

**Pathway Goal:** Community Partnerships    **Report:** Year-End: July 2018  
**Action Item #** 3-2

**Action Item Description:**

Goal: Invite the community to advance development and fundraising.  
Action: Involve more donors/supporters in university activities.

**Submitted By:**

Name	Department
Chad Warren	Philanthropy and Alumni Engagement

**Working Group Members:** *(Edit as needed)*

Name	Department
Chad Warren	Philanthropy and Alumni Engagement
George Musovski	Philanthropy and Alumni Engagement
Blake Douglas	Philanthropy and Alumni Engagement
Carrie Ahlborn	Philanthropy and Alumni Engagement

**Process and Timeline:** Provide a brief description of the process to obtain these data.

Number of constituents and type of constituent engagement, tracked within CRM housed within Division of Philanthropy and Alumni Engagement.

**Enter your data below. (If you are attaching data or data reports, please enter “See Attached” in the box).**

See attached reports.

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

Strength(s)	Utilizing the NXT platform which started in July 2018 will encourage better collaboration with university partners, and also allows for better capturing of known engagement data points. All campus partners can be trained and will access to NXT soon. The Alumni Association has updated its strategic plan to allow for more mutually-beneficial offerings. We have affiliated with multiple benefit partners, bringing thousands of new offers to alums, will launch in January 2019.
Weakness(es)	Only six colleges/schools (up from last year's five) have an alumni relations professional, however there is no formal reporting structure to the Association.
Opportunity(ies)	Continuing to track engagement with the score card has been beneficial to show all colleges/units. Continuing to work with colleges/schools/units to enter in engagement data into CRM
Threat(s)	Utilizing Luminate for event registration and NXT for the central CRM is not mandatory by college/school/units; therefore we are missing thousands of constituents that are engaging with us. Many events and solicitations occur outside the Division without awareness and input from central staff.

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

No additional reference material

**OR**

Any report(s) generated (e.g. annual reports)

**Additional information to include (optional).**

Results from Alumni Attitude Survey conducted in fall of 2017, engagement index, scorecard, and article of survey results published in Spring 2018 *UNLV Magazine* <https://www.unlv.edu/news/article/unlv-alumni-attitude-survey>

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**End of Report**

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# UNLV Engagement Index Metrics

As of 6/30/2018

FY 2017  
Year-end  
Snapshot

FY2017 YTD

FY2018 YTD

## Alumni Engagement Index

Alumni * - "Reachable" Base	109,101		109,101		114,271	
Alumni - Donors*	4,388	4.02%	4,388	4.02%	4,291	3.76%
Alumni - Events/Meetings	1,773	1.63%	1,773	1.63%	2,095	1.83%
Alumni - Volunteers	479	0.44%	479	0.44%	1,963	1.72%
Alumni - Events/Meetings and Volunteers	2,253	2.07%	2,253	2.07%	2,580	2.26%
Alumni - Participants**	5,750	5.27%	5,750	5.27%	6,046	5.29%
<b>Alumni Undergraduate * - "Reachable" Base</b>	<b>89,233</b>		<b>89,233</b>		<b>93,579</b>	
Alumni - Donors*	3,494	3.92%	3,494	3.92%	3,378	3.61%
Alumni - Events/Meetings	1,228	1.38%	1,228	1.38%	1,571	1.68%
Alumni - Volunteers	370	0.41%	370	0.41%	1,601	1.71%
Alumni - Events/Meetings and Volunteers	1,603	1.80%	1,603	1.80%	1,984	2.12%
Alumni - Participants**	4,571	5.12%	4,571	5.12%	4,742	5.07%

## University Engagement Index

Constituent * - "Reachable" Base	180,578		180,578		189,602	
Constituent - Donors*	10,832	6.00%	10,832	6.00%	10,721	5.65%
Constituent - Events/Meetings	3,570	1.98%	3,570	1.98%	4,181	2.21%
Constituent - Volunteers	1,219	0.68%	1,219	0.68%	3,006	1.59%
Constituent - Events/Meetings and Volunteers	4,799	2.66%	4,799	2.66%	5,566	2.94%
Constituent - Participants**	13,891	7.69%	13,891	7.69%	14,438	7.61%

Notes:

Alumni and Constituent base counts only include "reachable" constituents

All donor totals reflect soft credit

\* Includes gifts received, does not include pledges

\*\* Includes donors, events/meetings and volunteers

## PHILANTHROPY AND ALUMNI ENGAGEMENT SCORECARD

DATA THROUGH June 30, 2018

STATUS

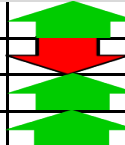
### A. PRODUCTIVITY

#### Total Donations

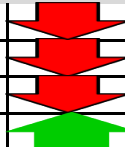
- 1. PRODUCTIVITY\*
- 2. CASH & CASH EQUIVALENTS\*\*



- 2. TOTAL DONORS\*\*
  - A. RENEWED DONORS
  - B. REACQUIRED DONORS
  - C. ACQUIRED DONORS

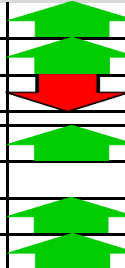


- 3. TOTAL UNDERGRAD ALUMNI DONORS\*\*
  - A. RENEWED ALUMNI DONORS
  - B. REACQUIRED ALUMNI DONORS
  - C. ACQUIRED ALUMNI DONORS



### B. OUTREACH AND ENGAGEMENT

- 1. TOTAL OUTREACH AND ENGAGEMENT
  - A. UNIQUE CONSTITUENT EVENT ATTENDANCE
  - B. UNIQUE CONSTITUENT MEETINGS
  - C. TOTAL EVENT PARTICIPATION\*\*\*\*
  - D. AVERAGE NET PROMOTER SCORE
- 2. VOLUNTEERS
- 3. DONORS AND OTHER TRANSACTIONS\*\*\*



Please see second page for definitions

Notes:

All donor totals reflect soft credit

\* Includes new pledges, new cash and new cash equivalents

\*\* Includes all gifts received, does not include pledges

\*\*\* Includes gifts, pledges and transactions that may not qualify as donations, such as event registrations

\*\*\*\* None unique event participation

Definitions:

Renewed Donors=Gave last FY and this FY

Reacquired Donors=Gave this FY, gave some year but not last FY

Acquired Donors=New donors