



CONFERENCE

UNDERSTANDING AND MEASURING ALUMNI ENGAGEMENT

December 13 - 15, 2017

Denver, CO





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Learn how to measure your alumni engagement and guide future programming.

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OVERVIEW

Learn how to take a more strategic approach to alumni engagement by gathering alumni data and using it to improve your work and create better programs. This event will show you the key components of developing and measuring alumni engagement, including:

- Gathering and analyzing essential data
- Applying an engagement scoring model
- Deploying alumni attitude and event surveys
- Using data to inform future planning

There will be one session breakout for alumni relations and advancement services attendees on alumni engagement data. We strongly encourage teams to attend to benefit from a cohesive content strategy.

BRING YOUR TEAM

Alumni relations and advancement services professionals will benefit from the information shared at this event. Attending together will ensure that you can take advantage of both the data and programmatic angles to this conference and develop a strategy for moving forward.

When you register two people from your institution, a third can attend for 50% off!

LEARNING OUTCOME

After participating in this conference, you will be able to better measure the engagement of your alumni population.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/understanding-and-measuring-alumni-engagement/



AGENDA

WEDNESDAY, DECEMBER 13, 2017

12:30 - 1:00 p.m.

Conference Registration

1:00 - 1:30 p.m.

Welcome and Opening Remarks

1:30 - 2:45 p.m.

Defining Engagement

Engagement is the foundation of alumni relations work, but defining what engagement looks like and why it is important differs across institutions. In this opening session, we will give an overview of why alumni engagement continues to gain increased attention and will outline alumni activities that translate to engagement, and form a shared context and foundation for the rest of the conference.

2:45 - 3:00 p.m.

Break

3:00 - 3:45 p.m.

Defining Engagement (continued)

3:45 - 4:15 p.m.

Working Session: Alumni Engagement Assessment

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.

4:15 - 4:30 p.m.

Day 1: Closing and Q&A

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)

THURSDAY, DECEMBER 14, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 11:00 a.m. (break included)

Engagement Scoring Models Breakout Sessions

Developing the Model

In this session, those working with data or in advancement services will examine different scoring models, how they were developed, and what you can learn from their implementation.

Collaborating with Advancement Services and Implementation

With engagement scoring models increasingly becoming a tool developed and used by advancement services in prospect research and management, this session will focus on alumni relations counterparts role in model development, and how to use data as it becomes available.



AGENDA

THURSDAY, DECEMBER 14, 2017 (CONTINUED)

Alumni Surveys

11:00 a.m. - 12:00 p.m.

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, data analysis, and responder follow-up for both alumni attitude and event surveys.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 2:00 p.m.

Event Metrics

Learn how to comprehensively and objectively assess the success of your events and develop criteria for successful ones in the future. You will gain insights on how to collect data before, during, and after events to comprehensively evaluate success.

2:00 - 3:00 p.m.

Presenting Information and Use in Goal Setting

Getting useful data in-hand is only half of the battle. How do you digest and present that data to your team and leadership in a way that will affect change? We will discuss how to effectively distribute data to sustain your effort, as well as setting realistic metric goals based on performance.

3:00 - 3:15 p.m.

Afternoon Break

3:15 - 4:00 p.m.

Working Session: Data Gathering and Goal Setting

The day will conclude with time to focus your efforts on figuring out which cross-campus allies will help you ensure that your data-gathering is successful. You will also begin to sketch out possible goals for the upcoming year and gather feedback from your colleagues.

4:00 - 4:30 p.m.

Day 2: Wrap-Up and Q&A

FRIDAY, DECEMBER 15, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:15 a.m.

Using Metrics to Inform 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.

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.



AGENDA

FRIDAY, DECEMBER 15, 2017 (CONTINUED)

10:15 - 10:30 a.m.

Morning Break

10:30 - 11:15 a.m.

Cultivating Buy-In Across Teams

To be able to fully realize your effort of making more data-driven decisions for your alumni programming and staffing, it is necessary to be able to ensure that your shop is on-board with this cultural change. Our faculty will offer practical advice on managing up, laterally, and down, to guide you to success.

11:15 - 11:45 a.m.

Action Plan and Next Steps

We will have covered a lot of ground in the previous two days; this session is designed to bring concept to concrete and to equip you with the tools and plan to implement what you have learned once you return to campus.

11:45 a.m. - 12:15 p.m.

Final Faculty Q&A Panel and Conference Close



INSTRUCTORS

Ron Cohen, Vice President, University Relations, Susquehanna University

Ron oversees alumni, parent, and donor engagement activities at Susquehanna, which he joined in 1991 as director of development. Since 2001, he has served as VP and a member of the university's senior leadership team. He manages fundraising programs, including past campaigns that have secured more than \$170 million, and alumni and parent engagement efforts. His advancement team at Susquehanna embraces the notion that philanthropy and meaningful contributions are within the reach of all constituents, especially alumni. Few will ever "move the needle" with their financial support, but many have the capacity and desire to contribute significant value to their alma mater.

Jennifer Lynham Cunningham, Assistant Vice President of Alumni Engagement, Lehigh University

Jennifer provides strategy and direction for the ways in which Lehigh engages with its 80,000 alumni around the globe. She came to Lehigh in early 2016. She works closely with the Lehigh University Alumni Association (LUAA) Board of Directors.

Previously, Jennifer worked at Cornell University for nine years as the Senior Director of Metrics and Marketing. Prior to arriving at Cornell, she ran a copywriting and resume writing business in Seattle, and 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.

Ray Satterthwaite, President, Engagement Analysis Inc.

Ray began his career at McGill University in Montreal as the director of alumni relations and annual giving. He then moved to Queen's University in Kingston to serve as associate vice principal of advancement and chief development officer. 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.

Mark Koenig, Associate Vice President, Advancement Services, Oregon State University

In his current role, Mark oversees the research, relationship management, information technology services, and database management units. Additionally, he is responsible for the fundraising and campaign administration for the organization.

Mark has extensive experience in the development and utilization of fundraising best practices. These areas include incorporating analytics, conducting surgical wealth screenings, orchestrating discovery programs, and bridging the communication divide between information technology and advancement.

Mark is currently the chair for the Council for Advancement and Support of Education District VIII, and holds executive corporate advisory positions with Ellucian Advance and Wealth Engine. Prior to joining Oregon State, Mark was the Director of Prospect Research and Management for The George Washington University. He has also held research positions at Georgetown University, Georgetown Medical Center, and Rice University. He earned his bachelor's in history and economics from the University of Houston and a master's in Adult Education and Organizational Capacity from Oregon State University.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

December 13 - 15, 2017 :: Denver, CO

HOTEL:

Brown Palace
322 17th Street Denver
CO 80202

To reserve your room, please call 303.297.3111. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$199 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of December 12, 13 and 14, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to November 21, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

TRANSPORTATION:

The Brown Palace Hotel and Spa, synonymous with extraordinary service since 1892, invites you to experience a new level of luxury hotels in Downtown Denver.

Super Shuttle provides transportation from the airport for \$40 per person one way and \$46 round trip. To make arrangements with Super Shuttle, call 1-800-258-3826.

Uber / Lyft: Fare is approximately \$40 one-way. Rates will vary.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

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.

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

A \$500.00 surcharge applies to registrants from corporations.

<div style="background-color: #4CAF50; color: white; padding: 5px; margin-bottom: 10px;">CONFERENCE</div> <div style="background-color: #f5f5f5; padding: 10px; margin-bottom: 10px;">Understanding and Measuring Alumni Engagement</div> <div style="background-color: #9e9e9e; color: white; padding: 10px; font-size: 24px; font-weight: bold;">\$1,295</div>	<div style="background-color: #4CAF50; color: white; padding: 5px; margin-bottom: 10px;">WITH AI PRO MEMBERSHIP</div> <div style="background-color: #f5f5f5; padding: 10px; margin-bottom: 10px;">Get \$100 OFF With Qualifying AI Pro Memberships</div> <div style="background-color: #4CAF50; color: white; padding: 5px; margin-bottom: 10px; text-align: center;">Learn More</div> <div style="background-color: #9e9e9e; color: white; padding: 10px; font-size: 24px; font-weight: bold;">\$100 OFF</div>
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EARLY BIRD PRICING

Postmarked on or before November 27, 2017. For registrations postmarked after November 27, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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.

Empty space for dietary or accessibility needs.

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

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

- DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.
- WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.
- DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

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

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



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.