MEASURING ALUMNI ENGAGEMENT
October 20-22, 2014
Phoenix, AZ
OVERVIEW

Measuring alumni engagement has historically been a big challenge in alumni relations work. With pressure to take a more quantitative approach to alumni relations, leaders in the field have begun to gather data on alumni activity and started using metrics to work more efficiently, improve engagement, and better their programs.

Join us in Phoenix to learn the key components of implementing engagement metrics in your alumni relations shop, including:

→ Gathering and analyzing essential data
→ Applying an engagement scoring model
→ Deploying surveys for alumni attitudes and event feedback
→ Using data to inform future planning

WHY YOU SHOULD ATTEND - SEND 2 GET A 3RD AT 50% OFF!

Alumni relations professionals will gain an understanding of how to measure the engagement of their alumni and their program as a whole. They will also learn how to use this data to inform future strategy. To encourage team participation, when two attendees register from the same institution, a third registration is offered at 50% off.

RELATED PUBLICATIONS

Beyond Friendraising: The Shift to Metrics-Driven Alumni Relations

Using Predictive Modeling to Guide Resource Allocation in Annual Giving and Alumni Relations

LEARNING OUTCOME

After participating in this conference, you will be able to objectively measure your alumni relations program.
CFRE CONTINUING EDUCATION CREDITS

This Academic Impressions event has been approved for continuing education credits toward the CFRE International application for initial certification and/or recertification. Continuing education credits are only available for live webcast participants.

SAVE $100 ON THIS EVENT WITH AI PRO!

Available with: AI Advancement Pro

AI Pro offers your institution access to over 200 hours of training opportunities on topics that will help you and your team achieve institutional goals and more. Click here or contact kevin@academicimpressions.com for more information about AI Pro.
AGENDA

MONDAY, OCTOBER 20, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00 - 1:00 p.m.</td>
<td>Registration for conference participants</td>
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<tr>
<td>1:00 - 1:30 p.m.</td>
<td>Welcome and opening remarks</td>
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<tr>
<td>1:30 - 3:00 p.m.</td>
<td>Defining Engagement</td>
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<td>Engagement is the foundation of alumni relations work, but defining what engagement looks like differs across institutions. In this opening session, we will outline alumni activities that translate to engagement and form a shared context and foundation for the rest of the conference.</td>
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<tr>
<td>3:00 - 3:15 p.m.</td>
<td>Afternoon break</td>
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<td>3:15 - 4:15 p.m.</td>
<td>Working Session: Alumni Engagement Assessment</td>
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<td>In this working session, you will assess the alumni data you currently gather and what you have found to translate to engagement. We will debrief the activity in small groups based on institutions’ individual needs.</td>
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<tr>
<td>4:15 - 4:30 p.m.</td>
<td>Day 1 closing and Q&amp;A</td>
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<tr>
<td>4:30 - 5:30 p.m.</td>
<td>Networking reception (included in registration fee)</td>
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TUESDAY, OCTOBER 21, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 - 8:30 a.m.</td>
<td>Continental breakfast (included in registration fee)</td>
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<td>8:30 - 10:30 a.m.</td>
<td>Engagement Scoring Models</td>
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<td>Engagement scoring models is a buzz phrase in alumni relations. Because it is one of the most holistic metrics, it is important to understand what these models look like and how they are applied to your shop. In this session, you’ll examine different scoring models, how they were developed, and what you can learn from their implementation.</td>
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<tr>
<td>10:30 - 10:45 a.m.</td>
<td>Morning break</td>
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<tr>
<td>10:45 a.m. - 12:00 p.m.</td>
<td>Alumni Surveys</td>
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<td>While you may survey alumni in your shop, do you know how to develop questions that will reveal the most applicable information? This session will cover survey design, the use of the Net Promoter® system, data analysis, and responder follow-up for both alumni attitude and event surveys.</td>
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<tr>
<td>12:00 - 1:00 p.m.</td>
<td>Lunch (included in registration fee)</td>
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<td>1:00 - 2:30 p.m.</td>
<td>Gathering Data and Ensuring Data Integrity</td>
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<td>One of the biggest issues shops face is how to gather data to inform metrics. Here we will give suggestions that will help you make the most of your database and simple functions in Excel. The session will conclude with working time aimed at figuring out which cross-campus allies will help you ensure that your data-gathering effort is successful.</td>
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TUESDAY, OCTOBER 21, 2014 (CONTINUED)

2:30 - 2:45 p.m.    Afternoon break

2:45 - 4:00 p.m.    Ongoing Data Management and Goal Setting

Now that you understand how to gain buy-in and gather more accurate data, our instructors will show you how to sustain your effort beyond the initial push. We will also discuss realistic goals of increasing individual metrics based on performance.

4:00 - 4:30 p.m.    Day two wrap-up and Q&A

WEDNESDAY, OCTOBER 22, 2014

8:00 - 8:30 a.m.    Continental breakfast (included in registration fee)

8:30 - 10:00 a.m.   Use of Metrics to Inform Future Program Planning

Once you gather improved alumni data, how do you use this information to guide future program planning? Based on event performance and alumni interests, what should you be doing more of? Can you revamp or eliminate events or programs? Our instructors will address these questions and talk about how to better segment your populations to optimize your alumni relations operations.

10:00 - 10:15 a.m.    Morning break

10:15 - 11:15 a.m.    Use of Metrics to Inform Future Internal Planning

The metrics you have gathered should also be used internally—do you have the appropriate budget and number of staff to support your alumni relations operations? How can you use this data for performance evaluations? In this session, we will show how these figures can be used to guide future internal planning, as well as demonstrate the value of your work and program to leadership.

11:15 - 11:45 a.m.    Final Faculty Q&A Panel and Conference Close
INSTRUCTORS

JENNIFER LYNHAM CUNNINGHAM / Senior Director, Metrics and Marketing
Cornell University

Cornell has 229,000 mailable, living alumni. About 32% of those people are engaged with the university as event attendees, volunteers and/or donors. Jennifer’s job is to communicate the meaning of that data, so her team can make smarter business decisions.

Jennifer came to Cornell in 2007 and moved to her current position in 2009. Previously, she ran a copywriting and resume writing business in Seattle. Prior to that, she spent seven years in Portland, OR and New York City working at advertising agencies on accounts including Microsoft, MasterCard, AT&T Wireless, Popeye’s and Loews Hotels.

CHRIS MARSHALL / VP
Grenzebach Glier and Associates (GG+A)

Chris brings his knowledge of alumni affairs, volunteer management, and integrated advancement leadership to his role as VP and alumni relations practice leader at GG+A. Previously, Chris served for five years as associate vice president for alumni affairs at Cornell University and for seven years as the executive director of the Lehigh University Alumni Association.

RAY SATTERTHWAITE / President (Engagement Analysis Inc.) & Executive Director of Advancement (Ashbury College)
Ashbury College / Engagement Analysis Inc.

Ray began his career at McGill University in Montreal as the director of alumni relations and annual giving of the 180,000 member alumni association. He then moved to Queen’s University in Kingston to serve as associate vice principal of advancement and chief development officer running a successful $262 million capital campaign. Ray has been involved with both CASE and CCAE and is a past president of CCAE. His research, speaking engagements and articles on the topic of alumni engagement have earned him recognition for his work on alumni engagement including Faculty Star and Rising Star honors from CASE. In 2007 he founded Engagement Analysis Inc., a consulting and research company helping clients identify, measure and use engagement information to improve their programs.
HOTEL RESERVATIONS

The conference will be held at:
Hyatt Regency Phoenix
122 N. Second St.
Phoenix, AZ 85004

To reserve your room, call 602-252-1234. Please indicate that you are with the Academic Impressions group to receive the room rate of $195 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of October 19, 20, and 21, 2014. Reservations must be made by September 28, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Situated in the center of downtown Phoenix, the Hyatt Regency Phoenix is adjacent to the Phoenix Convention Center and steps away from sports venues, dining, and shopping. The hotel expects to be fully-booked in advance of September. While early registrations are always encouraged, we particularly urge you to book your room as far in advance as possible.

PHX Sky Harbor International Airport is 6 miles/10 minutes from hotel. Taxi is $18 each way. Phoenix Light Rail is $2 per person each way.
REGISTRATION FEES

**Your registration fee includes:** Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

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**Conference**

Conference only - $1195 USD

☐ __ # of attendees

(A $500.00 surcharge applies to registrants from corporations.)

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Total______________

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**EARLY BIRD PRICING**

Postmarked on or before October 3, 2014. For registrations postmarked after October 3, 2014, an additional $100 fee per registrant applies.

Visit our website to register online:

CONFERENCE REGISTRATION INFORMATION

Print Name                                                                             Job Title

Institution/Organization

What name do you prefer on your name badge? Address

City                                                 State/Province       Zip/Postal Code             Country

Telephone                                               Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

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

ADDITIONAL CONTACT INFORMATION

Additional Contact Name                                               Contact Phone

Additional Contact Email                                                                  Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name                                               Emergency Contact Phone
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

CREDIT CARD

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 # ______________________

☐ Please invoice me, Purchase Order # ______________________________ (PO # not required to receive invoice)

AMOUNT TO CHARGE: ______________________

FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to Higher Ed Impact, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. Higher Ed Impact (HEI) includes:

☐ HEI: Daily Pulse – impactful news, trends, and practices, sent daily

☐ HEI: Weekly Scan – the week’s most critical news, with analysis of top stories and trends, sent on Fridays

☐ HEI: Monthly Diagnostic – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you’d like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.
ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES

SATISFACTION PROMISE
We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We’ll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES
For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a $100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE
You will receive a full refund (less a $75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a $75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED
All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS
All sales are final. No cancellations or refunds provided.