

ALUMNI CLUBS FORUM

August 2023



Purdue Alumni Club Forum

Reminders & Instructions

- This forum is being recorded to share later along with the slides and chat content.
- Participants will be muted.
- Questions should be submitted using the chat function.
- We will answer questions starting at 8:50 p.m.



Purdue Alumni Club Forum

August 2023 Forum

- **Introductions & Announcements**
 - Jimmy Cox
 - LeAnne Williams
 - Alicia Dunbar
- **Purdue for Life Foundation Impact Video**
- **Purdue Trivia**
- **Purdue Ties**
- **Campus & University Updates**
- **Club Updates**
 - Annual agreements
 - Volunteer agreements
 - Financial incentives
 - Football game watches
- **Engagement Scoring**



TRIVIA

How much do you know?

Approximately how many students applied to Purdue for this academic year?

Over 72,000

What anniversary year is it for Purdue Orientation Programs?

30th

What was the name of the first orientation program for Purdue?

CORN Camp

TRIVIA

How much do you know?

What is the current name for Purdue's orientation program?

BGR – Boiler Gold Rush

Who does the football team play first this season?

Fresno State

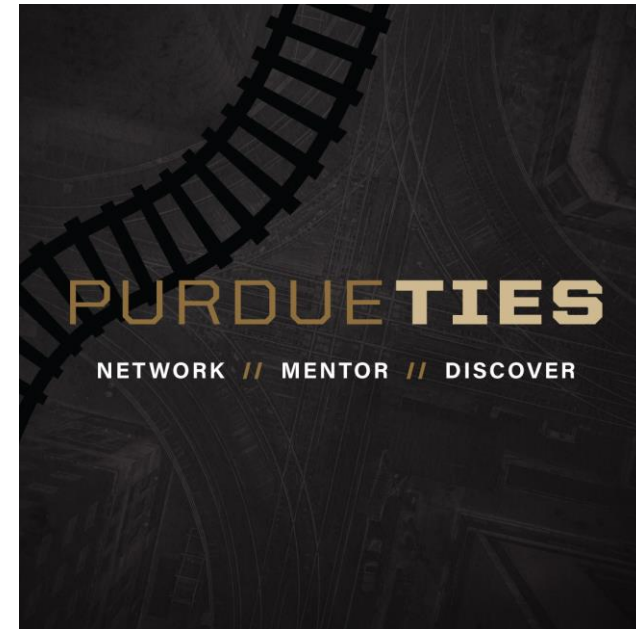
How many teams are now part of the Big Ten, including the new announcements?

18

Purdue Alumni Club Forum

Purdue Ties

- Join today!
 - www.purdueties.com
- The official networking and mentoring platform of Purdue University.
- Look for the community called *Purdue Alumni Club Volunteers*.
 - Share best practices
 - Network with one another
 - Quick updates and important resources from staff



Purdue Alumni Club Forum

Campus & University Updates

- The 250th Commencement Ceremony took place two weeks ago.
- Orientation is in full swing and classes begin August 21.
- Ross-Ade Stadium construction is almost complete.
- Purdue is still investigating commercial flight, especially with a newly renovated terminal being built.
- Purdue in Indianapolis applications will begin this fall



Annual Agreements & Volunteer Agreements

- The President and Treasurer will sign the *Volunteer and Financial Policies Agreement*.
- All board members must sign the *Statement of Integrity and Volunteer Conduct and Expectations*.
- Each club must have a separate president and treasurer.
- Questions regarding the above should be directed to Jimmy Cox – JMCox@purdueforlife.org.



Volunteer and Financial Policies Agreement

- We are here to lift up our clubs and volunteers.
- Volunteer agreements like this are standard across many volunteer-centric organizations.
- They hold us and you accountable.
- We will not punish a club that is trying their best to abide by the policies.
 - *EX: Term limits*
 - *EX: Leftover money in bank accounts*
 - *EX: Bank statements instead of forms*



Financial Incentives

- Once agreements are signed and back, we will begin issuing checks this week and next.
- Engagement funds will be distributed in two rounds.
 - Half in August
 - Half in January
- Scholarship funds will be distributed all at one in the next month.
- In total, we are providing over \$90,000 of support to clubs.



Purdue Alumni Club Forum

Football Game Watches

- The form to submit game watches will be shared in the chat.
 - This needs to be submitted so we know when and where your game watch will be.
- The game watch webpage will be updated weekly and shared via email and social media.
- Cadence of emails will be weekly, at least through September.
- If you need a registration page, put in an event request – only if your venue needs a number.
- New QR codes are being developed and will be shared via a printable version through email so we can track who attends.



ENGAGEMENT SCORING: METRICS TO ADVANCE PURDUE

- Jillian Henry – Vice President of Engagement, Purdue for Life Foundation



ENGAGEMENT SCORE

WHAT ARE THE GOALS?

Measure constituent engagement with Purdue

Monitor trends to tie to organizational investments

Tie to Strategic Goals

ENGAGEMENT SCORE

HOW DID WE CREATE THE SCORE?

- CASE Alumni Engagement Metrics
 - Engagement 1.0 (Philanthropic, Experiential, Volunteer, Communication)
- Purdue 2.0
 - Alumni vs Entire Constituency
 - Measuring across the university, not just PFLF

ENGAGEMENT SCORE MODES

*Recency
Frequency
Velocity
Consistency
Commitment*



Philanthropy

- *Diverse opportunities for alumni to make philanthropic investments that are meaningful to the donor and support the institution's mission and strategic goals. - CASE*

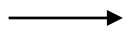
Experiential

Meaningful experiences that inspire alumni, are valued by the institution, promote its mission, celebrate its achievements and strengthen its reputation. - CASE

*Season Tickets
Events
Travel
Purdue degrees*



Volunteer activities



Volunteer

- *Formally defined and rewarding volunteer roles that are endorsed and valued by the institution and support its mission and strategic goals. - CASE*

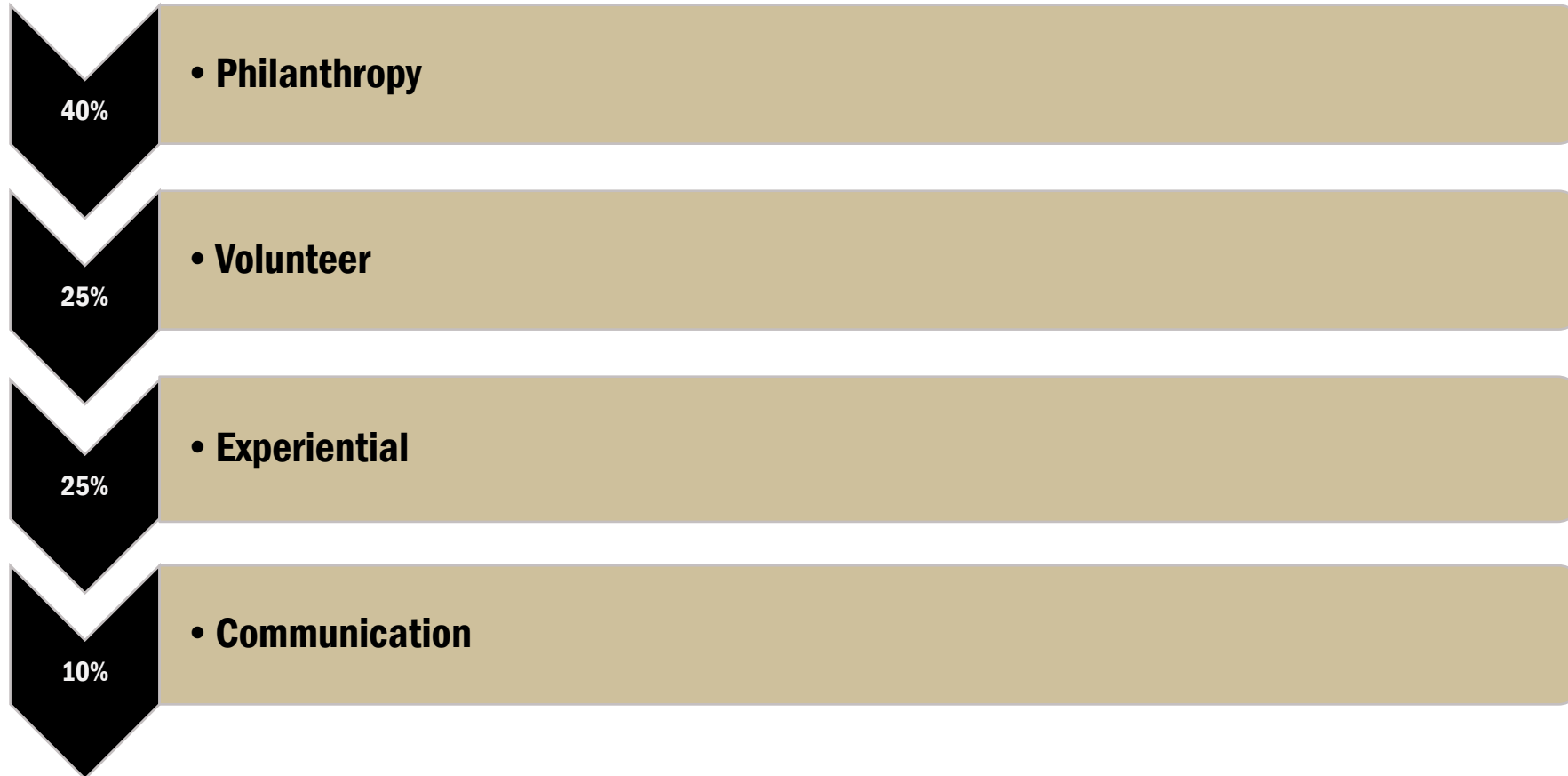
Communication

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

*Email statistics
Substantive contacts*



ENGAGEMENT SCORE WEIGHTING



PHILANTHROPY

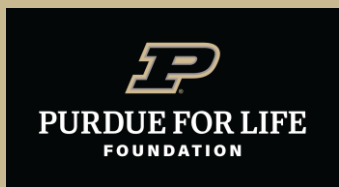


PHILANTHROPY

Component	Definition	Scoring	Max points possible
Recency	Gifts in current and prior FY	If have given in either current FY or prior FY, then get 20 points	20
Frequency	Number of transactions in current and prior FY	4 pt/transaction	20
Velocity	Increase in giving year over year in the prior 5 years	5 pt/yr, does not include current FY	20
Consistency	Number of years giving in prior 5 years	4 pt/yr	20
Commitment	Commitment of \$25k+ over prior 5 years	If any pledge meets criteria, then get 20 points	20
		Total points possible	100



VOLUNTEER



VOLUNTEER

	Definition	Scoring	Max points
Volunteer Activities			
	Alumni in the Classroom	5pts/occurrence	
	Class Project	5pts/occurrence	
	Executive in Residence	10pts/occurrence	
	Host	10pts/occurrence	
	International Ambassador	5pts/occurrence	
	Judge	3pts/occurrence	
	Long Term Mentorship	10pts/occurrence	
	Short Term Mentorship	5pts/occurrence	
	Speaker	5pts/occurrence	
	Volunteer	3pts/occurrence	
	Null or no match	2pts/occurrence	
Volunteer-FSCL		3pts/occurrence	
			45
Board/Committee Membership	Club Board, Network Board, College Boards, PAA Board, etc.		
	Former	10pts/occurrence	
	Current	15pts/occurrence	
			45
Volunteer Awards			
	alumni, college, other awards	2 pt/award	10
		Total points possible	100

EXPERIENTIAL



EXPERIENTIAL

Component	Definition	Scoring	Max points possible
Tickets	JPC season tickets, Convo event	JPC season = 10, Convo event = 3	30
Events	PFLF Events Club Events Network Events	Tier 1 = 1 Tier 2 = 2 Tier 3 = 3 Tier 4 = 4 Tier 5 = 5	20
Travel	Event that includes travel component	15 pt / event	30
Purdue degree	accounts for one or multiple degrees	10 pts / degree, former = 2 pt	20
		Total points possible	100



COMMUNICATION



COMMUNICATION

Component	Definition	Scoring	Max points possible
Substantive contact	A substantive contact with constituent	25 pts/contact report	25
Proactive Data Updates	Constituent submits update to personal data	25 pt / update	25
Email Open Rate			
	Email open rate 20%-29%	5	
	Email open rate 30%-46%	15	
	Email open rate greater than 46%	25	
			25
Email Unique Click Rate			
	Email Unique Click Rate less than 2%	5	
	Email Unique Click Rate 3%-10%	15	
	Email Unique Click Rate 11% or greater	25	
			25
Dissatisfaction and will not give	Constituent has submitted dissatisfaction + no giving	Dissatisfaction + no giving = -5	
Do not contact any circumstance	Constituent requests 'Do Not Contact' status (with no service indicators for inclusion) or "global" unsubscribe	-100	
		Total points possible	100



REPORTING

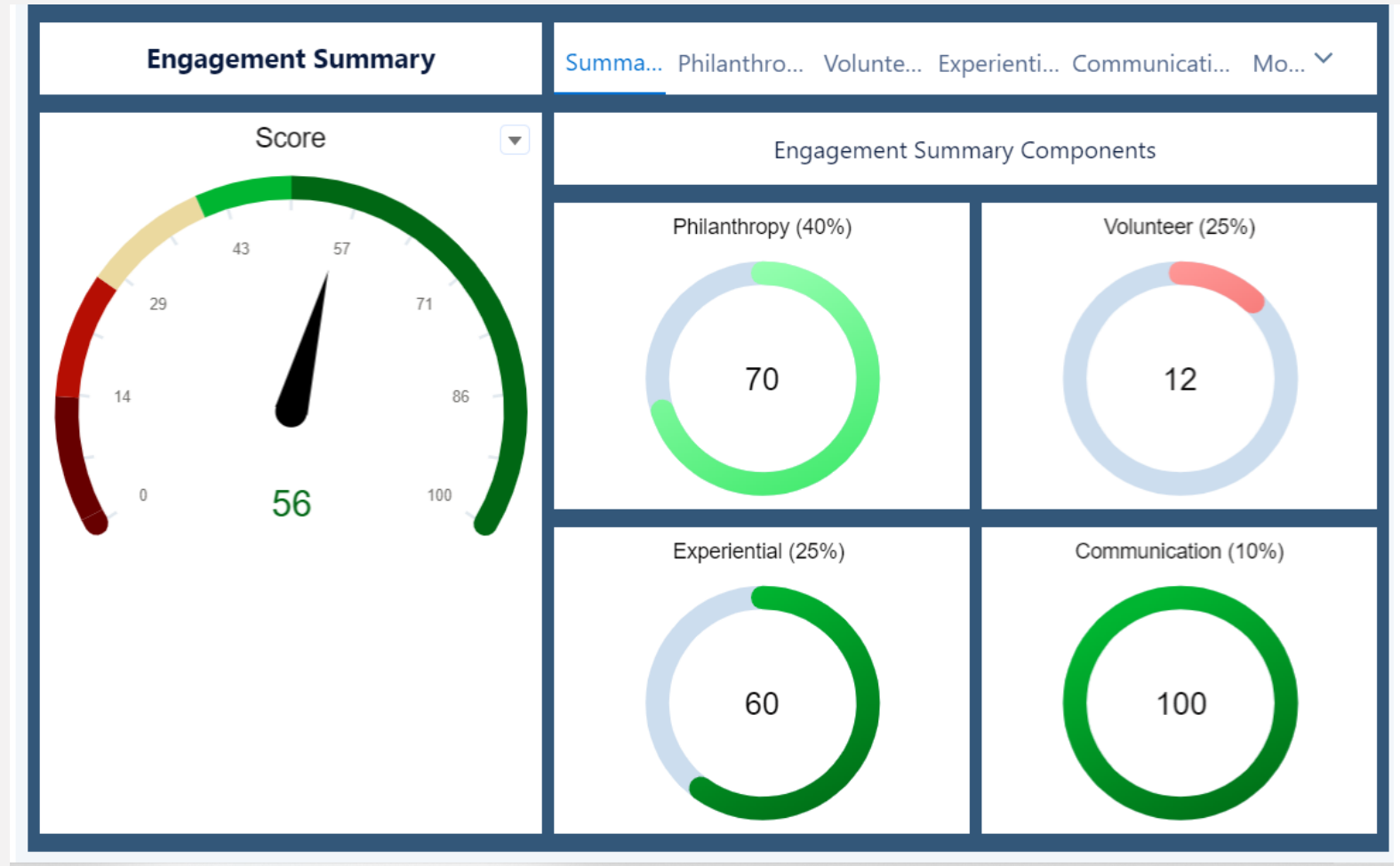


Individual Engagement Scores

Example of highly engaged alumni:

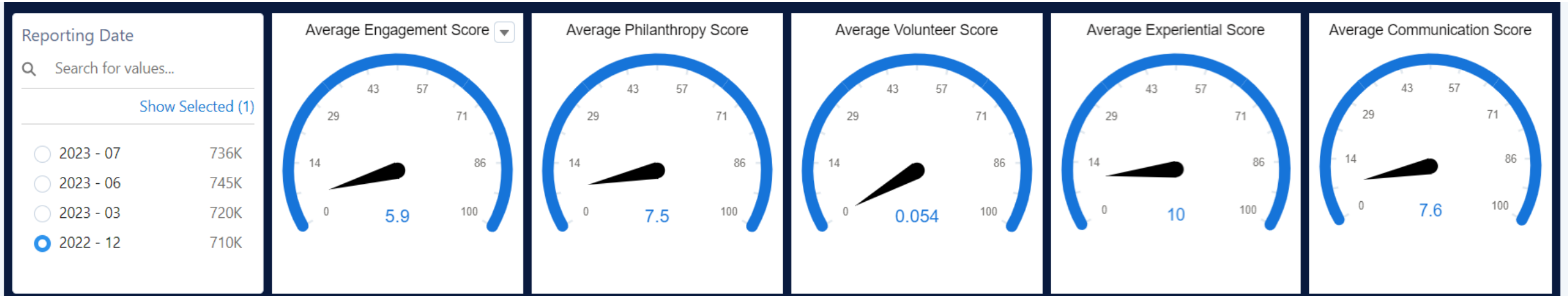
Full Score

- Excellent 50+
- Above Average 40+
- Average 27+
- Below Average 14+
- Poor 1+

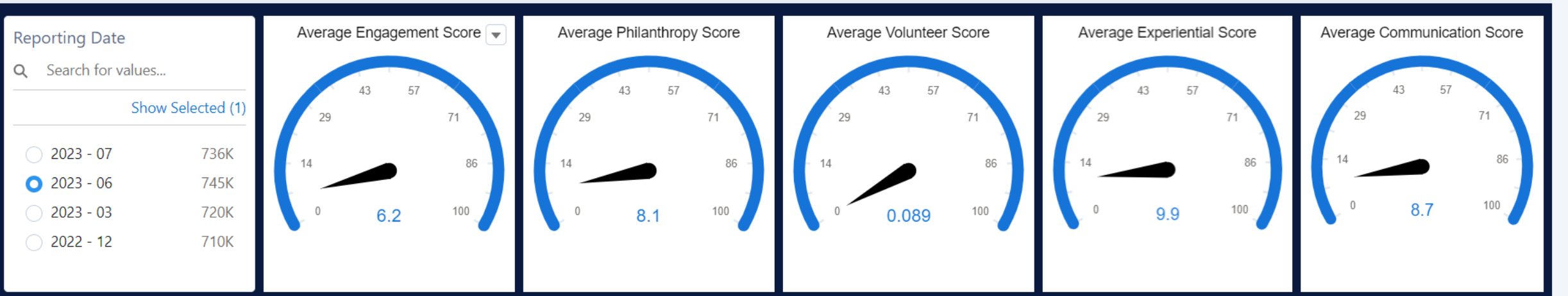


Engagement Score NOW

December 2022



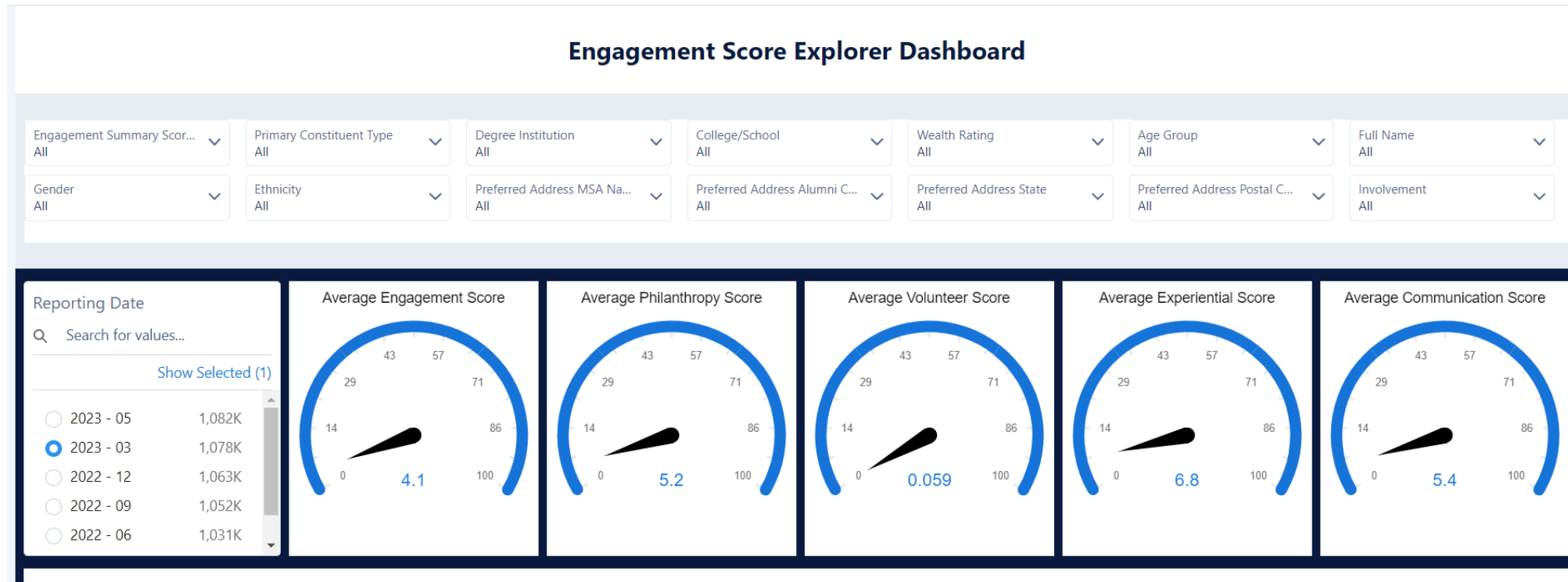
June 2023



Additional Capabilities of Alumni Engagement Score

Sorting Capabilities

- Degree
- Alumni / Faculty / Parent
- College / School
- Campus
- Age
- Gender
- Ethnicity
- State
- Zip Code
- Club
- MSA
- Wealth Rating
- Involvements



Additional Capabilities of Alumni Engagement Score

Purdue Alumni Club of Tippecanoe

Engagement Score Explorer Modified 🔄 Data updated: Today at 1:31 AM 🔍 🗑️ 📄 📧 🔔 📱 🗨️ 📄 🗨️

Engagement Score Explorer Dashboard

[Documentation](#)

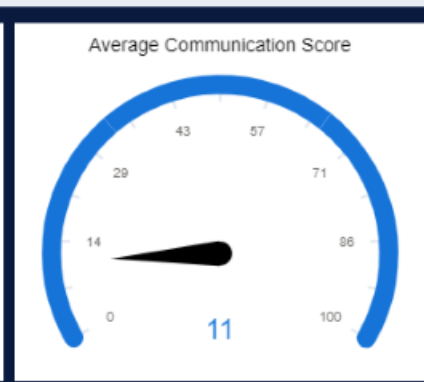
Engagement Summary Score Group 1-Excellent, 2-Above Average, 3-Aver... ▼	Primary Constituent Type Alumni ▼	Degree Institution All ▼	College/School All ▼	Wealth Rating All ▼	Age Group All ▼	Full Name All ▼
Gender All ▼	Ethnicity All ▼	Preferred Address MSA Name All ▼	Preferred Address Alumni Club Tippecanoe County (IN) ▼	Preferred Address State All ▼	Preferred Address Postal Code All ▼	Involvement All ▼
PAA Membership Type All ▼	PAA Membership Status All ▼					

Reporting Date

🔍 Search for values...

[Back To Results](#)

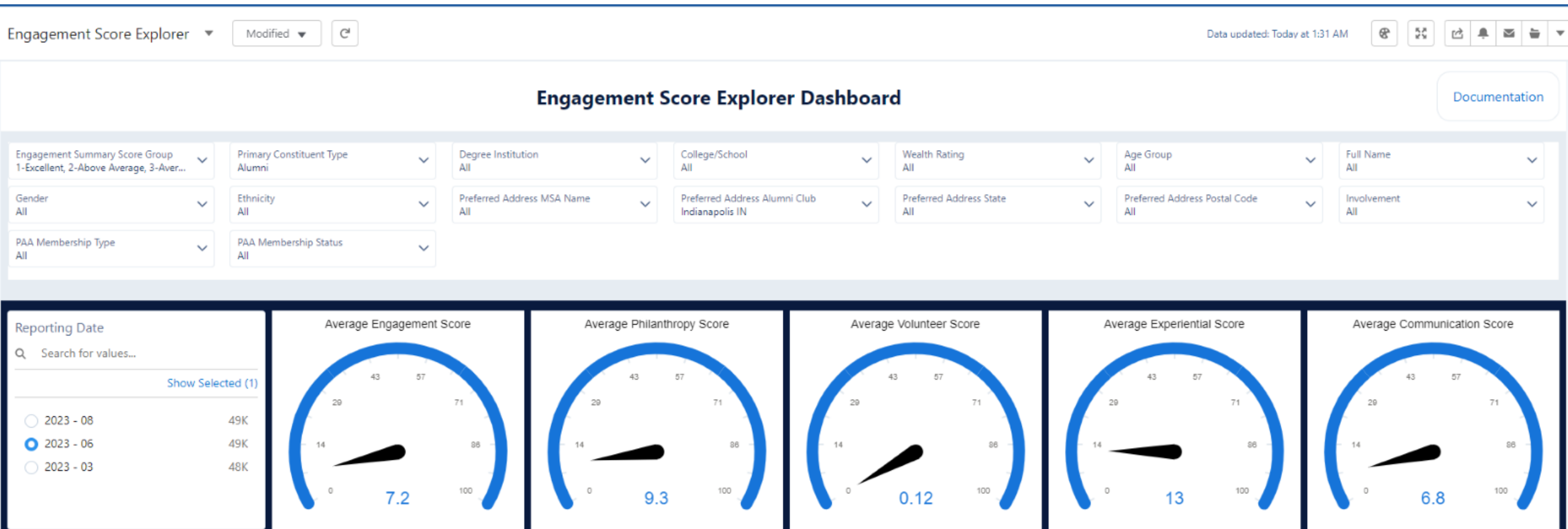
2023 - 06 6K



Engagement Score by Quarter

Additional Capabilities of Alumni Engagement Score

Purdue Alumni Club of Indianapolis



Engagement Summary Score Group 1-Excellent, 2-Above Average, 3-Aver...	Primary Constituent Type Alumni	Degree Institution All	College/School All	Wealth Rating All	Age Group All	Full Name All
Gender All	Ethnicity All	Preferred Address MSA Name All	Preferred Address Alumni Club Indianapolis IN	Preferred Address State All	Preferred Address Postal Code All	Involvement All
PAA Membership Type All	PAA Membership Status All					

Reporting Date

🔍 Search for values...

Show Selected (1)

- 2023 - 08 49K
- 2023 - 06 49K
- 2023 - 03 48K



Engagement Score by Quarter

WRAP-UP



THANK YOU!

Forums are the third Wednesday of every month and take place on Zoom.

Registration links will be sent to all club leaders every month.

Next forum...

Wednesday, September 20 at 8 p.m. EST