



U.S. NEWS: ACCURATELY CALCULATING AND REPORTING YOUR ALUMNI PARTICIPATION NUMBERS

February 2, 2017 :: 1:00 - 2:30 p.m. EST

.....

Clear-up confusion in reporting alumni participation numbers to avoid reputational issues.

.....

OVERVIEW

Many institutions are seeking better clarity and understanding of the nuances around accurately reporting to *U.S. News & World Report*. Gain strategies and tactics to mitigate the challenges that often surround calculating and reporting your alumni accurately and ethically, including:

- How alumni participation fits into the overall rankings formula
- How to deal with lost alumni figures
- Where unresolved measurement issues arise
- How your institution's business process decisions affect your figures

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/us-news-accurately-calculating-and-reporting-your-alumni-participation-numbers



BONUS RESOURCE: THE BASICS OF ALUMNI PARTICIPATION REPORTING

Included in your registration is an online training module that defines the basic verbiage associated with alumni participation reporting. More specifically, this recording will outline the definitions of:

- Alumni “of record”
- Alumni solicited
- Alumni donors

If you are new to higher education advancement or unfamiliar with these terms, we highly recommended that you watch this online training module prior to the webcast.

WHO SHOULD ATTEND

Advancement and institutional research professionals responsible for compiling and reporting alumni participation numbers to *U.S. News* will gain a comprehensive understanding of how to accurately show the results of their institution’s efforts.

LEARNING OUTCOME

After participating in this online training, you will be able to accurately calculate your institution’s alumni participation figures by U.S. News standards.

CONTACT US FOR MORE INFORMATION

Contact David Boggs, Associate Program Manager David.Boggs@academicimpressions.com or 720-988-1215 if you’d like additional information about the program.



AGENDA

Thursday, February 2, 2017 :: 1:00 - 2:30 p.m. EST

➔ **Alumni participation in the rankings**

- Why is it included?
- Methodology of *U.S. News*
- Issues with using participation as a proxy for satisfaction

➔ **The *U.S. News* Rankings and the Voluntary Support of Education Survey (VSE)**

➔ **Categories and Definitions**

➔ **Details**

- Alumni vs. degreed alumni
- Undergraduate vs. graduate alumni
- Number “of record”
- Number solicited vs. number solicitable
- Number “of record” vs. number solicited
- Number of donors
- “Lost” alumni
- The graduating class
- Alumni who give indirectly

➔ **Best practices with *U.S. News***

- Unresolved issues and inconsistencies
- The challenge
 - » Your goal
 - » Knowing the rules and your institution’s numbers
 - » Understanding the impact of business process decisions
 - » Internal reporting issues



INSTRUCTOR

Alan S. Hejnal, Team Member, Best Practices in Records Management, Association of Advancement Services Professionals

An advancement professional for twenty-five years, Alan brings extensive experience to the subject of standards related to records management, gift recording and receipting, and reporting. Until recently he directed records management processes and data for the University of Oregon Foundation. Previously affiliated with institutions such as Claremont Graduate University, DePaul University, Marquette University, Gettysburg College, and the University of Richmond, he has managed efforts in gift processing, demographic data, reporting, and prospect research, has served as the liaison between advancement and information services, and has managed the implementation of advancement systems.

A regular conference speaker, Alan is the author of two chapters in the second edition of the CASE book, *Advancement Services: A Foundation for Fundraising*, and is a member of the Association of Advancement Services Professionals' Committee on Best Practices in Records Management.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get this Webcast FREE with your AI Pro membership Learn More
\$525	\$350	\$350	FREE

EARLY BIRD PRICING

Postmarked on or before January 26, 2017. After January 26, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

_____ | _____
Print Name | Job Title

_____ | _____
Institution/Organization

_____ | _____
Address | Fax

_____ | _____ | _____ | _____
City | State/Province | Zip/Postal Code | Country

_____ | _____
Telephone | Email

CREDIT CARD AMOUNT TO CHARGE: _____



_____ | _____
Name on Card | Account Number

_____ | _____ | _____
Billing Address | Billing City | Billing State

_____ | _____ | _____
Billing Zip Code/Postal Code | Exp. Date | Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

CHECK/INVOICE

My check is included and covers _____ registration(s) Check # _____