QUANTIFYING & QUALIFYING THE VALUE OF ENGAGEMENT

National Board of Directors
January 2014
Agenda

• What is the Alumni Engagement Model?
• The Power of Engagement
• Goal Setting
• Qualitative Tools
Why create a model?

Marquette’s engagement model was created as a tool to track and measure our engagement efforts throughout Marquette University’s alumni population.
Why create a model?

Each attribute is something we can count and want to improve and strengthen (i.e. more email addresses makes it easier to communicate on many levels).
The 16-Point Engagement Score Model
The 16-Point Engagement Score Model
Think Triathlon = Focus
The 16-Point Engagement Score Model
More engagement means more giving ...
Work To Succeed

ONE POINT

Employment information on file
Twice as likely to give

No employment information

Information on file

8%

15%
Stay In Touch

ONE POINT

E-mail address on file
More than twice as likely to give

No E-mail on file

8%

E-mail on file

18%
Relive The Memories

ONE POINT
Attend a Reunion Weekend
Three times more likely to give

Did not attend

Attended Reunion Weekend

11%

31%
Serve

ONE POINT
Take a volunteer position
More than three times as likely

No Marquette volunteerism: 10%
Volunteered with Marquette: 33%
Gather Together

ONE POINT
Attend an Alumni Engagement event
Four times more likely to give

Did not attend an event

Attended an event

10%

41%
A Personal Touch

ONE POINT
Meet with a prospect manager
Six times more likely to give

- No meeting: 11%
- Meeting: 61%
Cheer Us On

ONE POINT
Basketball season ticket holder
Extreme Impact

No Athletic Affinity Point

Athletic Affinity Point

11%

75%
Participation

23%

Social Media
E-mail
More engagement means more giving ...

... it also means giving more.
Goal-setting Process

• Determine goal for each attribute:
  Look at number of unique alumni within each category

• Weight attributes together
  Giving attributes are worth more

• 2.51 goal for FY14

• For deeper look, see Stacy
Why 2.51?

Engagement Scores

MARQUETTE UNIVERSITY • UNIVERSITY ADVANCEMENT

LEADERSHIP • DONOR CENTRICITY • ACHIEVEMENT • EXCELLENCE • PASSION • INNOVATION
Why 2.51?

Engagement Scores
Alumni Model Takeaways

• Power of Engagement:  
  Engaged alumni give and give more

• Think Triathlon:  
  Focus on what you can change
Qualitative Matters Too...

Seven Essentials of Highly Engaged Alumni evolved from disparate pieces of data over a multiple-year period (including phone and online surveys, one-on-one interviews).
Qualitative Matters Too...

• Seven Essentials define desirable characteristics of highly engaged alumni – in how they view themselves and how they connect to their alma mater
  – Not necessarily to all essentials concurrently, as this will vary by life stage

• Tool to assist with categorizing, refining, adding and decreasing specific offerings
Seven Essentials of Highly Engaged Alumni

Community & Networking:
Stay connected to Marquette, a community larger than yourself with shared values

Pride & Spirit:
Having a personal stake in the success of Marquette University, whether it’s on the court or in the classroom; feeling “you are Marquette”
Seven Essentials of Highly Engaged Alumni

**Spirituality & Character:**
Your Marquette experience is central to a life philosophy centered in Jesuit Christian principles, and committed to doing the right thing.

**Service:**
A keen sense of responsibility to serve others, to “pay it forward”
Seven Essentials of Highly Engaged Alumni

Learning:
Committed to lifelong learning, personal and professional development as a whole person

Connecting with Students:
Linking yourself to the future generation of Marquette alumni who will make a difference in the world
Seven Essentials of Highly Engaged Alumni

Giving & Creating Legacy:
Making a difference through investing your time, talent and treasure toward making the Marquette experience available to others
Questions Prompted by Essentials

• What are the **voids** in current programming?
• Where is there **excess**? What does this mean? Do we trim in these areas to focus on our voids?
• How can programming be enhanced to minimize these voids and offer a **well-rounded menu** of opportunities for alumni to connect back with their alma mater?
• What programs and services not currently offered would **alumni like to see added**? What would they be most likely to participate in?
• How do alumni currently view the university as a philanthropic organization? What **might inspire them to give**?
Quantitative & Qualitative Matter

“Colleges that don’t figure out what alumni want from them can reinforce the idea that institutions are only looking for money when they reach out to graduates.” (Strout, 2006)

“Today’s donors have more options for their philanthropic interests than ever before, and they want deep connections with institutions that matter to them and share their values.” (Jarrell, 2009)