Alumni Engagement Scoring Model
• Increase Alumni Engagement from a score of 247 to 262 (a 6.25% increase)
Involvement/Connectivity Attributes (50% of Score)

- Season ticket holder, National Marquette Day (1 point)
- MU Connect profile, class/MU note, etc. (1 point)
- Action – limited to visit/meeting-face-to-face (1 point)
- Volunteer job assignment (1 point)
- E-mail address (1 point)
- Existence of business employer/title and/or seasonal address (1 point)
- Reunion attendance (1 point)
- Event attendance – non-reunion (1 point)
Giving Attribute
(50% of Score)

• Gave this fiscal year (4 points)
• Gave last fiscal year (3 points)
• Increased giving between the two years (1 point)
• Documented gift intent (1 point)
How do we report the engagement score?

• End of FY09, average engagement score of the 104,000 constituents is 2.47
• Goal is to increase each constituent by an average of 1 point (6.25% increase) for a score of 2.62
• Monthly reporting, with breakout of attributes reported quarterly
• Allows us to see areas of improvement and to react