

KEY PERFORMANCE INDICATORS IN ALUMNI ENGAGEMENT



**BEST MEMORY OF
SERVING AS A
VOLUNTEER FOR TEMPLE
AND WHY?**

FY21 ALUMNI ENGAGEMENT NUMBERS



680+ Volunteered

5,800+ Attended Event

13,000+ Made a Gift

358,000+ Living Alumni

Alumni Engagement Defined



Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution's reputation and involve alumni in meaningful activities to advance the institution's mission.



Council for Advancement and Support of Education



Philanthropy

Opportunities for alumni to make philanthropic invests that are meaningful to the donor and supports the institution's mission and strategic goals

Volunteer

Defined and rewarding volunteer roles that are endorsed by the institution and support its mission and strategic goals

CASE
Universal
Metrics

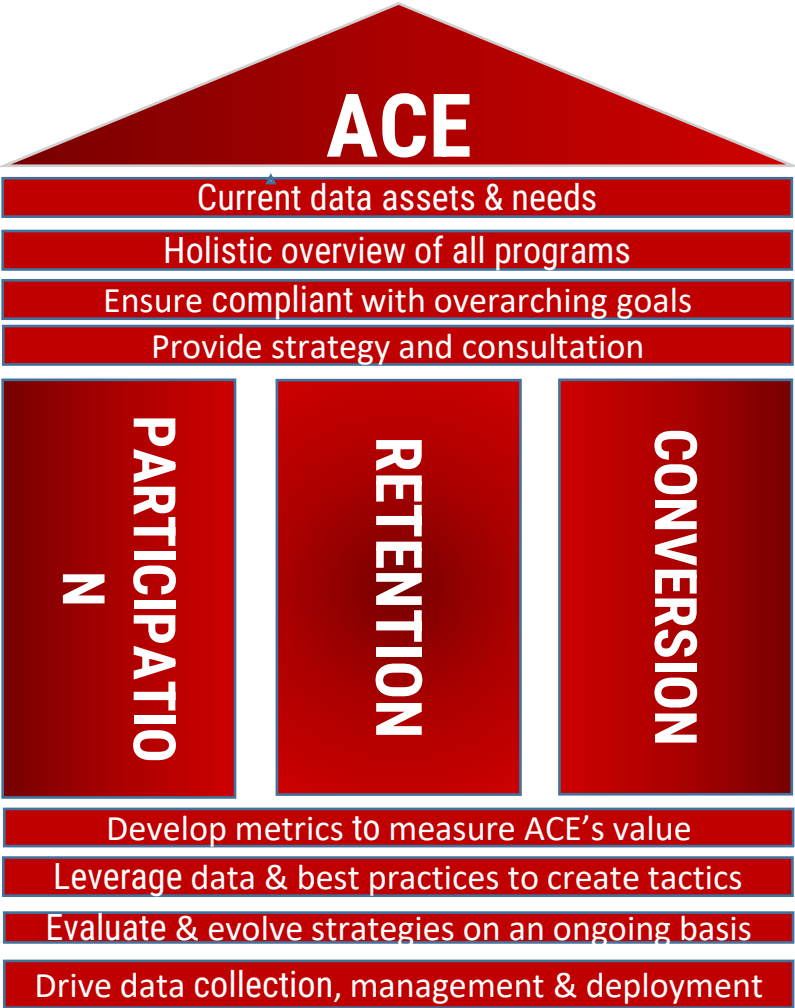
Experiential

Meaningful experiences that inspire alumni, promote its mission, celebrate its achievements and strengthen its reputation

Communication

Interactive, meaningful and informative communication with alumni that supports the institution's mission, strategic goals and reputation

**STRATEGIC
ENGAGEMENT
PRIORITIES**



Outcomes



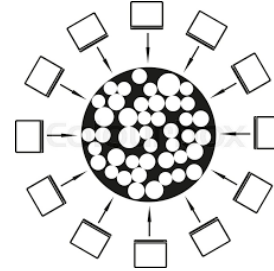
**DATA-INFORMED
STRATEGY**



**ESTABLISH
GOALS**



**CREATE
REPORTS**



**DATA
DEPOT**



**KNOWLEDGE
EXCHANGE**

Philanthropic Behavior



Increase in:
Overall Donors
Overall Dollars
Alumni & Parents Donors/\$

KPI	GOAL	PROGRESS TO GOAL
#1 Total Annual Giving Donors	9,077	75%
#2 Total Annual Giving Dollars	\$1,479,893	89%
#3 Donors By Constituency Type:		
Alumni	6,351	76%
Parents	881	63%
#4 Dollars By Constituency Type:		
Alumni	\$1,131,744	76%
Parents	\$191,265	56%

Volunteer Behavior



Increase in:
of volunteers
Event attendance
Repeat attendance

KPI	GOAL	PROGRESS TO GOAL
#1 Volunteer Behavior		
<i>Total Number of Volunteers</i>	712	99%
<i>Multiple Roles</i>	99	112%
<i>Attend 1 Event</i>	702	37%
<i>Repeat Event Attendance</i>	312	50%
<i>Made a Gift</i>	527	48%
<i>Consecutive Giving</i>	372	58%
<i>Upgraded Giving</i>	120	77%



For those who serve on another board, outside of Temple University, what does that organization measure in terms of results and success?

Event Attendance Behavior



Increase in:
Event attendance Overall
Event attendance Unique
Repeat attendance
Attend and make gift

KPI	GOAL	PROGRESS TO GOAL
#1 Event Attendance ALL	4,099	199%
#2 Event Attendance UNIQUE	2,434	217%
#3 Repeat Event Attendance within the Fiscal Year	422	110%
#4 Event attendees who convert into a donor within the fiscal year	679	99%

Communications Behavior



Outperform industry standards - Email Open & Click Through Rates
Significant interest across all digital channels

KPI	PROGRESS	INDUSTRY STANDARDS
#1 Email		
<i>Average Email Open Rate</i>	33.7%	25.14%
<i>Average Email Click-Through Rate</i>	7.3%	2.9%
#2 Web		
<i>Total Page Views; Alumni (the total number of views to alumni.temple.edu)</i>	525,183	
<i>Total Page Views; Giving (the total number of views to giving.temple.edu)</i>	143,649	
#3 Social Media		
<i>Audience Growth</i>		
<i>Facebook</i>	0.1%	
<i>Instagram</i>	5.8%	
<i>Twitter</i>	1.1%	

Engagement Creates Opportunities



- 2x- the amount volunteers are more likely to donate than non-volunteers
- 55% of people who engage on social media will either volunteer, make gift or attend event



Group Activity

Considering the key performance indicators discussed today, what are some engagement and participation enhancements you can add to your role as a Temple ambassador?

