



under the microscope: focusing on your young alumni

Presented by:

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rationale for focus groups

St. Lawrence

- Pulse of the demographic
- Understanding engagement
- Experience determines participation?
- Meaningful messaging

Denison

- Increase participation rates and engagement
- Examine stewardship efforts
- Develop more interactive giving society



overview of focus workshops

Denison

- Facilitated by external marketing firm
- One day workshop held on campus during summer (2010)
- Invite-only to select individuals

St. Lawrence

- Facilitated by University Advancement staff
- Held on campus during Alumni Executive Council meetings
- Workshops also included separate gender focus groups by class years



collection of perceptions

St. Lawrence

- Facilitator from University Advancement (UA) asked questions
- Casual conversation among participants
- Three other UA colleagues made observations and recorded notes
- Designated UA staffer compiled results to present important points

Denison

- Structured format
- In-depth recording of results
- Limited Denison staff involvement



implementations

Denison

- Develop specific AF branding for young alumni
- Create website and solicitations
- Incorporate more stewardship
- Educate volunteers

St. Lawrence

- Revert young alumni from 15 years to 10
- Switching from class agent model to GOLD Society
- Pay closer attention to segments and affinity groups
- Recognition/access for devoted alumni volunteers



let's focus on ourselves

Results of group survey

- Definition of our young alumni
- Messaging
- Why young alumni do or do not give
- Tracking involvement

Discussion for group

- Do we have similarities? Differences?
- Examples of ways we currently measure engagement
- Who can help us accomplish our goals?
(Faculty & staff, third parties, other alumni, etc)



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