

MEASURING AND EVALUATING YOUR ALUMNI RELATIONS STAFF

August 28, 2012 :: 1:00 – 2:45 p.m. EDT

“I found the information to be very informative and useful. We will seek ways to incorporate the ‘Best Practices’ that were shared as we develop metrics for our Alumnae Affairs team.”

– Sharon Owens, Director, Alumnae Affairs, Spelman College

“Measuring the success of your alumni relations staff is tricky because the results of our work aren’t as tangible as the work of annual giving staffs. Academic Impressions was able to design a webcast that gave insight as to how to approach metrics for alumni relations the way you approach metrics for annual giving.”

– De-Enda Rotz, Director, True Blue, Mercersburg Academy

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



OVERVIEW

Budget crunches have only increased the need for alumni relations shops to be able to quantify their work. However, the increasing reach of alumni relations responsibilities into areas including admissions coordination, affinity programming, and education is only further complicating the difficult task of designing effective staff evaluation criteria.

Join us online to learn how to develop alumni relations staff metrics for your institutional setting. You will leave the webcast armed with tools to design appropriate metrics for both your generalists and specialists.

LEARNING OUTCOME

After participating in this webcast, you will be better able to choose appropriate metrics to measure the performance of your alumni relations professionals.

WHO SHOULD ATTEND

Advancement managers charged with establishing a measurement and evaluation system for their alumni relations staff will leave the webcast better able to choose appropriate metrics that advance their shop goals.

AGENDA

- Aligning your metrics to your institution's values
- The alumni relations staff metrics backdrop at the Kelley School of Business and the University of Pennsylvania
 - Impetus for creation
 - Modification history
- Performance measurements for alumni generalists
 - Address augmentation
 - Alumni vignettes
 - Contacts
 - Memberships
 - Student engagement
- Performance measurements for alumni specialists
 - Admissions councils
 - Class and reunion programming
 - Communication and marketing
 - Education
 - Global networks
 - Multicultural groups
 - Travel
- Effectively tracking your metrics system
- Building top-level buy-in for your metrics effort

Measuring the effectiveness of your alumni relations team has never been more important.



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INSTRUCTORS



Elise M. Betz, Executive Director, Penn Alumni and Penn Traditions, University of Pennsylvania

Elise began her tenure at Penn as an associate director of The Penn Fund and currently manages a majority of institution's alumni relations efforts, including communications, alumni education, the multicultural alliance, and alumni travel. She also founded and manages "Penn Traditions: Building Our Community," a comprehensive student advancement program. Elise's work in this area helped increase senior gift participation from 18 percent in 2001 to more than 68 percent in 2008 and earned her a 2006 UPenn Model of Excellence Award. She presents at advancement conferences across the country and has consulted with numerous institutions interested in starting student advancement programs.



Richard K. Dupree, Assistant Dean, Development and Alumni Relations, Kelley School of Business, Indiana University

A fundraising executive and consultant, Rick comes to the topic of evaluating alumni relations professionals with a broad background in advancement. Serving as a senior development professional for over 20 years, his expertise in designing metrics to evaluate advancement staff has led him to advise on the subject both domestically and abroad. Prior to his current role, Rick served on the development staff at the University of Evansville and as director of major gifts as well as managing director of capital campaigns for Michigan's Interlochen Center for the Arts.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

CFRE Continuing Education Credits

This webcast has been approved for continuing education credits toward the CFRE International application for initial certification and/or recertification.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before August 21, 2012

- Single site connection: Measuring and Evaluating Your Alumni Relations Staff _____ \$350.00 USD
 Additional site connection _____ \$195.00 USD

(After August 21, 2012, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

- Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM _____ \$175.00 USD
 Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

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

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for **HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
 Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
 Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx 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.

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My check is included and covers _____ registration(s)

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Please invoice me

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by June 22, 2012. A \$75 processing fee will be assessed. After June 22, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

