering engagement data into one centralized CRM, at this time, Raiser's Edge. We are going to migrate to a cloud based product called NXT in the next six months, which will encourage further collaboration amongst University partners. When training occurs, we will also begin more sophisticated training with entering this data into our CRM.

What will your final product be at the end of the year? Such as, what metrics which will be used to assess your progress/achievement, will a report be generated, etc?

The engagement index will continue to be a tool that captures known engagement. The internal calendar will be used to show true participants at University hosted events, even if they are not within our CRM. We will have a full report on alumni engagement, holistically and by college/school, grad year, etc.

You may have reference material to attach to this report. Select from the list.

No additional reference material

OR

Any material generated by this working group (if completed at this time)

Additional information to include (optional).

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End of Mid-Year Report
Remainder of the report will be completed in May.

Year-End

This portion is to be completed in May.

2017-18 Accomplishments.

<ul style="list-style-type: none"> - Creation of Alumni Engagement Index – updated monthly, captures donors, volunteers, event attendees and constituents who took a meeting with a UNLV official - Creation of an Alumni Engagement Scorecard - Execution of Alumni Attitude Survey - Signed contract to upgrade to NXT and Luminare, infinite amount of licenses available to all of campus

SWOT Analysis: Determine the strengths, weakness, opportunities, and threats presented in the data.

Strength(s)	<p>A greater focus on capturing information from Division of Philanthropy and Alumni Engagement has taken place. Educating campus partners has begun about the importance of utilizing one shared infrastructure.</p> <p>Results of the 2017 Alumni Attitude survey has allowed us to redefine what services our alumni and community members want. We are updating our strategic plan to allow for more mutually-beneficial offerings.</p>
Weakness(es)	<p>Although every college/schools has a development professional that has a dual-reporting line to the Foundation and the Dean, five colleges have an alumni relations professional with no formal reporting structure to the Association</p> <p>13 of 18 colleges/schools do not have an alumni relations professional</p>
Opportunity(ies)	<p>Migrating to Luminare and NXT in summer of 2017. This will allow for better capturing of known engagement data points. Soon, all campus partners will be able to be trained and have access.</p>
Threat(s)	<p>Utilizing Luminare for event registration and NXT for the central CRM is not mandatory by college/units and therefore, we cannot enforce.</p>

2018-19 recommendations and next steps

- **What does the SWOT analysis reveal?**
- **What should the goals / activities be for the subcommittee?**
- **Who should be responsible?**

<p>We are moving ahead. We know we are engaging more constituents than are being tracked. Since we have a quasi-model of reporting, the expectation to use one CRM and work with the Division of Philanthropy and Alumni Engagement is dependent on if it's a priority of the leadership with the college/school/unit.</p> <p>As of April 27, 2018; alumni dues will be dissolved effective January 1, 2019. All graduates of UNLV will be members of the Association, which allows for us to engage 120,000 and provide an inclusive experience.</p> <p>Chad Warren should still lead this pathway goal.</p>

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In conjunction with the 2017 Alumni Attitude survey, the company we partnered with, Performance Enhancement Group or PEG created their own affinity index to determine engagement. Having partnered with PEG in 2007 and now, in 2017; we have increased from 74% to 76% vs. an industry average of 80%. We will not conduct this survey again until 2022, five years from now.

The affinity index logic is based on four questions:

How would you rate your decision to attend the UNLV?

How often do you promote the UNLV to others?

Which of the following best describes your experiences as an alumnus/a?

Which of the following best describes your overall current opinion of the UNLV?

End of Report
