



Your Chapters Have Spoken! Here's What They Said

3.5.17

Bill Moakley
University of Oklahoma
Alumni Association

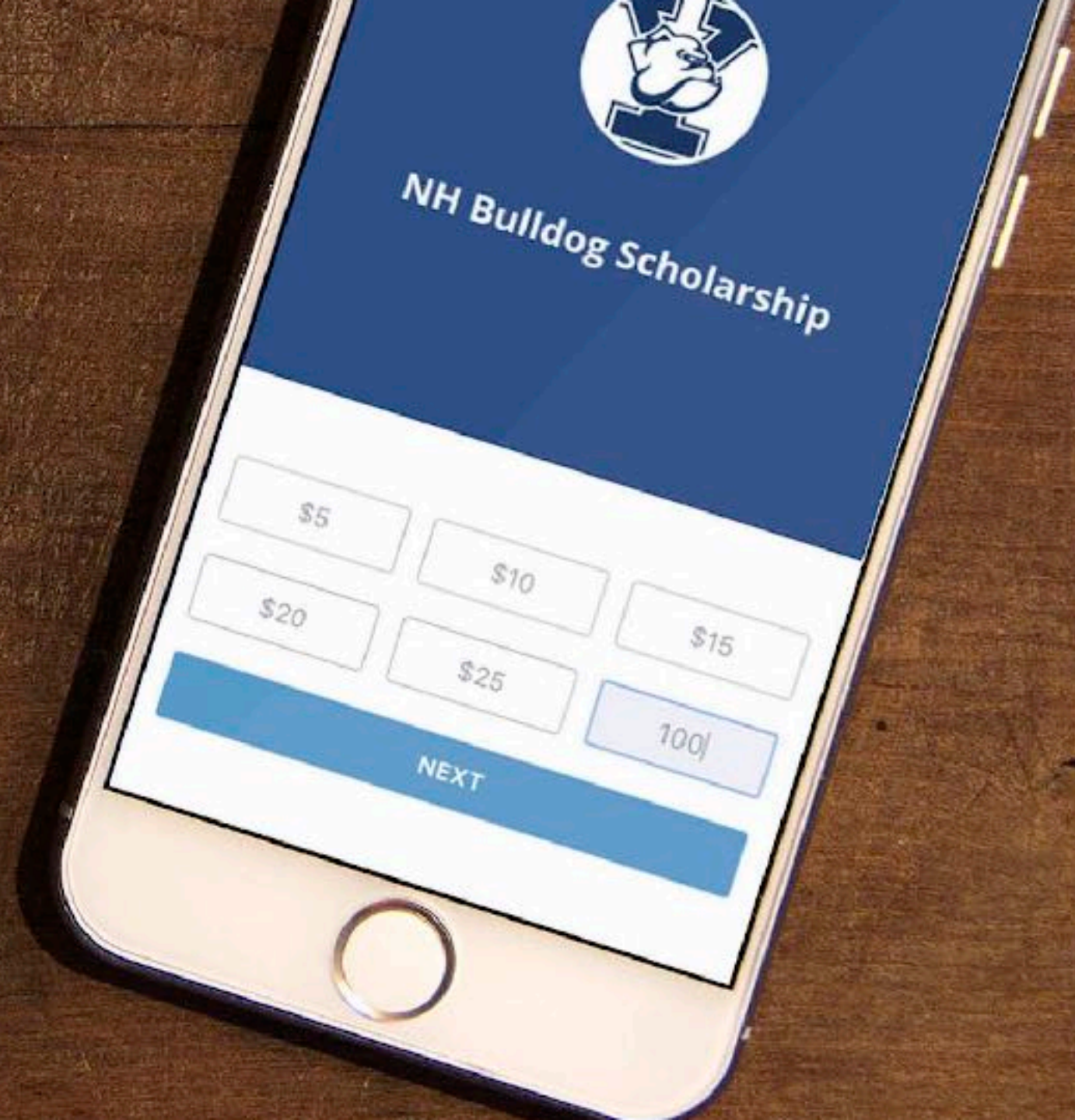
Andrew Cafourek
Alumni Spaces

Alumni Spaces Sooner Network

Websites and tools to make everyone's lives easier



Alumni.Fund



We are **Alumni Spaces**. We have users in **163** cities.



2016 Alumni Group Survey

Gathering input from over 1,000 local chapters to learn how groups just like yours operate and succeed. We'll share our findings with all groups who participate and three lucky groups will win an inflatable football player!

Take the Survey!

and share with other alumni leaders



EMAIL



FACEBOOK



LINKEDIN



TWITTER

Just want the results of the survey?



Details.
Data.
Specifics.



I USED TO THINK
CORRELATION IMPLIED
CAUSATION.



THEN I TOOK A
STATISTICS CLASS.
NOW I DON'T.



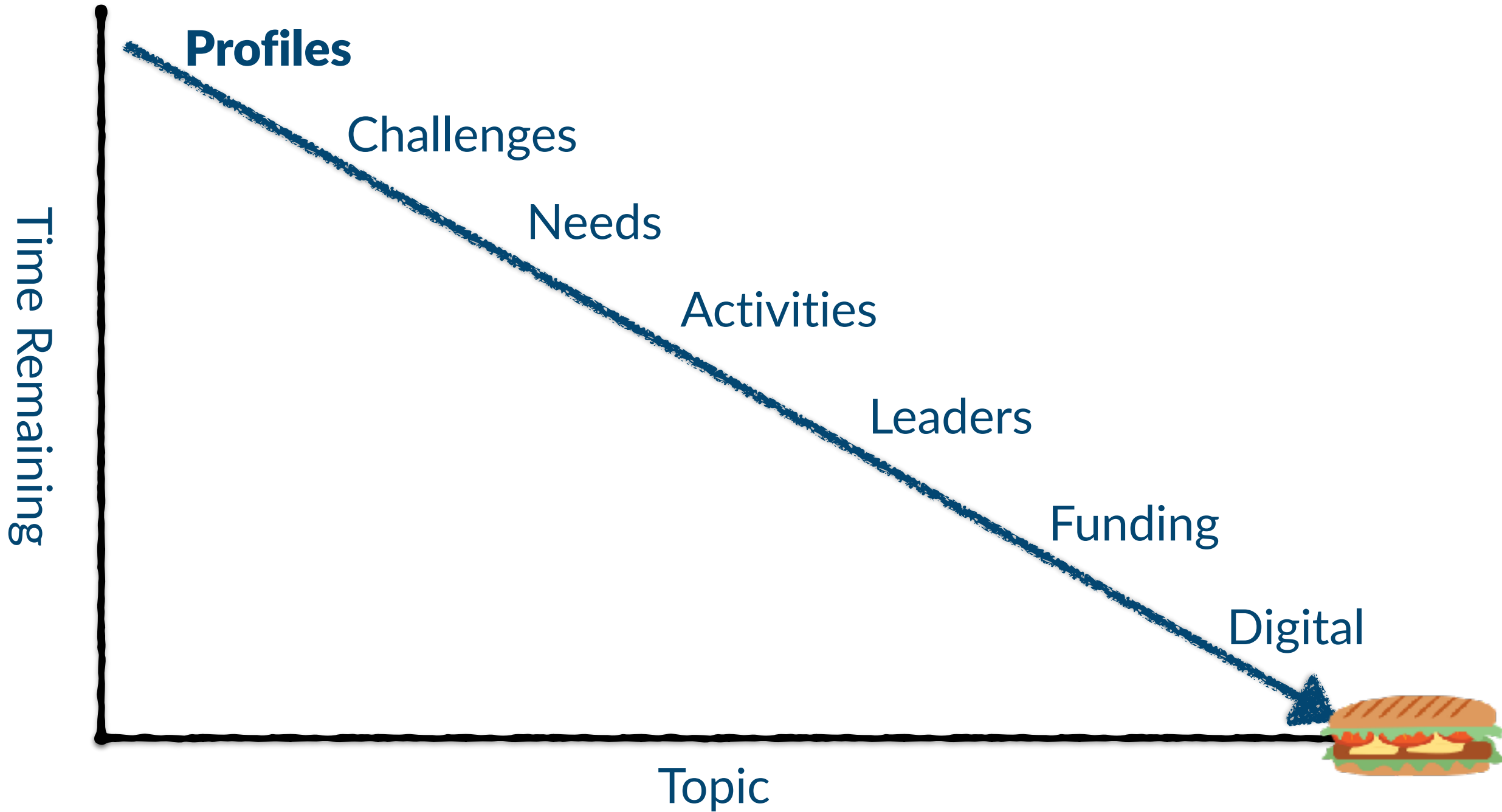
SOUNDS LIKE THE
CLASS HELPED.

WELL, MAYBE.



MAKE
AMERICA
**THINK
AGAIN**





Most Groups Are Small.

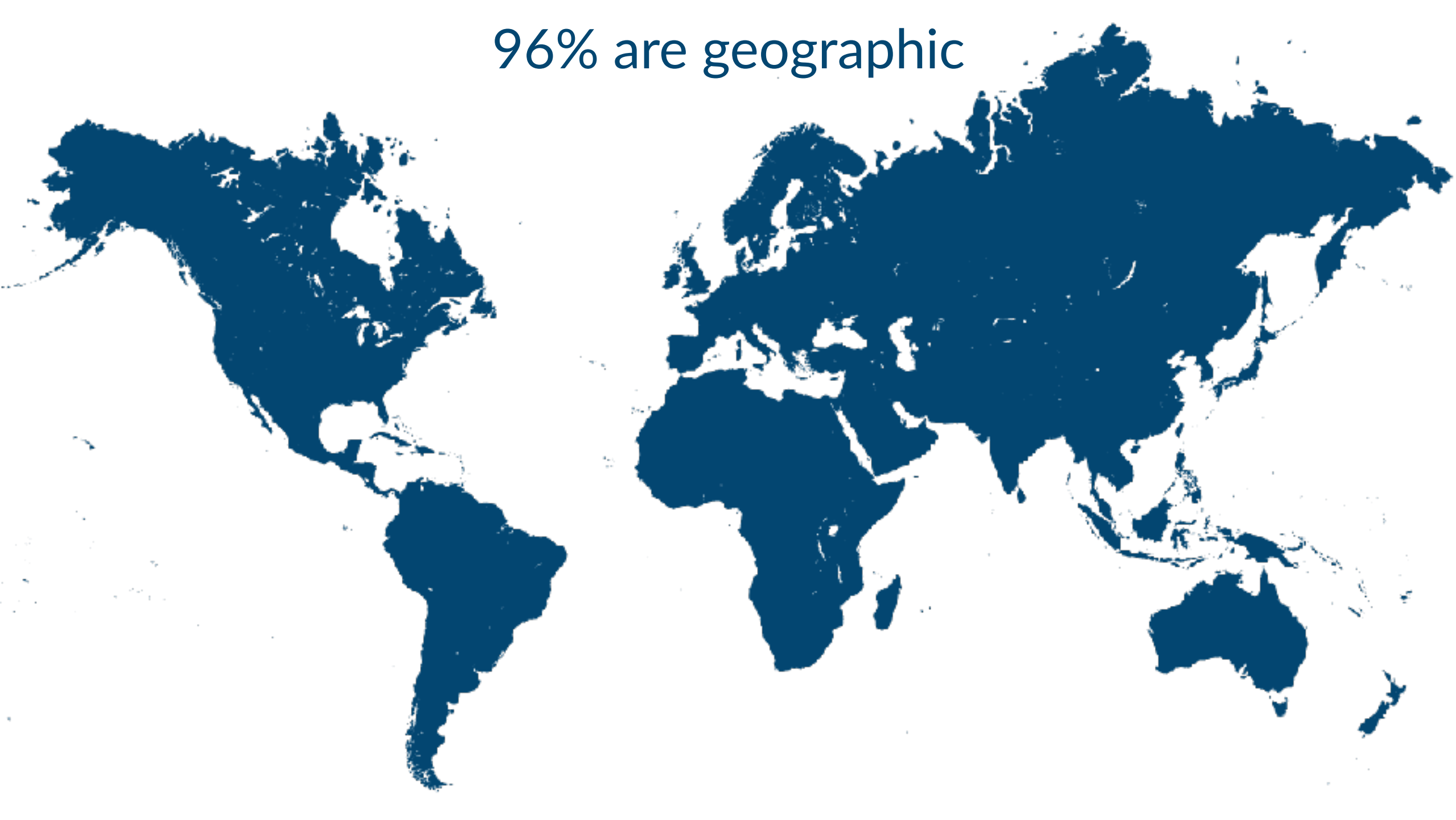
54% < 100 members.



10% > 1,000 members.



96% are geographic







Only 11% are in markets of
5,000+ alumni



71% have less than 2,500



23% have fewer than 500



51% engage with current students



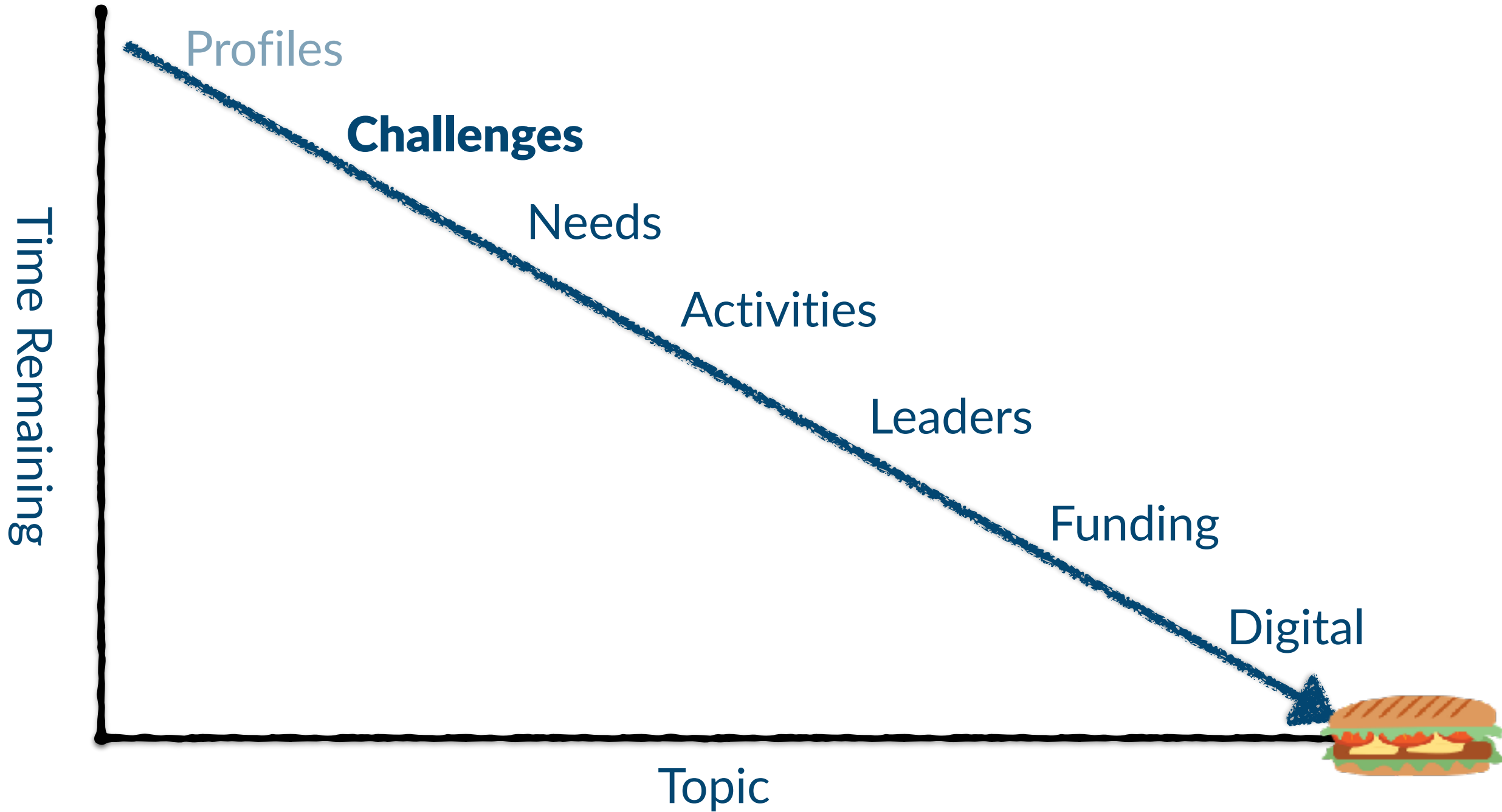
57% reach out to
prospective students





71% communicate with
other leaders.

But only 22% do it regularly



Event attendance

78%

Recruiting leaders

42%

Event attendance

78%

Recruiting leaders

42%

Telling members about events

22%

Telling members about group news

18%

Event attendance

78%

Recruiting leaders

42%

Time commitment of leaders

22%

Telling members about events

22%

Telling members about group news

18%

Leadership turnover

10%

Event attendance

78%

Recruiting leaders

42%

Time commitment of leaders

22%

Telling members about events

22%

Telling members about group news

18%

Leadership turnover

10%

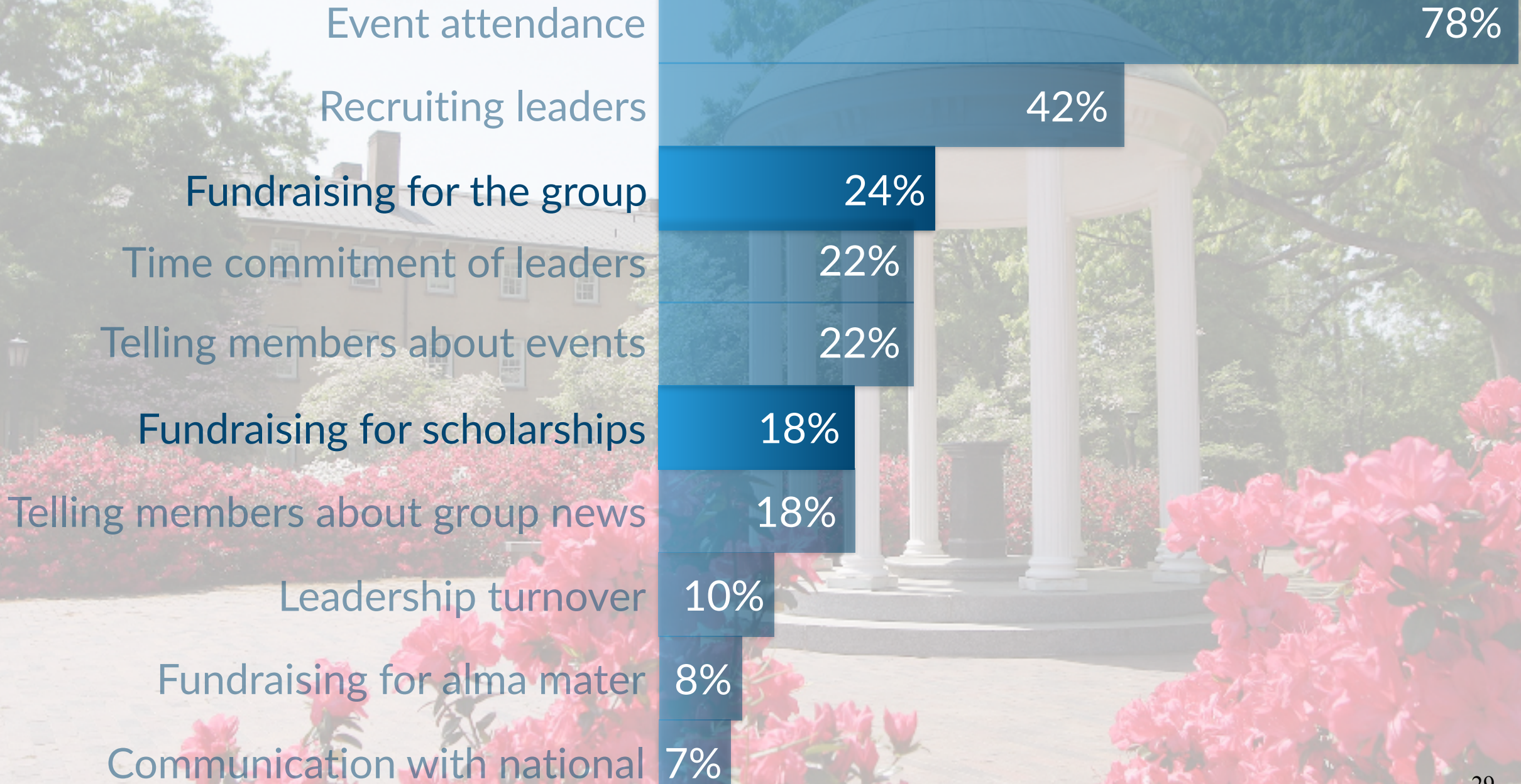
Fundraising for alma mater

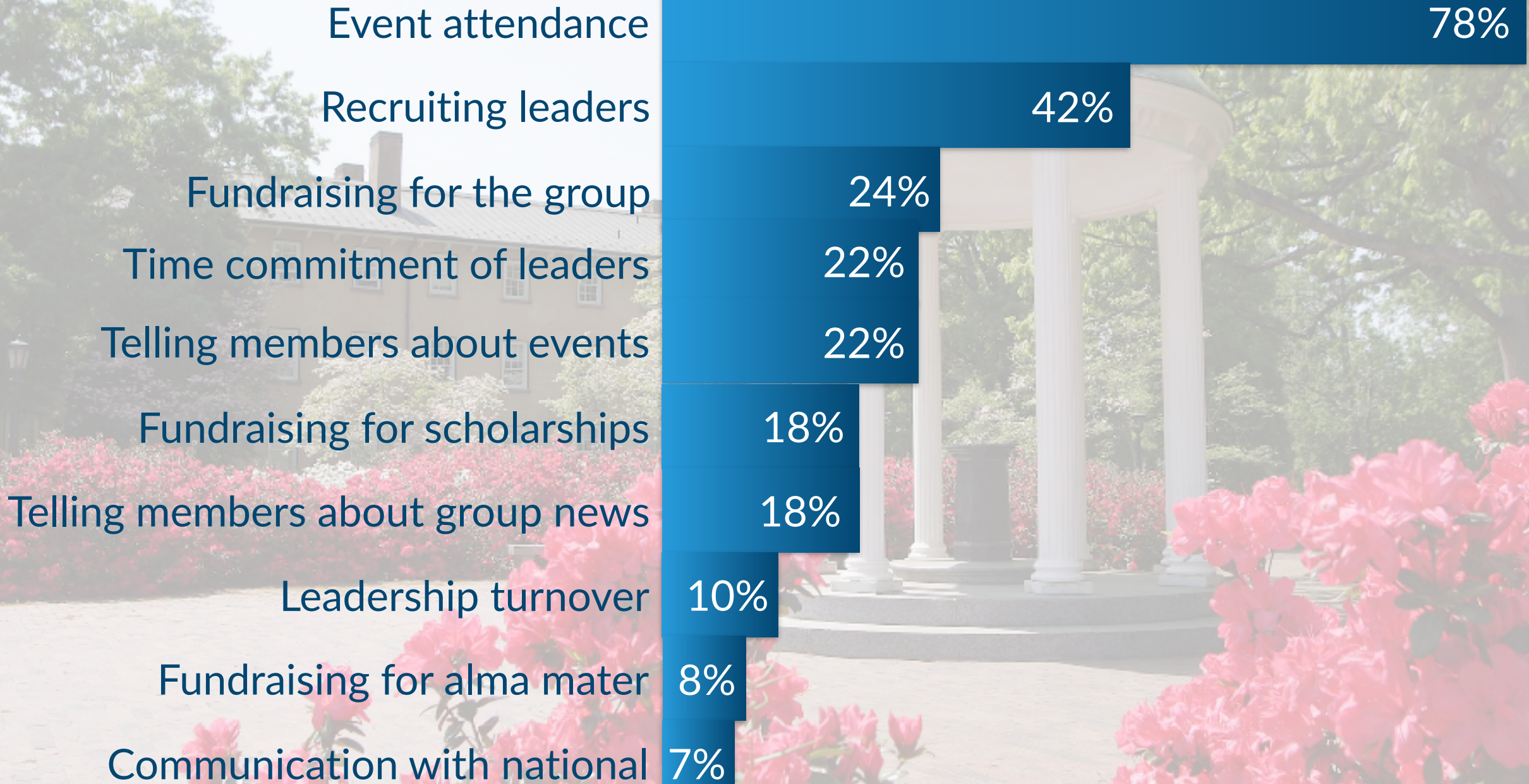
8%

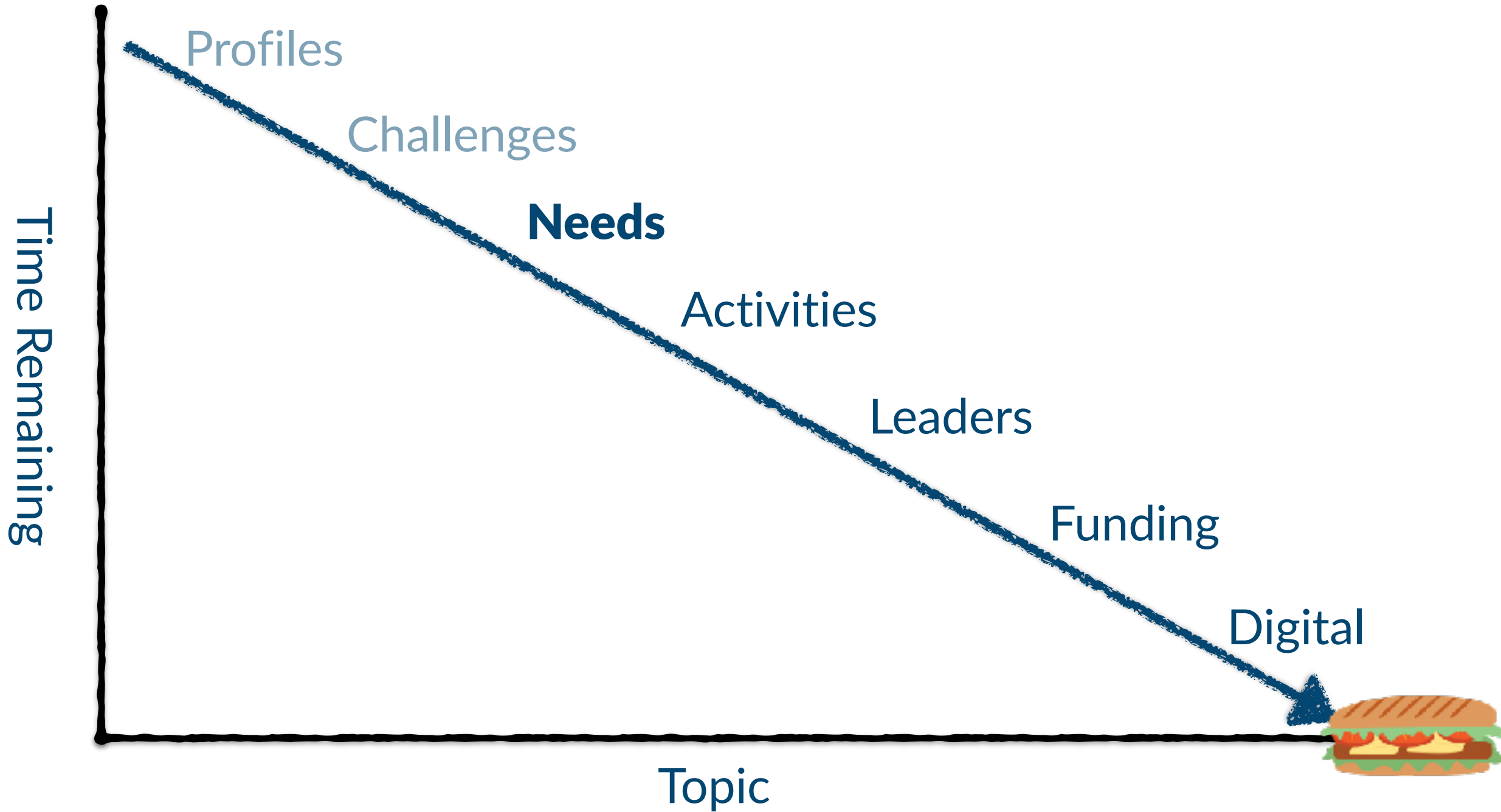
Communication with national

7%

Challenges









42%

Websites + Social Media Tools

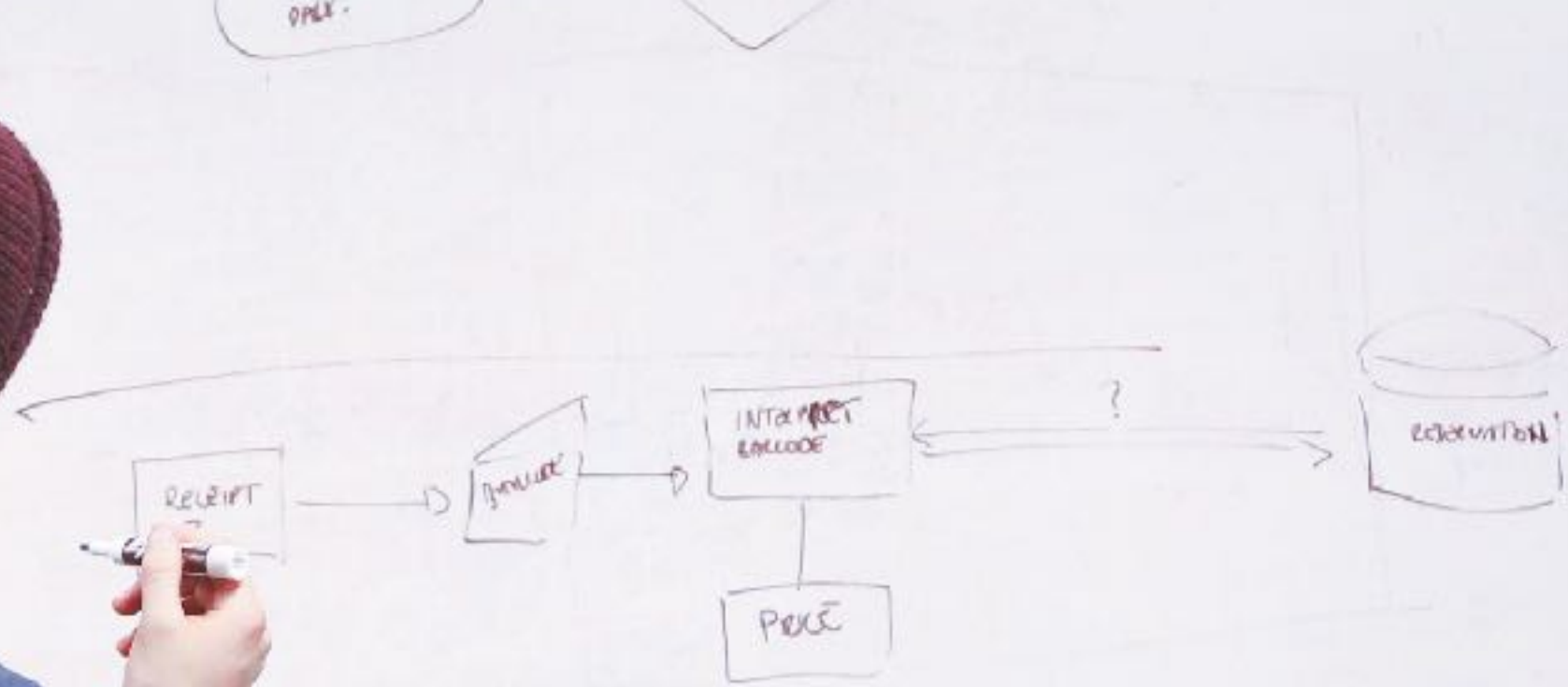


36% Newsletter tools



36%

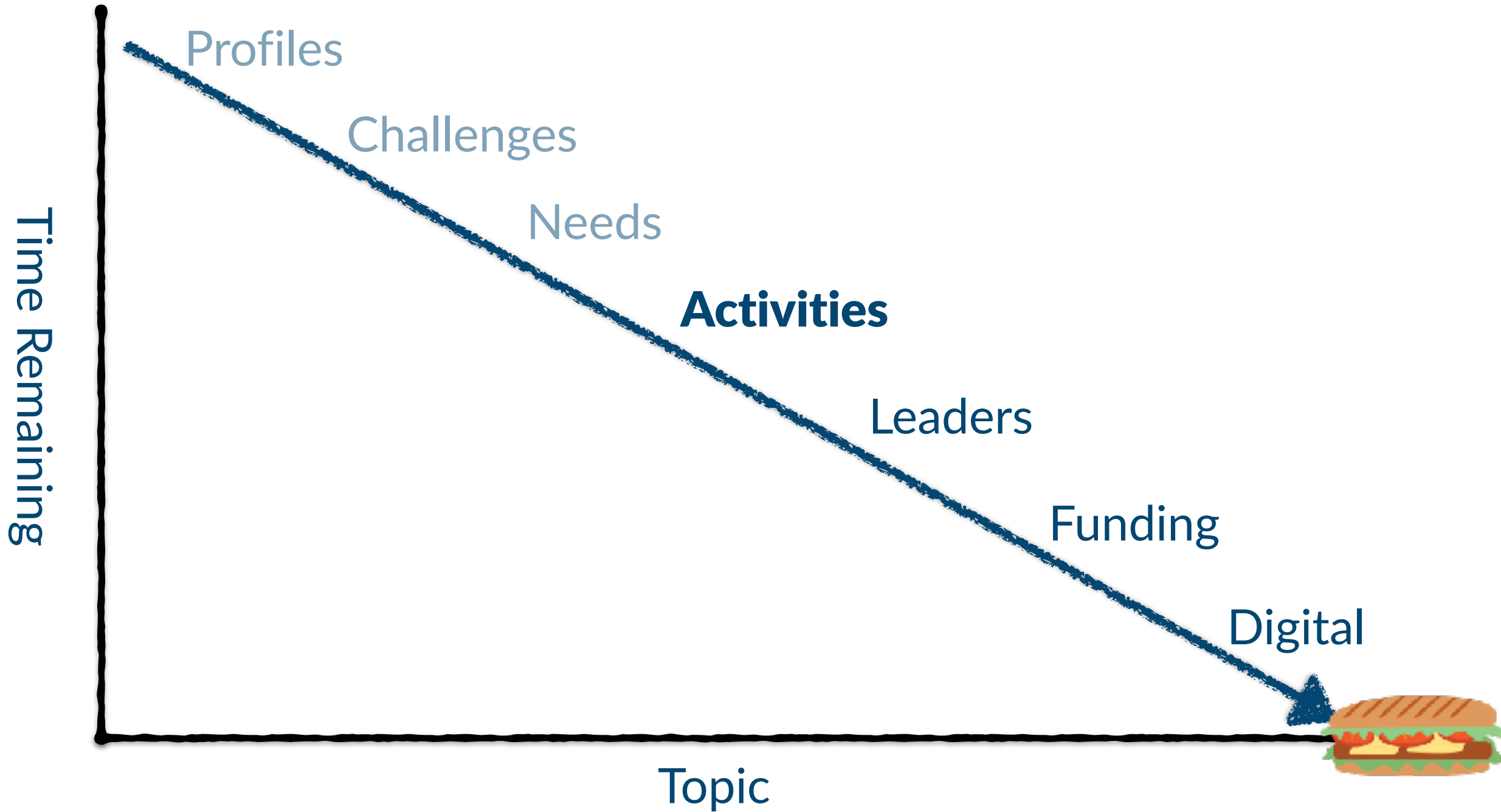
Event planning tools



Member Outreach Training: 41%
Group Management Training: 15%

Only 39% say more
funding is a priority



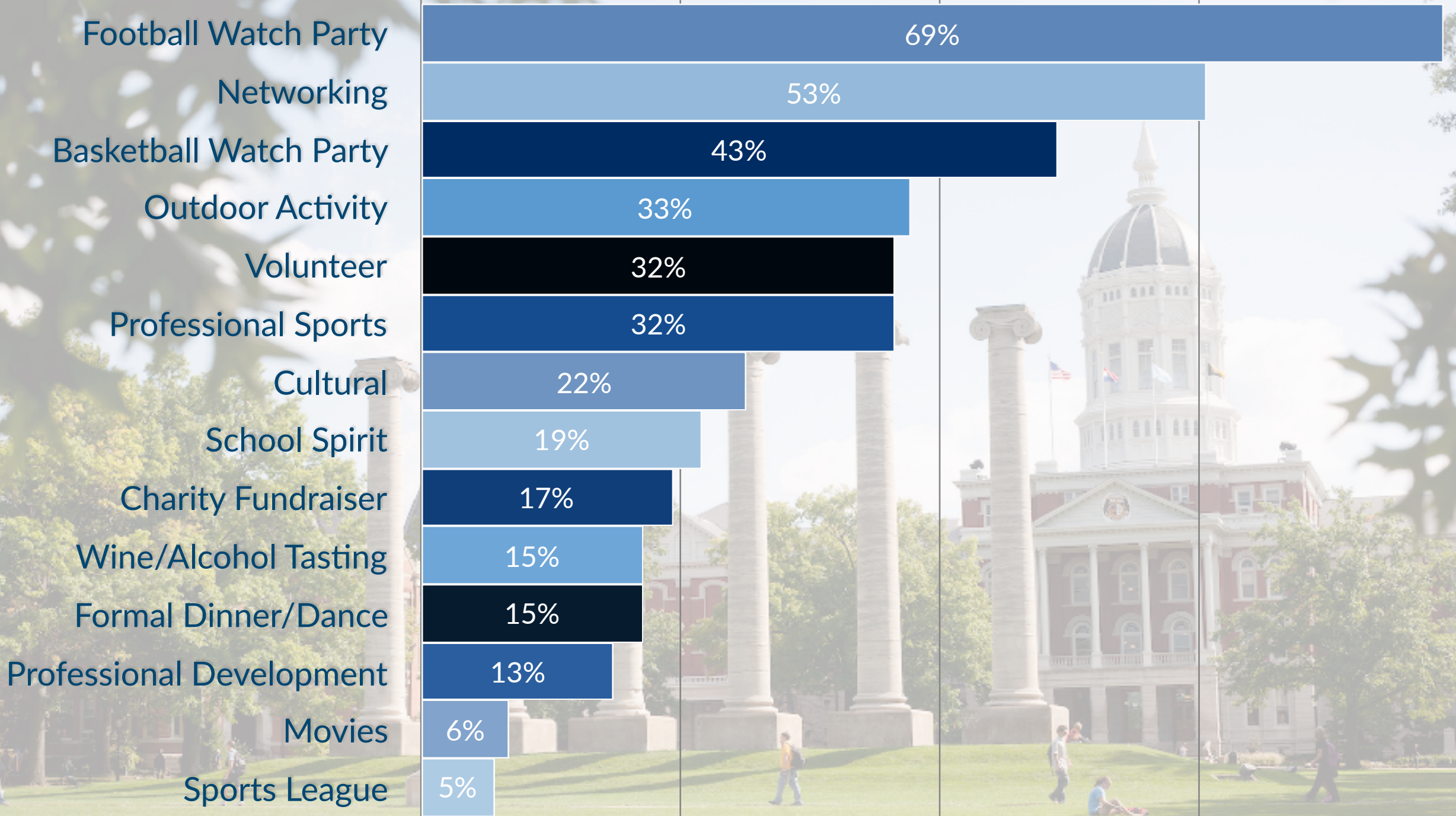


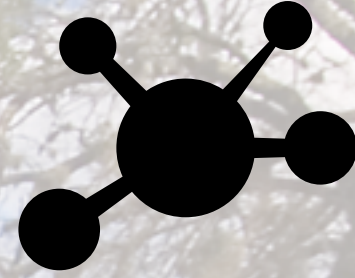


69% host football
watch parties

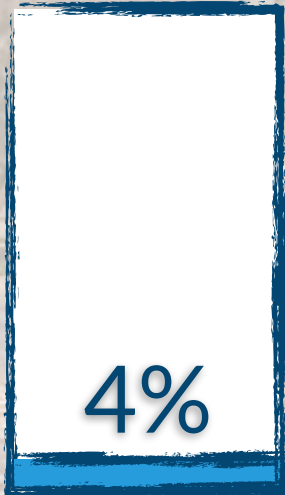


53% host
Networking Events



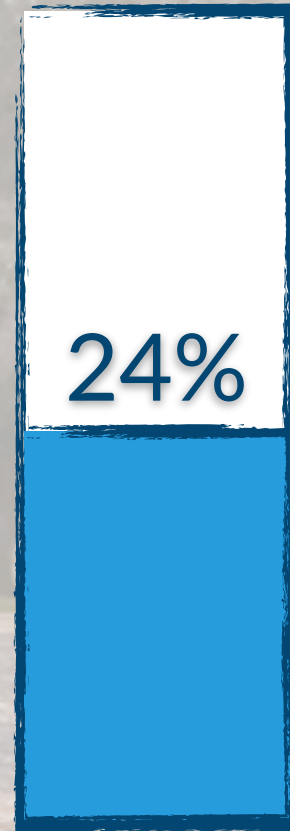


32%



4%

53%



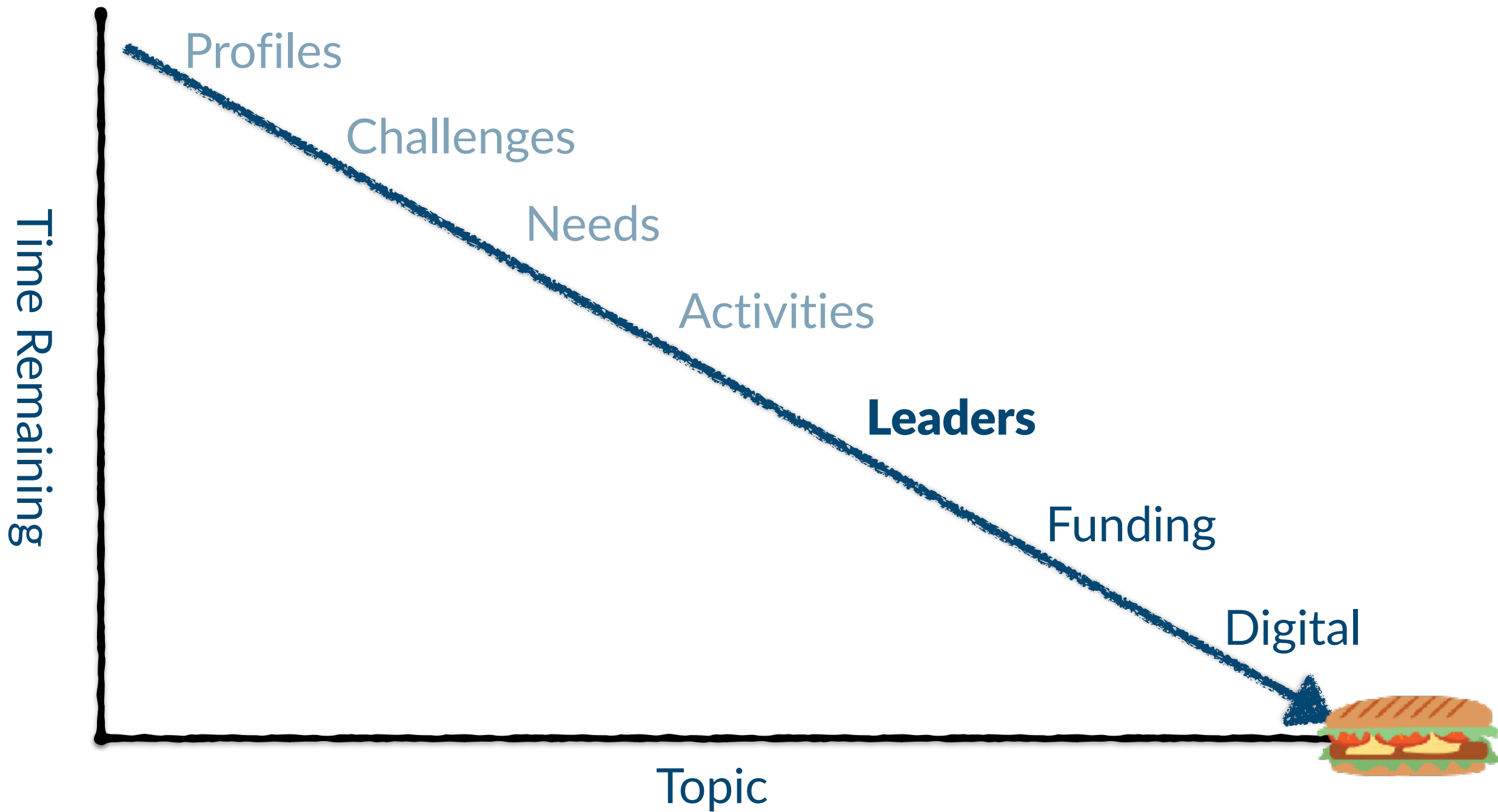
24%



15%

82%







2% >50 events /year



10% >20 events /year



37% >10 events /year





>50 Events

62% have a population 7,500+

$\frac{2}{3}$ receive less than \$500 /year



>30 Events

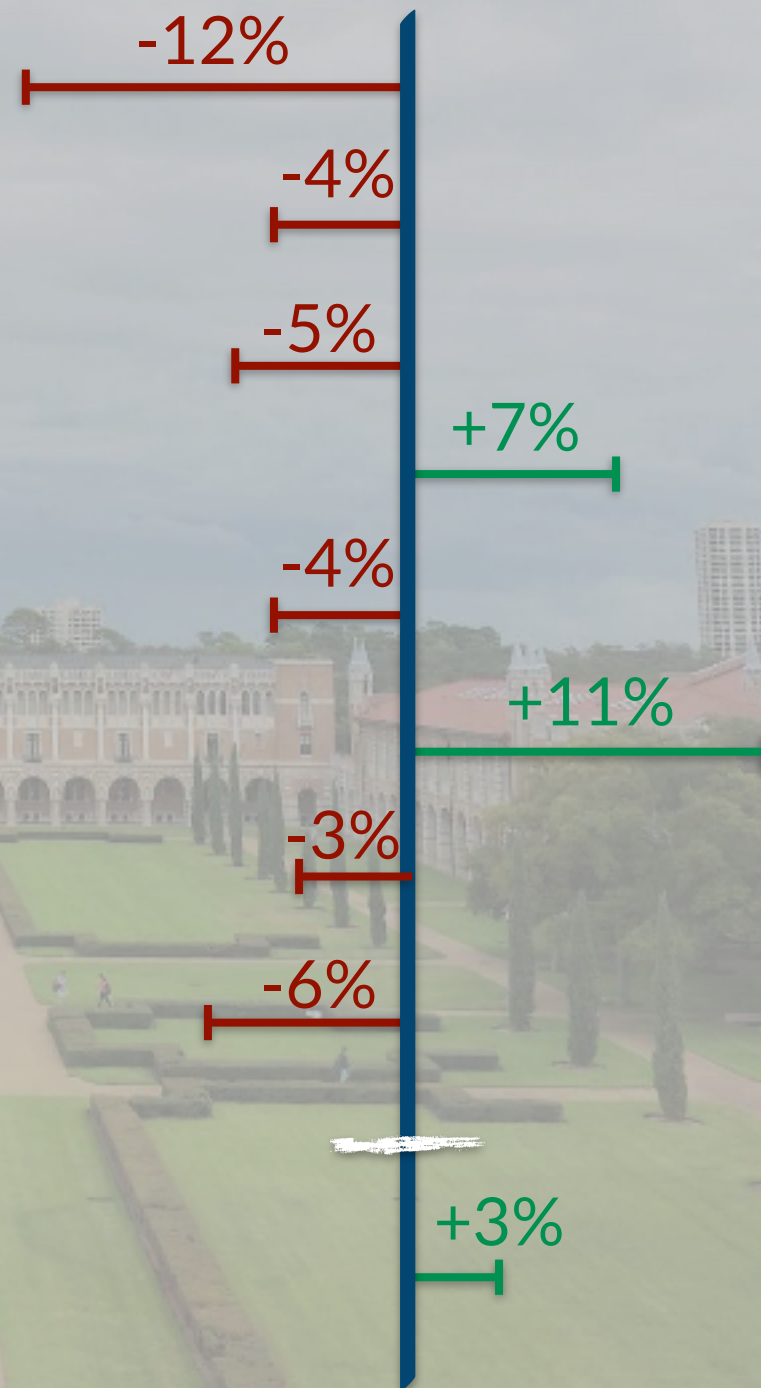
$\frac{1}{3}$ private

$\frac{2}{3}$ public

“Highly Active Groups”

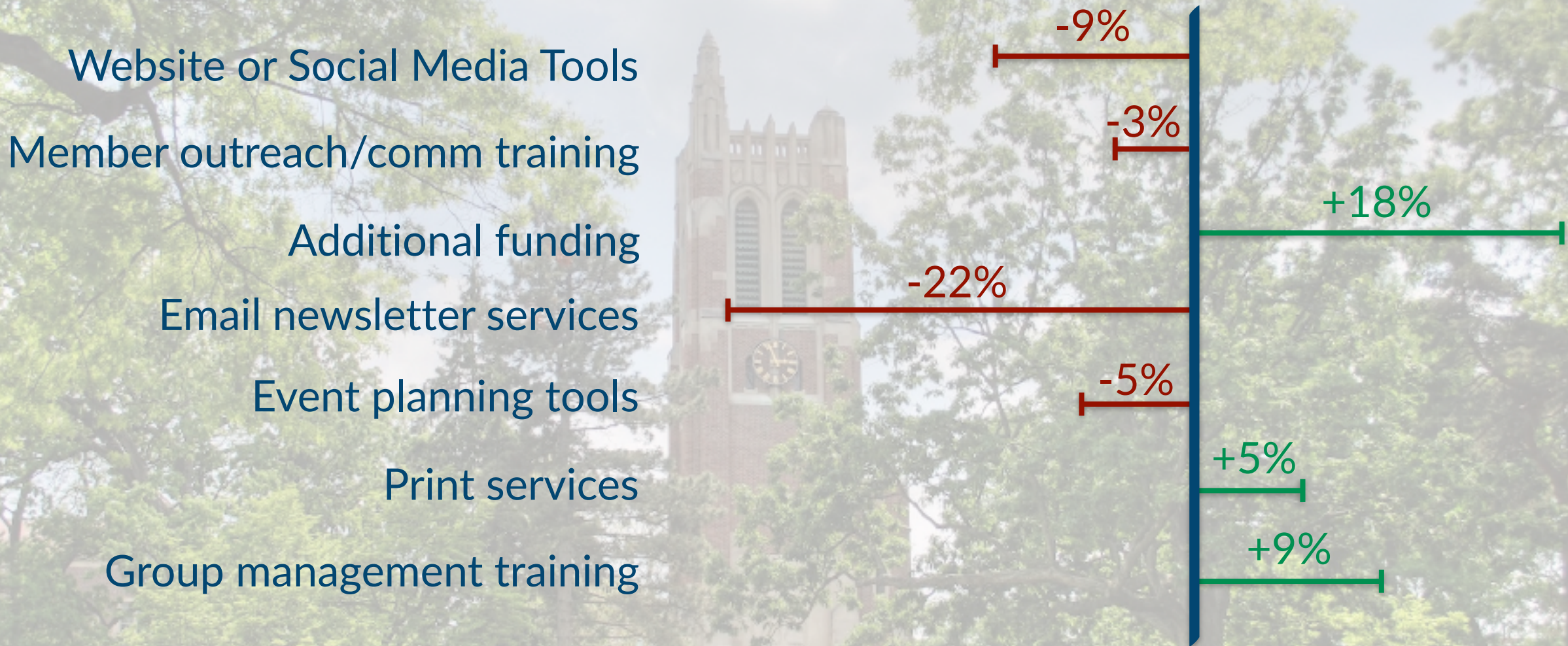
Activity Types

- Event attendance
- Recruiting leaders
- Fundraising for the group
- Time commitment of leaders
- Telling members about events
- Fundraising for scholarships
- Telling members about group news
- Leadership turnover
- Fundraising for alma mater
- Communication with national



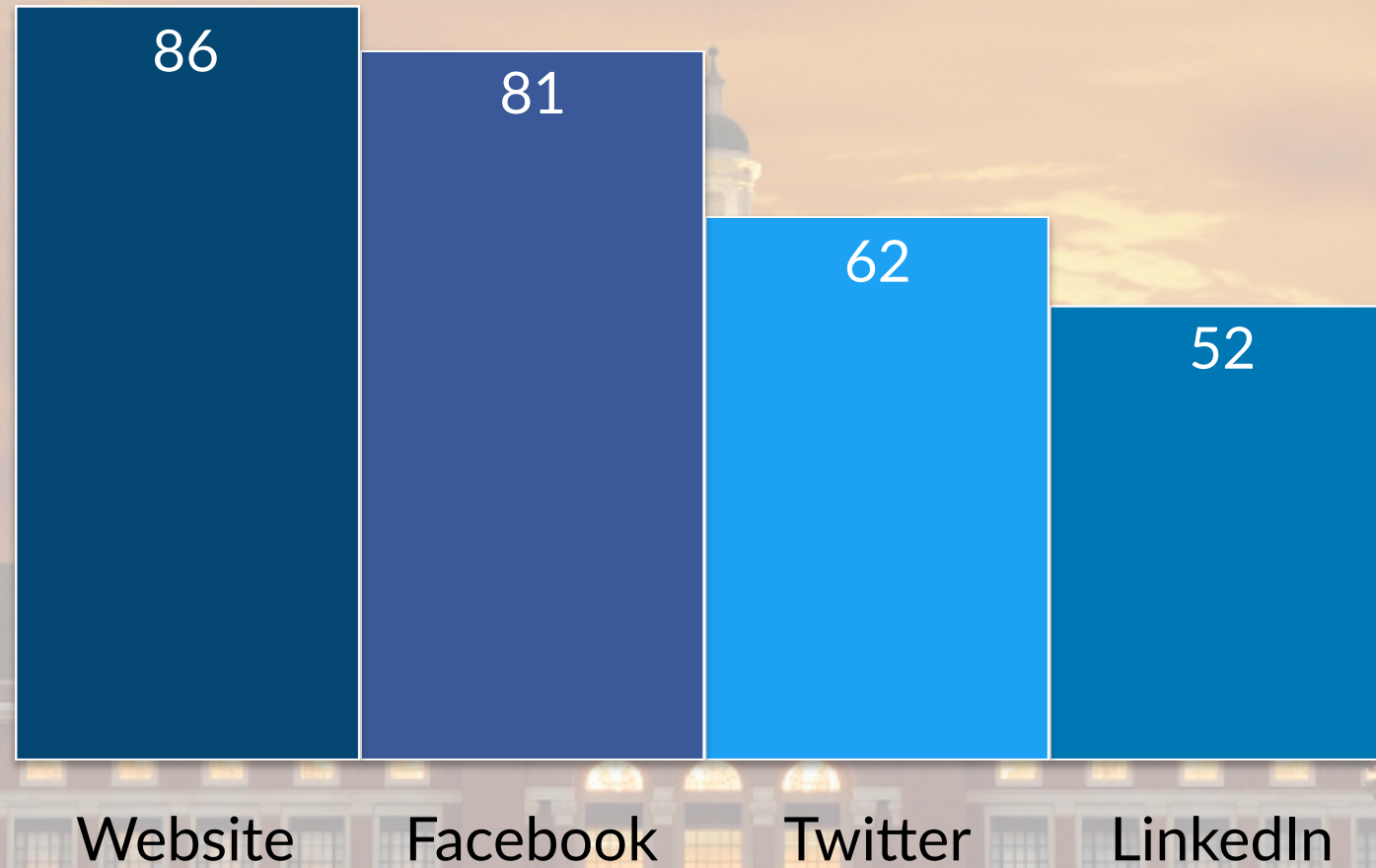
“Highly Active Groups”

Services They Need



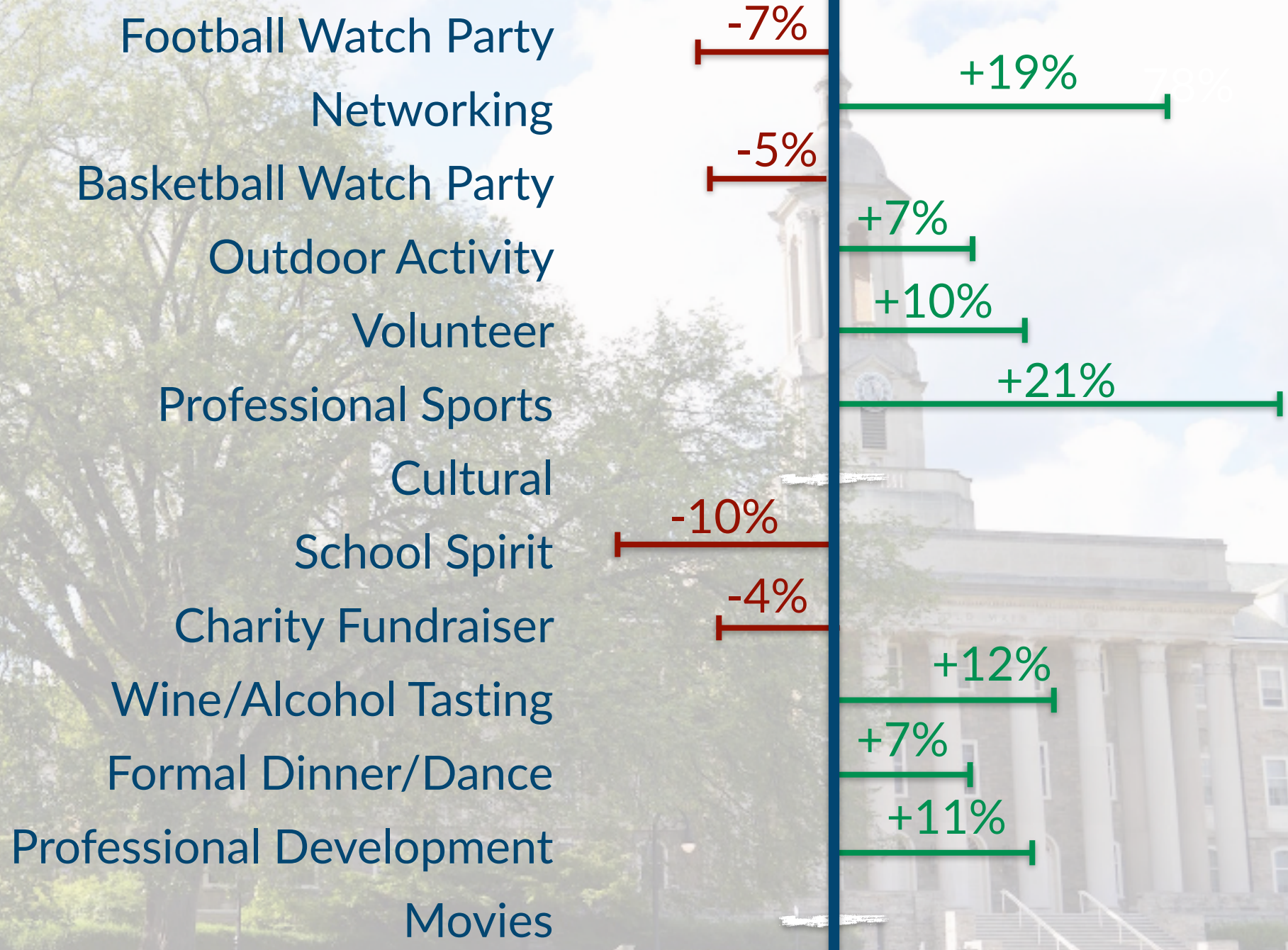
“Highly Active Groups”

Digital Tools

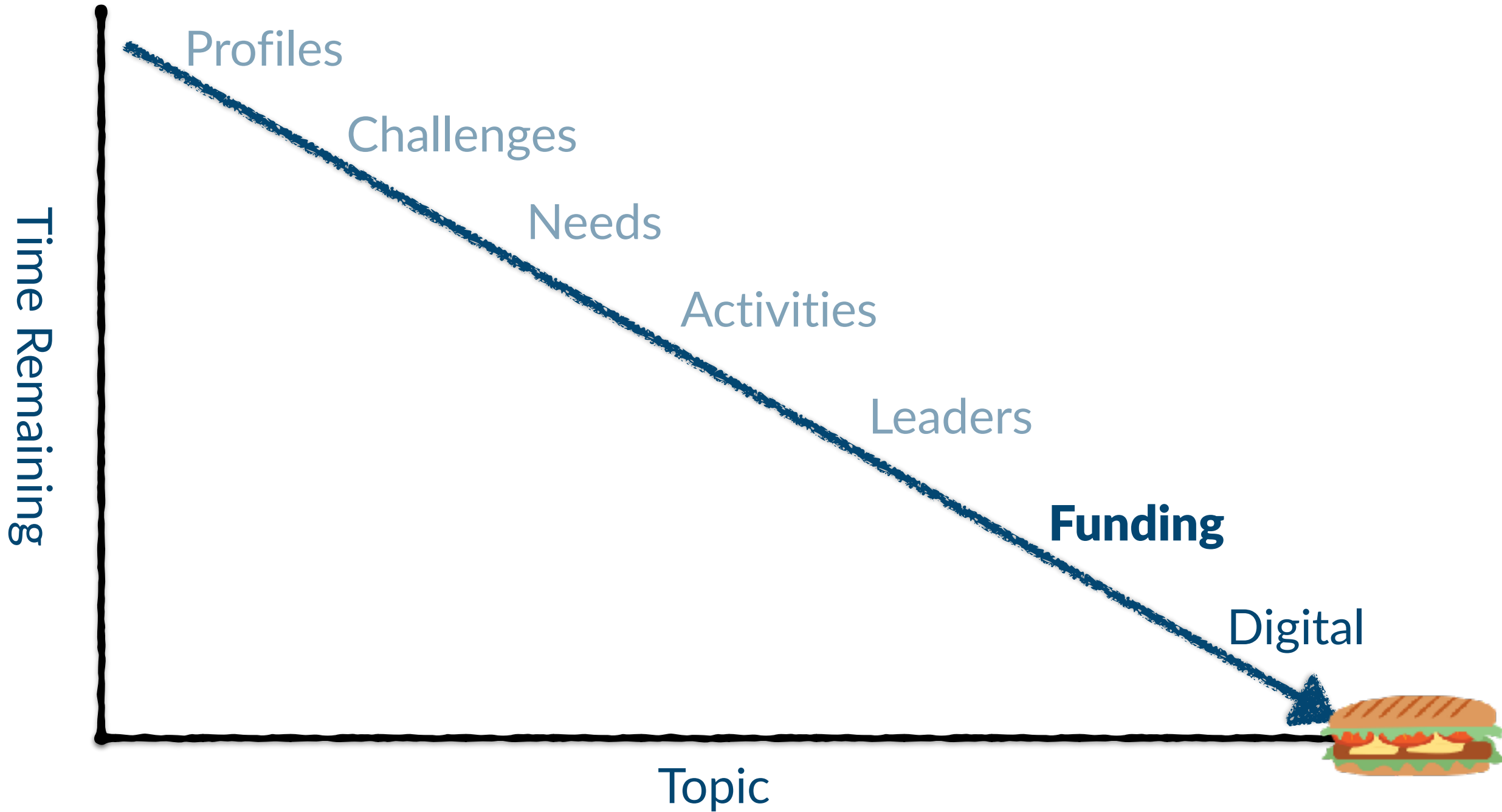


“Highly Active Groups”

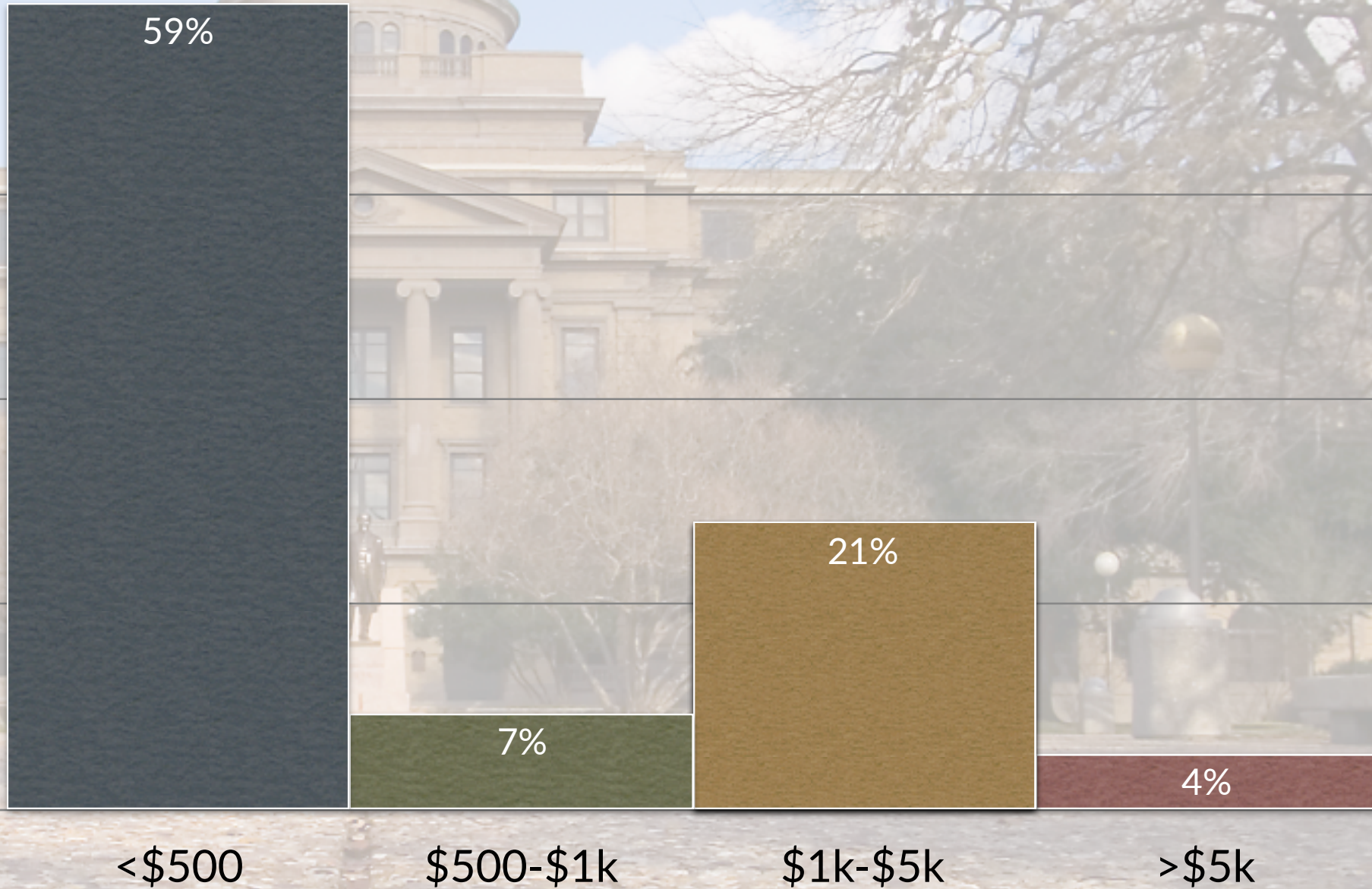
Well-Attended Events



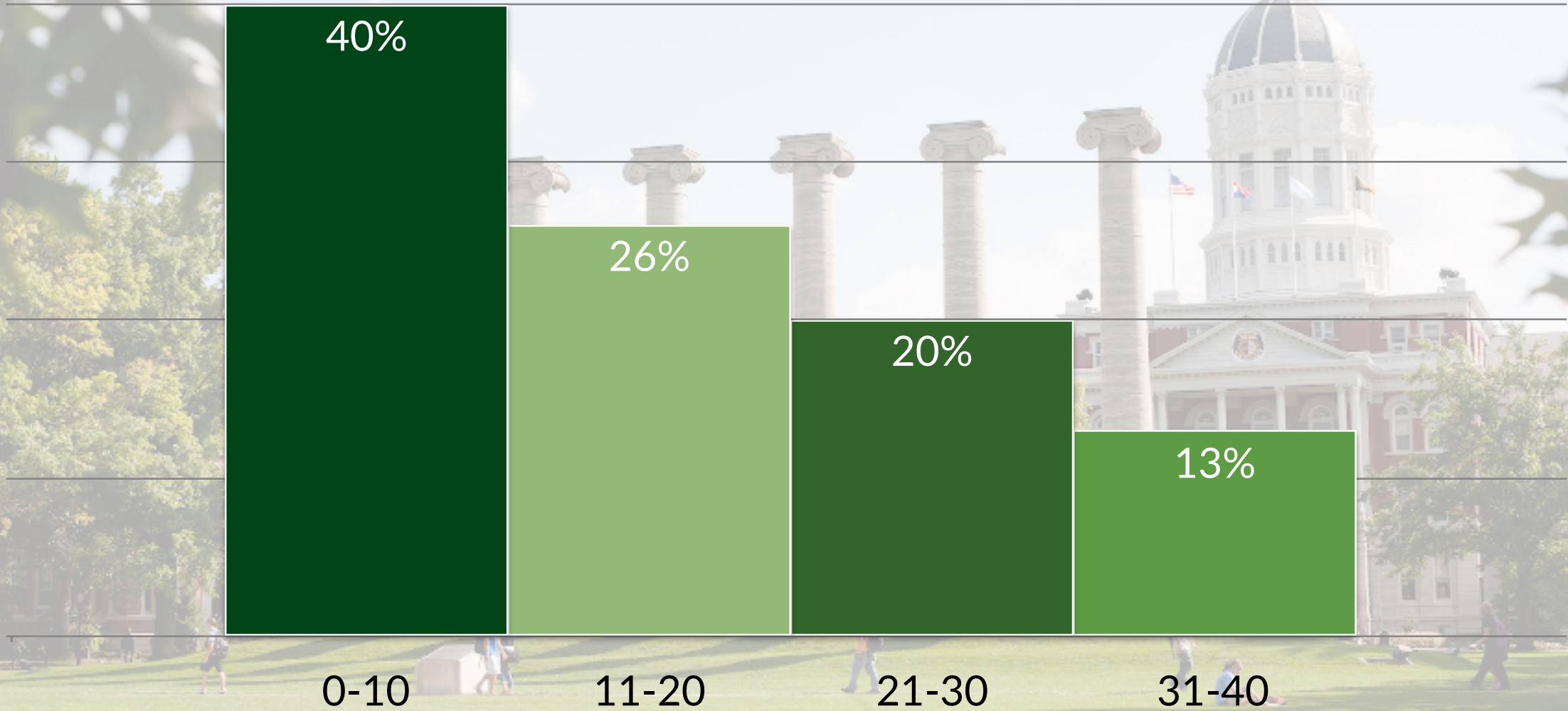
“Highly Active Groups”



Group Funding

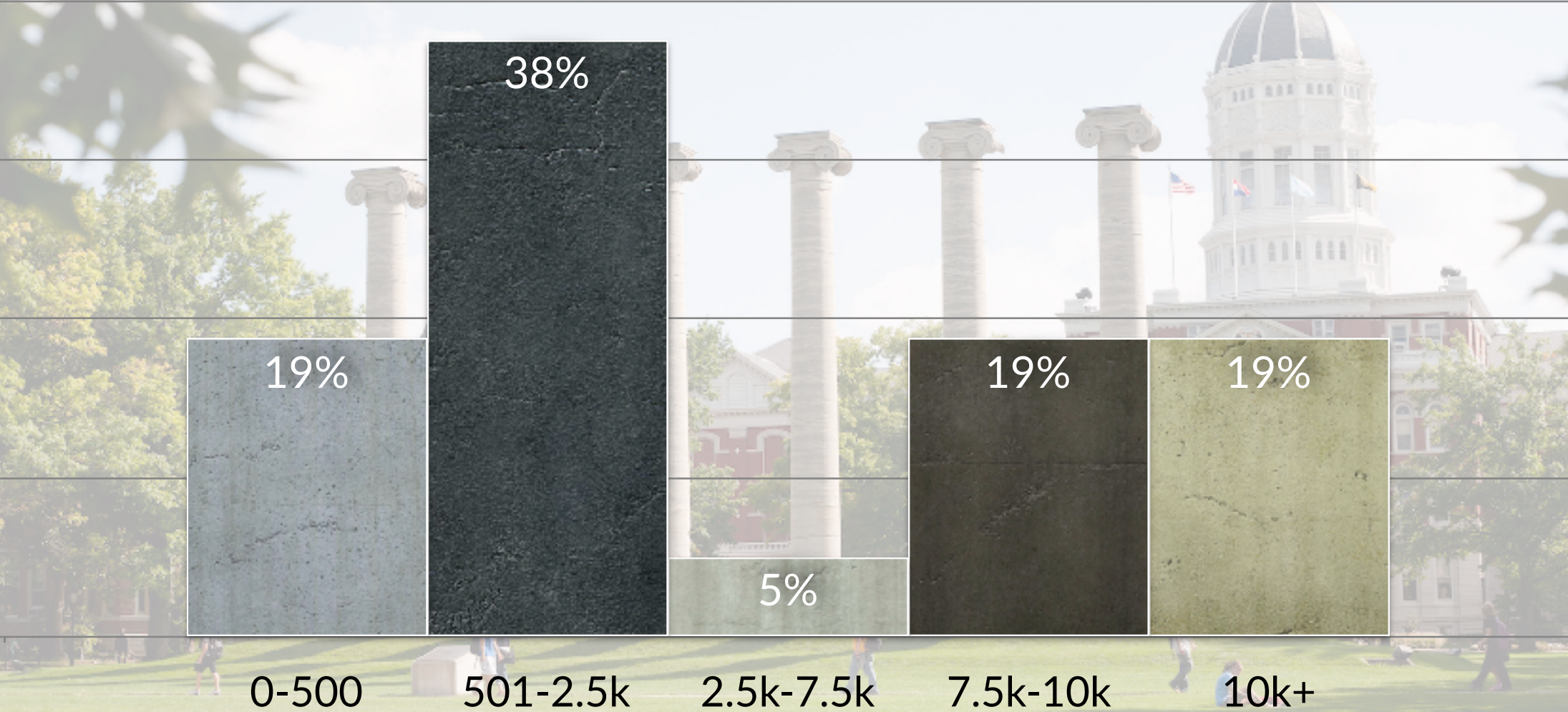


Activities

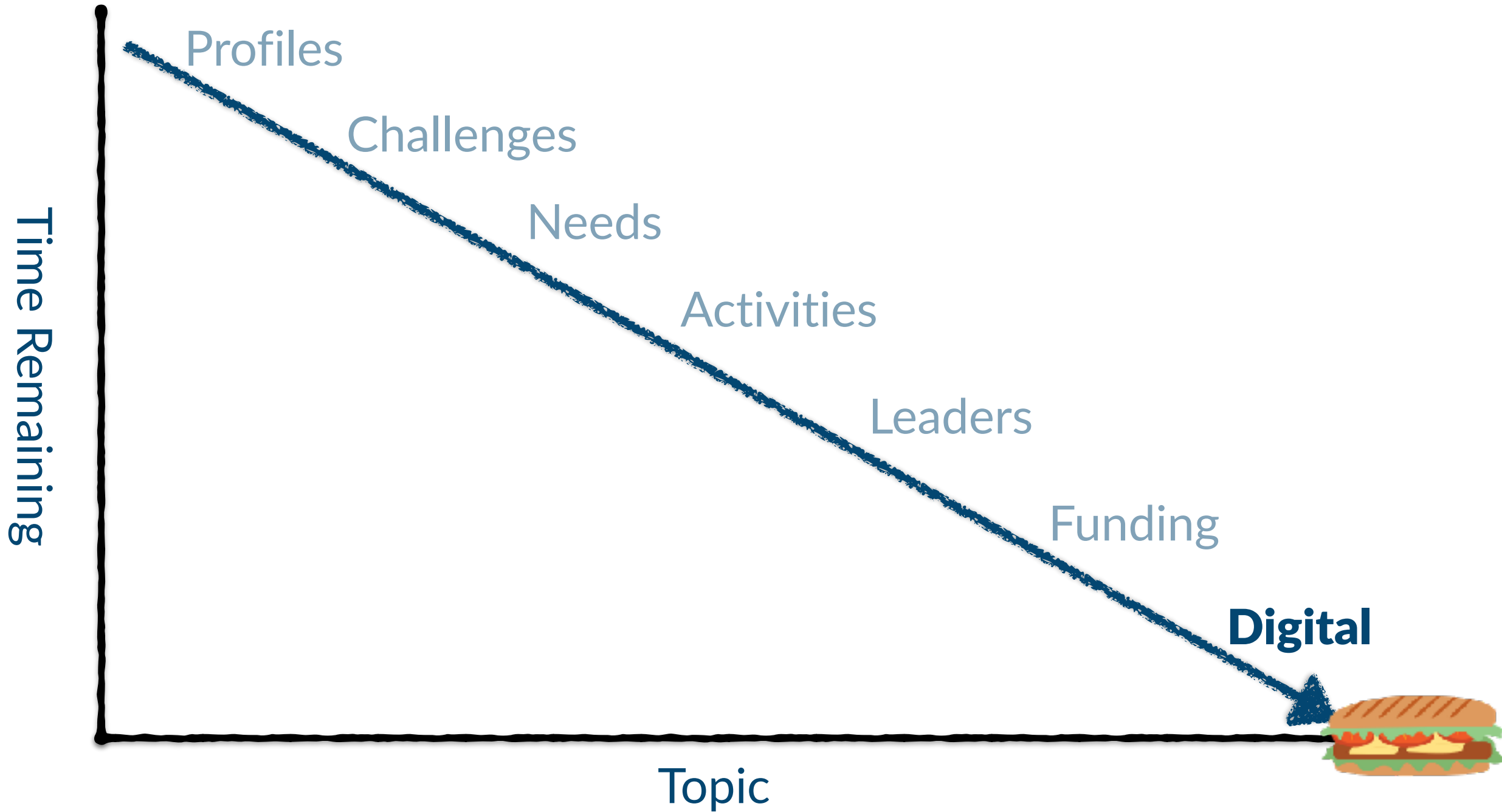


Highly Funded Groups: >\$5k /year

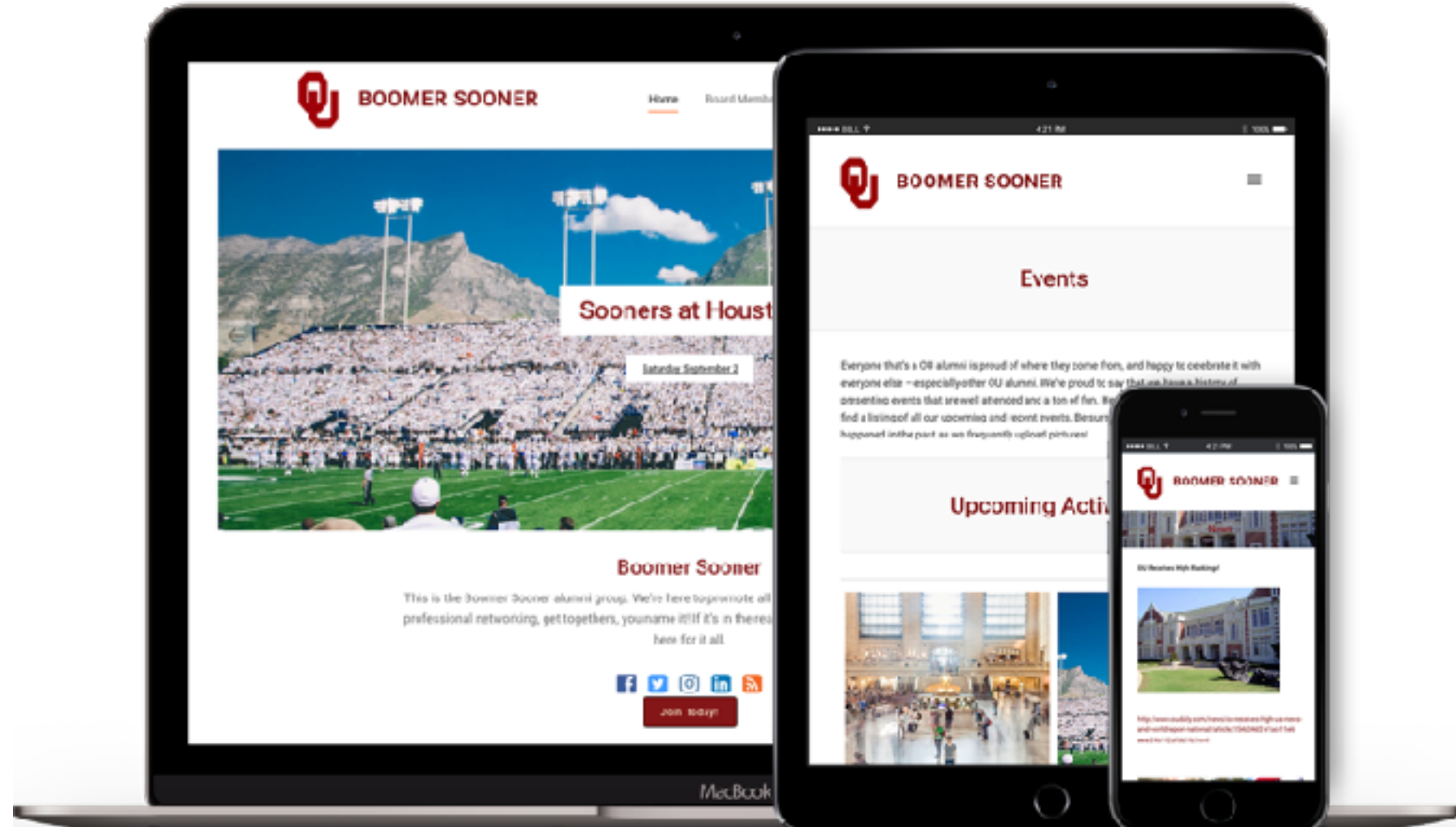
Alumni Market Size



Highly Funded Groups: >\$5k /year

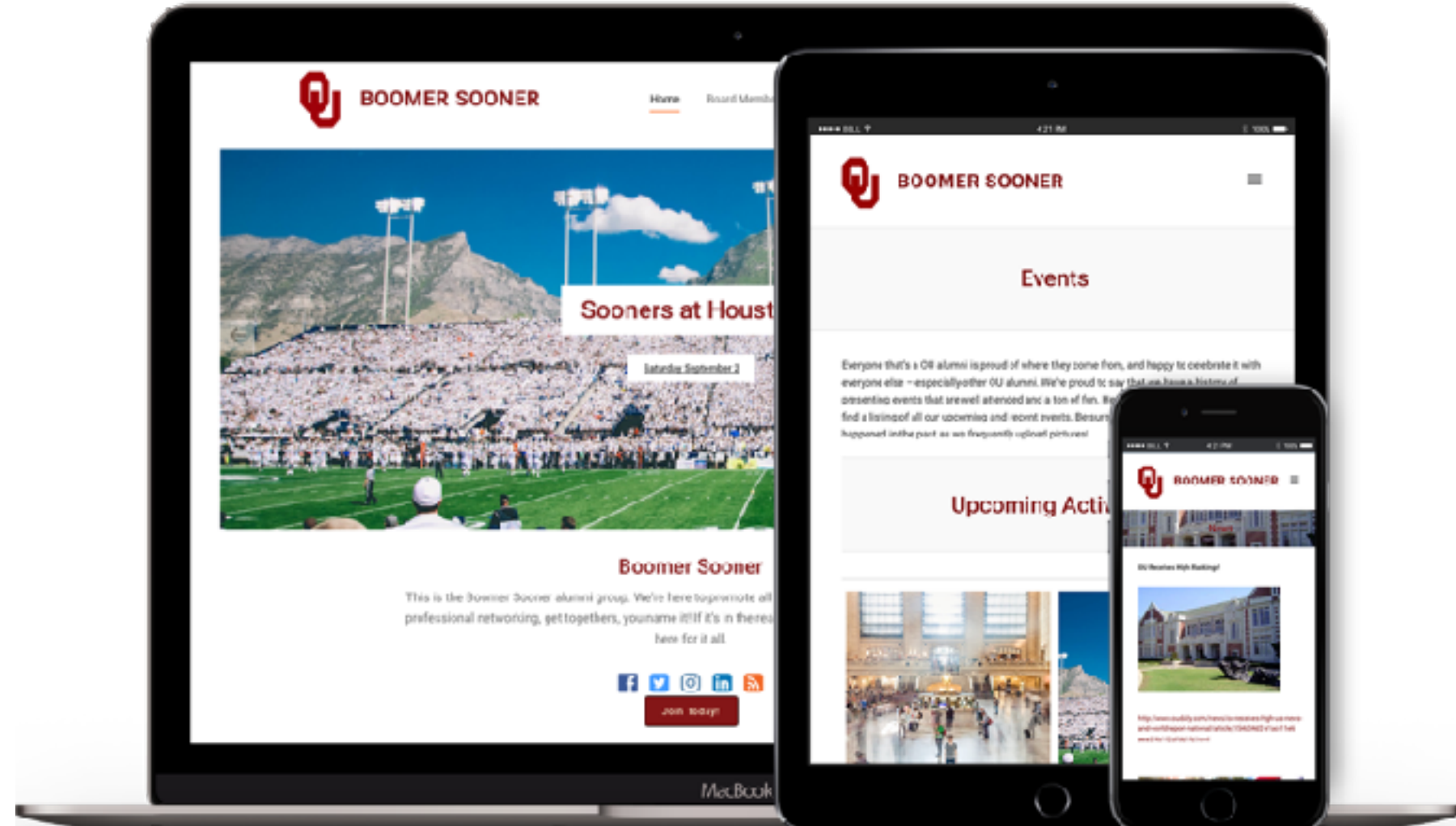


53% have a dedicated website



Of those who do not have a site, “Website and Social Media Tools” was the most commonly listed need.

44% of groups want this help from their association.

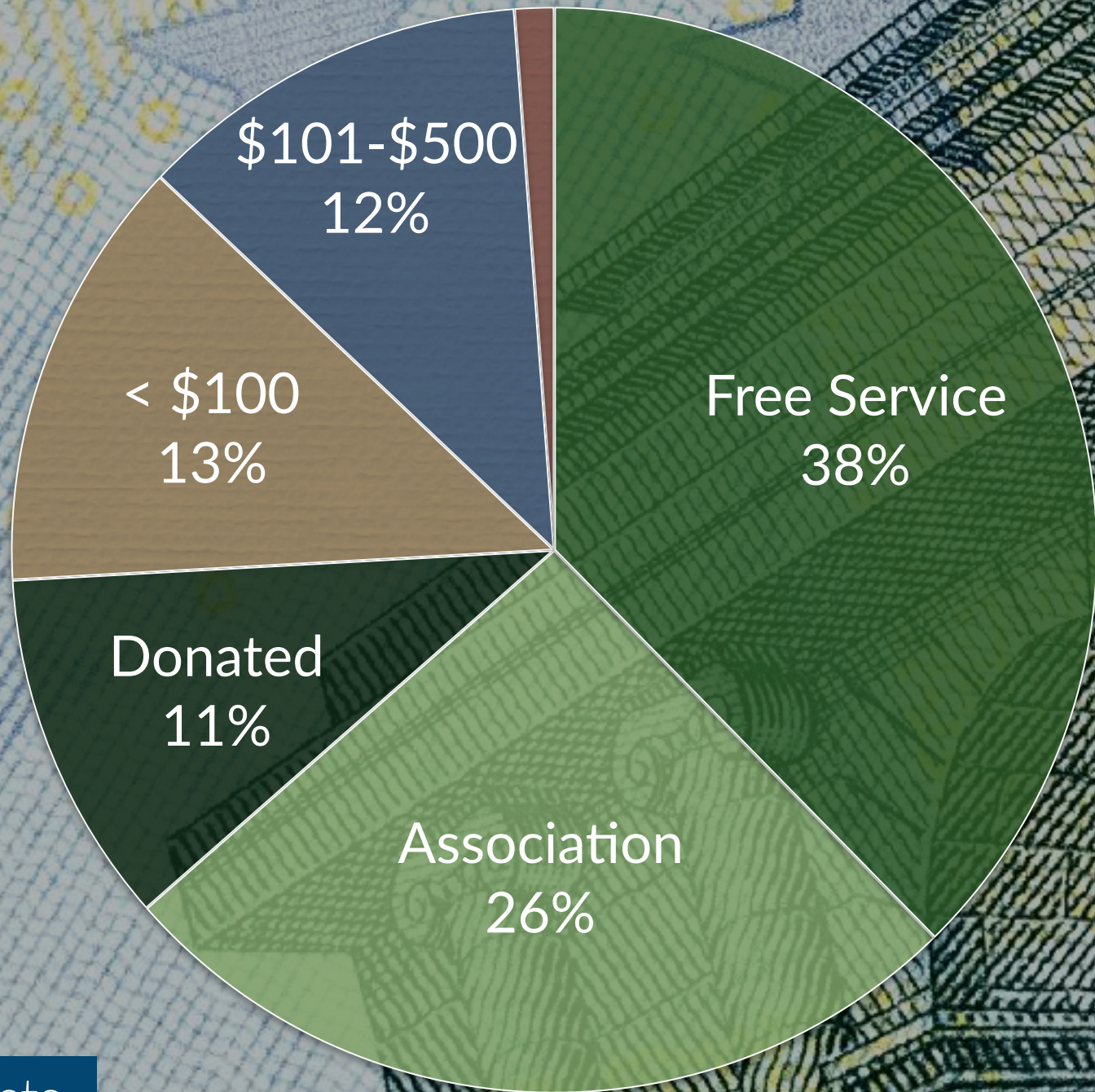


53% update their sites at least monthly.

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84     )  
85     })  
86     </div>  
87     <Preview code={code} evaluateContent={evaluateContent} />  
88 </div>  
89 {showCode ? (  
90   <div>  
91     <Editor code={code} onChange={onChange} />  
92     <button type="button" className={classNames('action-button', 'hide-code')}>  
93       Hide code  
94     </button>  
95   </div>  
96 ) : (  
97   <button type="button" className={classNames('action-button', 'show-code')}>  
98     Show code  
99   </button>  
100 ) }  
101 </div>
```



For 94% of groups, fewer than 3 people have access to edit.

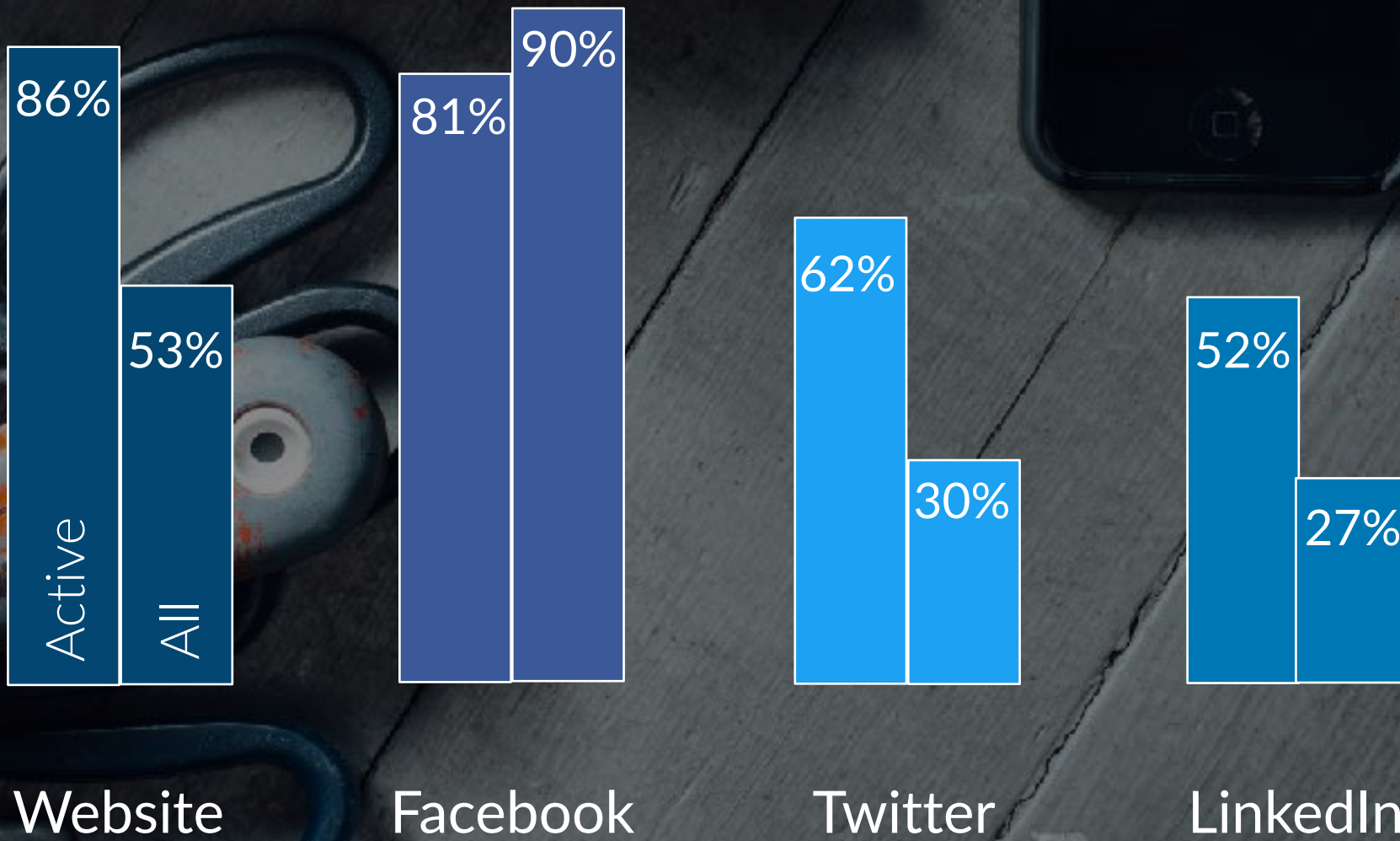


Annual Website Costs



Association
26%

36% of groups who's
associations provide their
site are unhappy

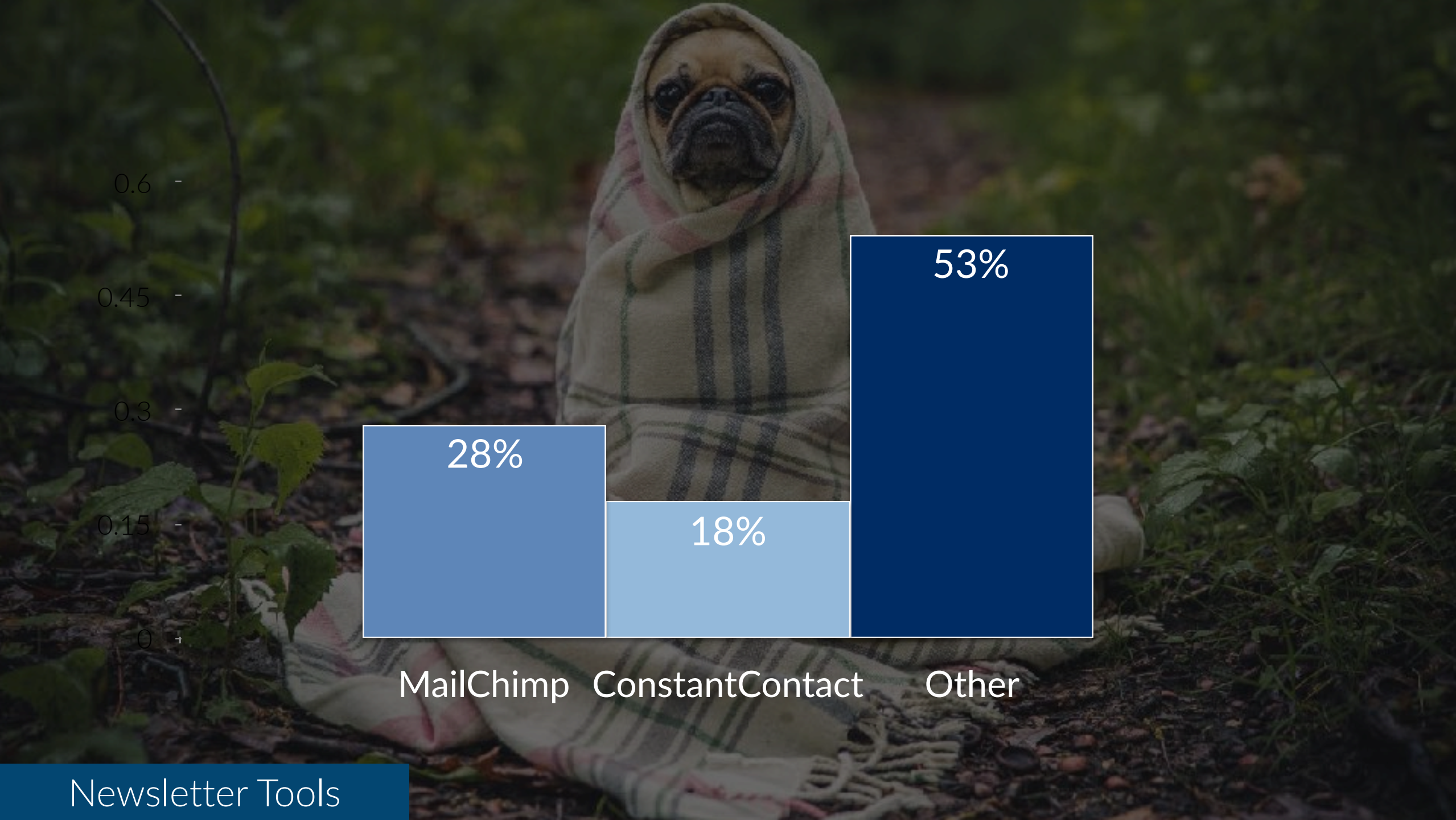




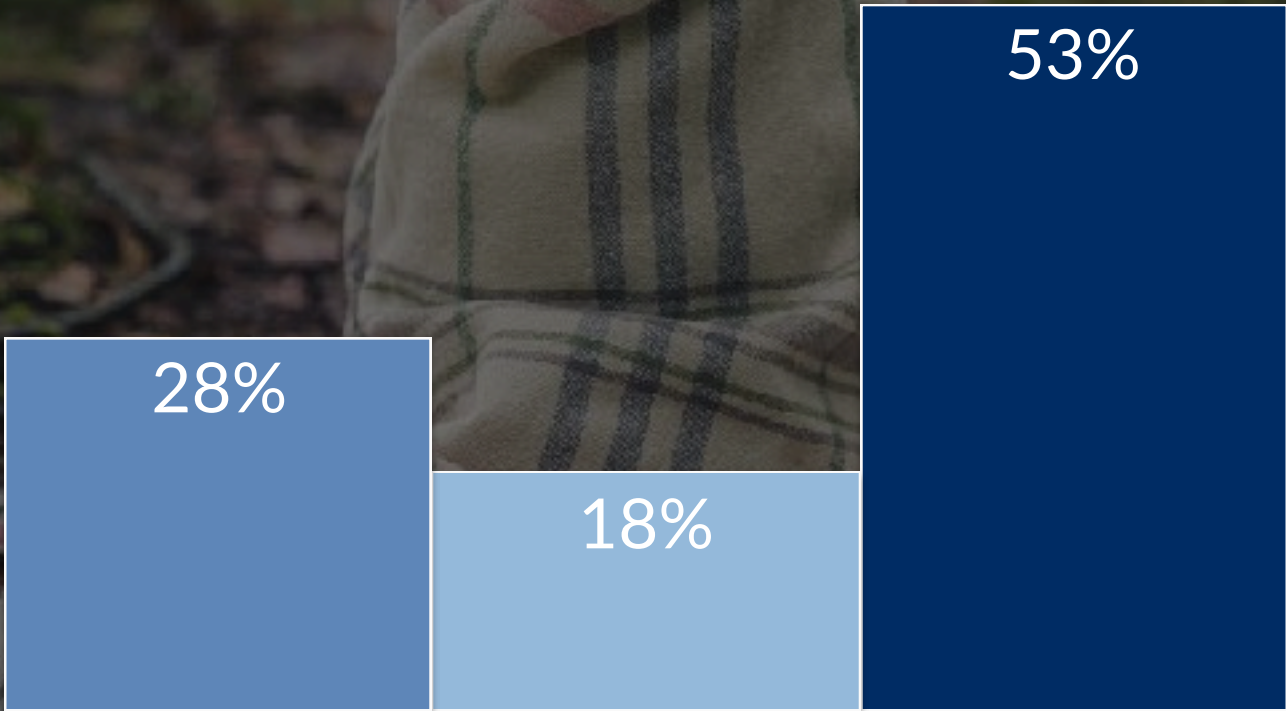
Email	71%
Facebook	60%

A pug dog is sitting in a field of green plants and brown leaves, wrapped in a light-colored blanket with vertical stripes in shades of green, pink, and grey. The dog's head is visible, looking directly at the camera. The background is a soft-focus field of similar vegetation.

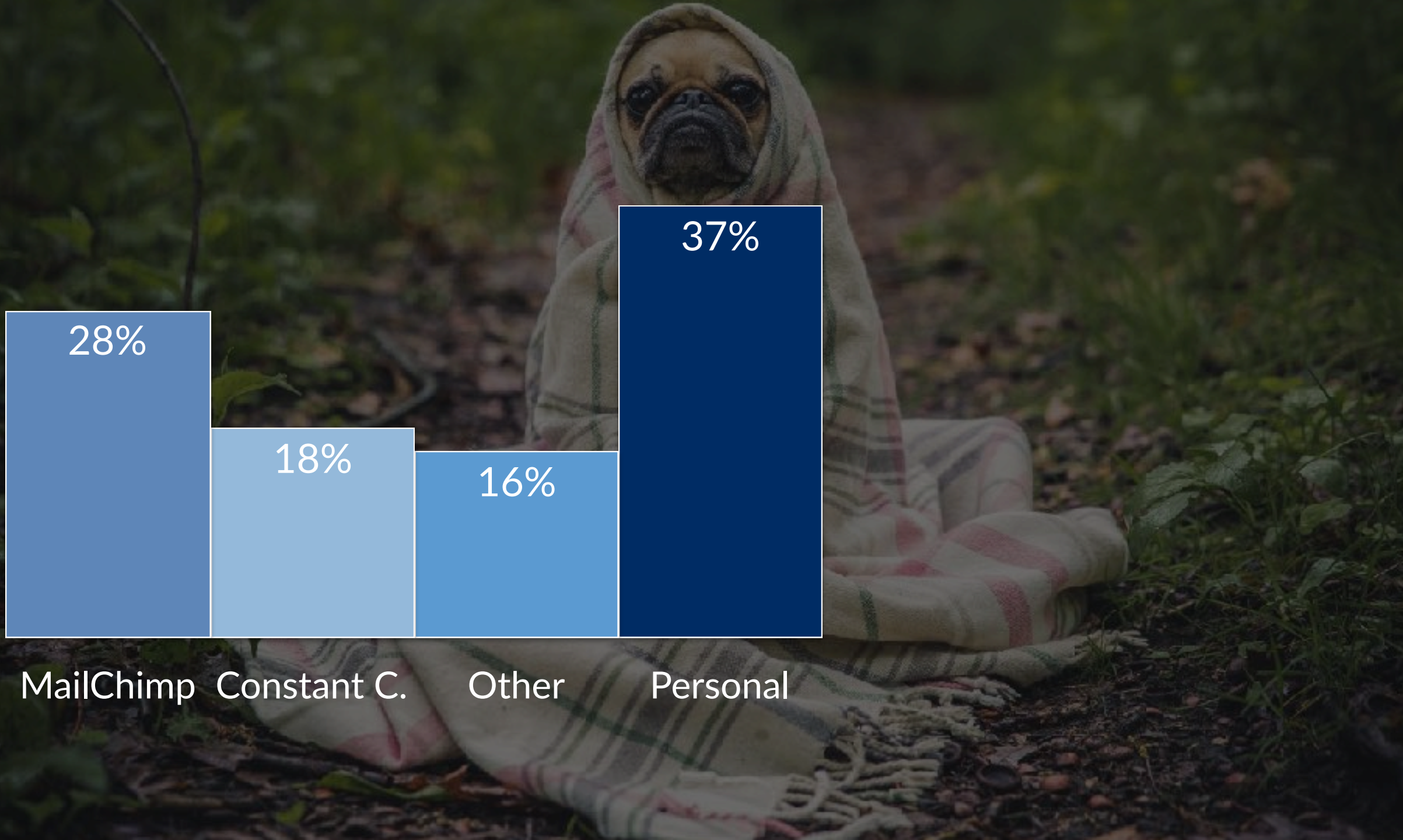
54% have their
own database



0.6 -
0.45 -
0.3 -
0.15 -
0 -



MailChimp ConstantContact Other



28%

MailChimp

18%

Constant C.

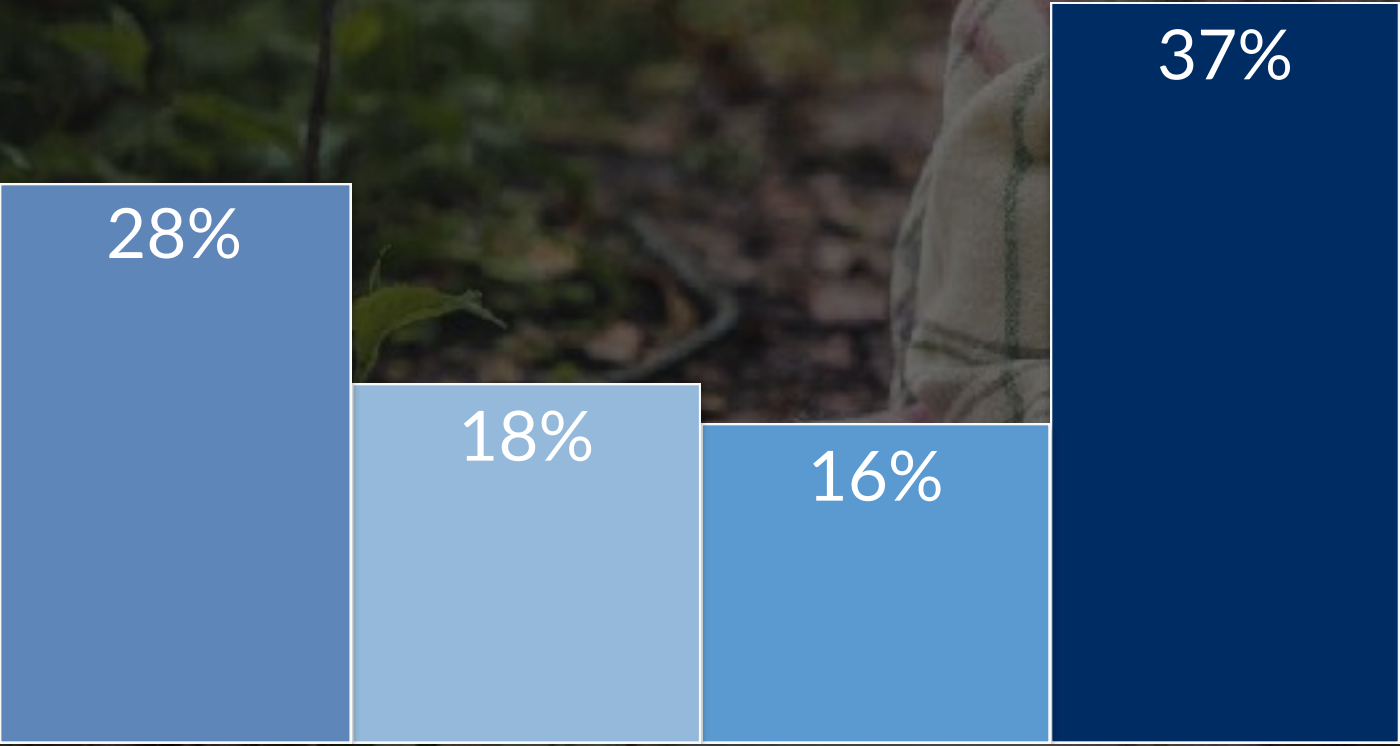
16%

Other

37%

Personal

Gmail

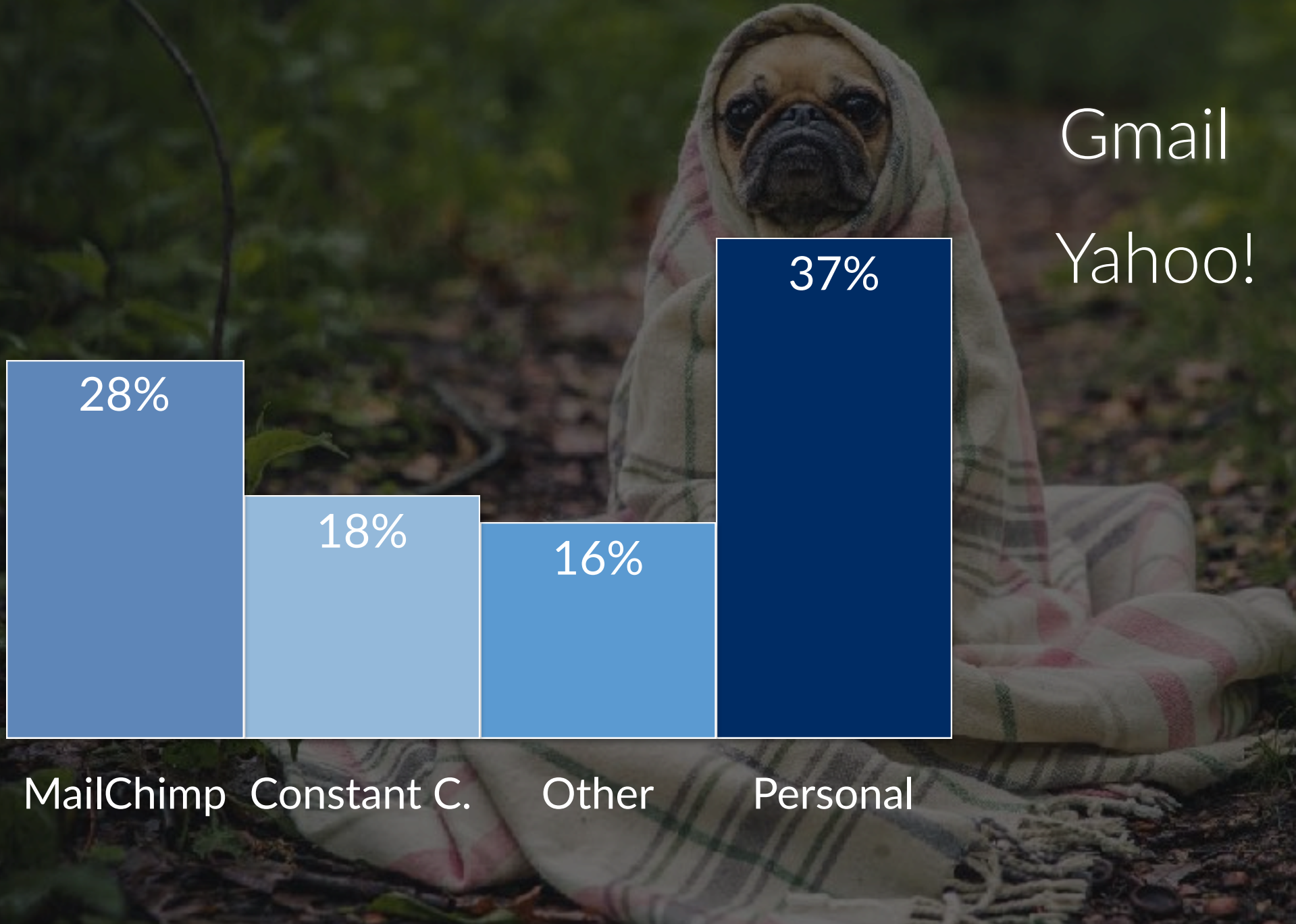


MailChimp

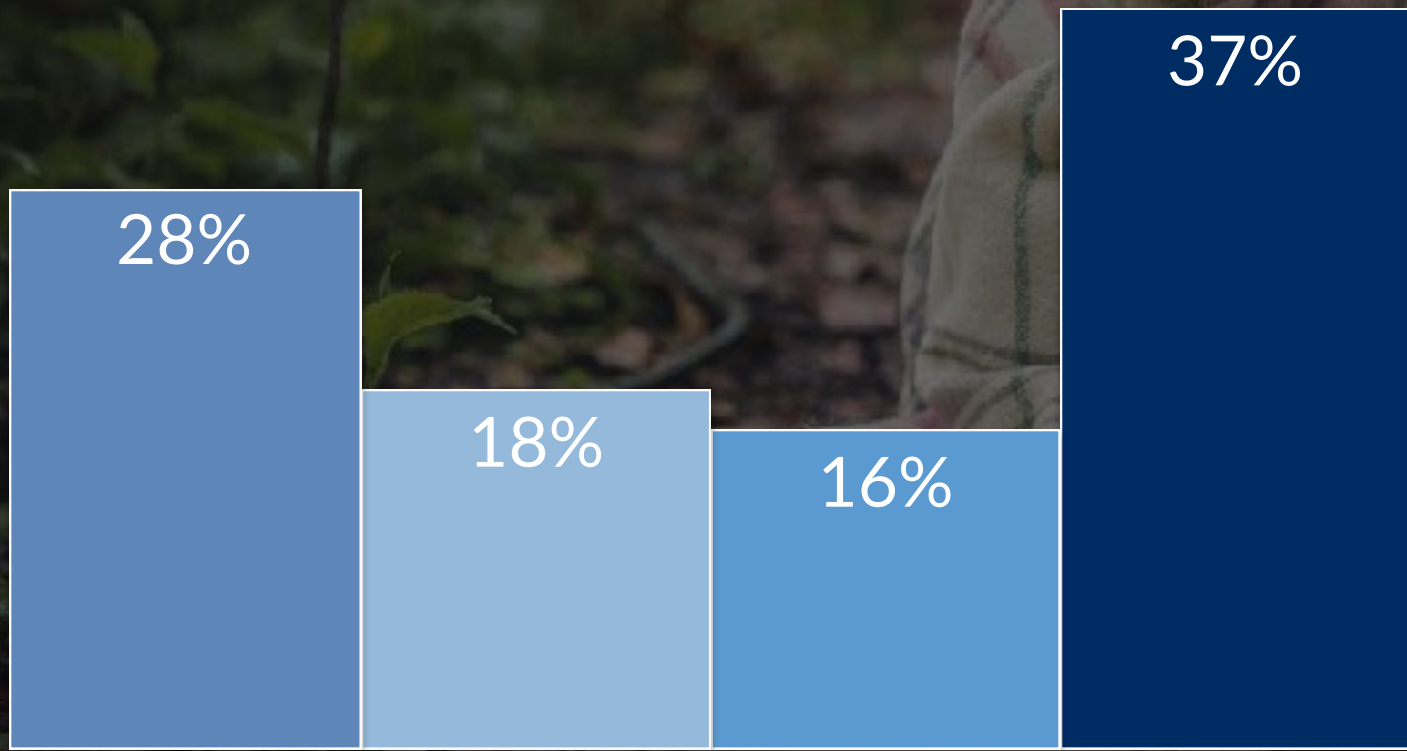
Constant C.

Other

Personal



Gmail
Yahoo!

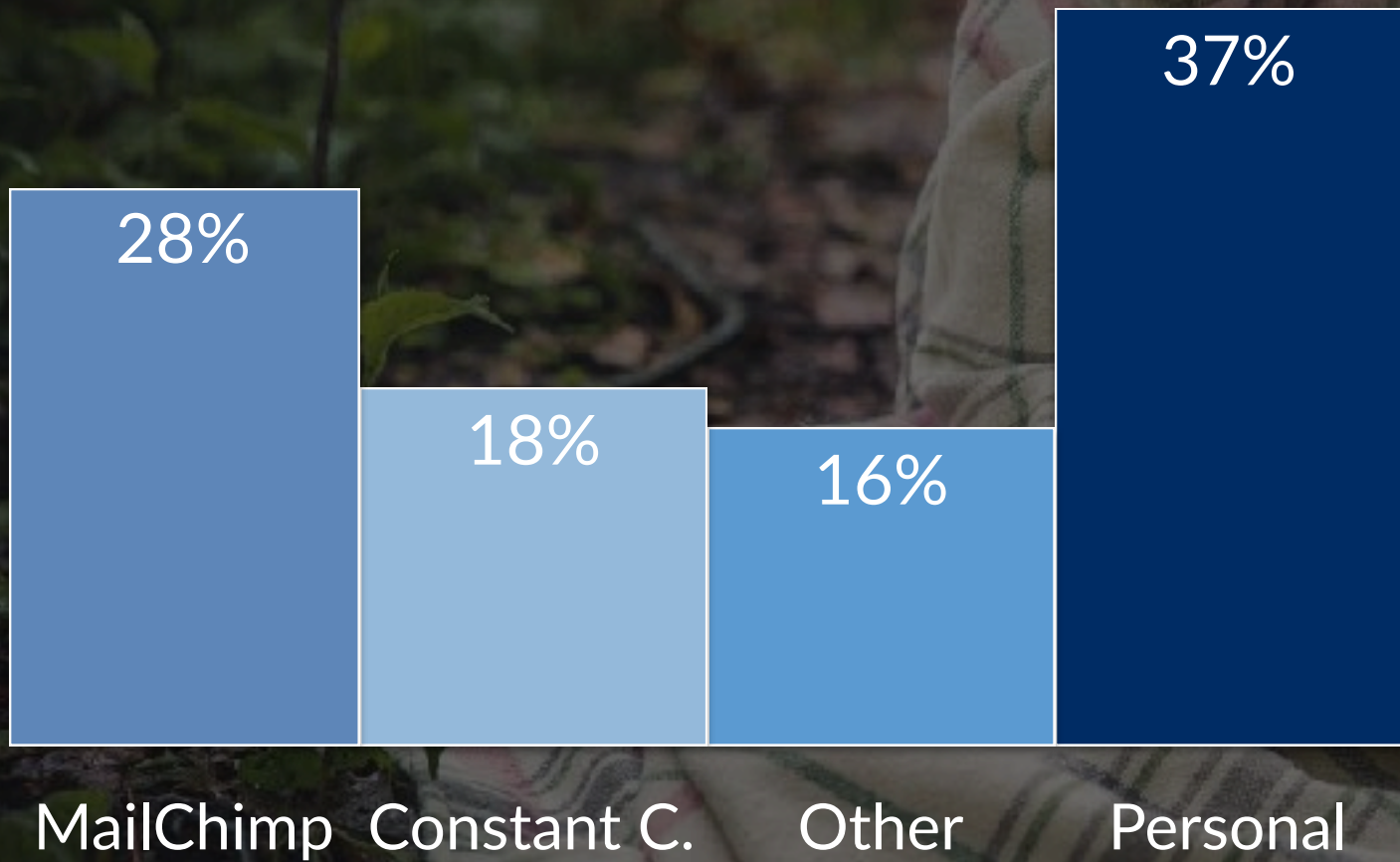


MailChimp

Constant C.

Other

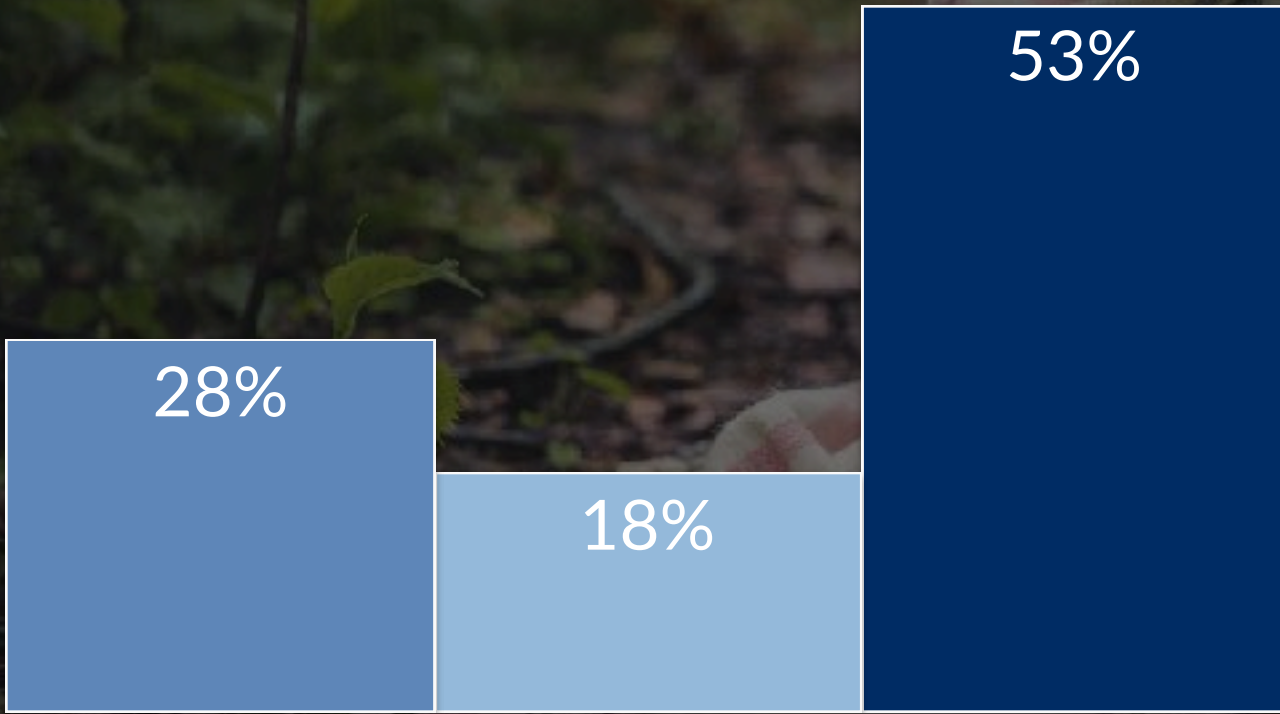
Personal



Gmail

Yahoo!

“I just copy and paste it.”



Gmail

Yahoo!

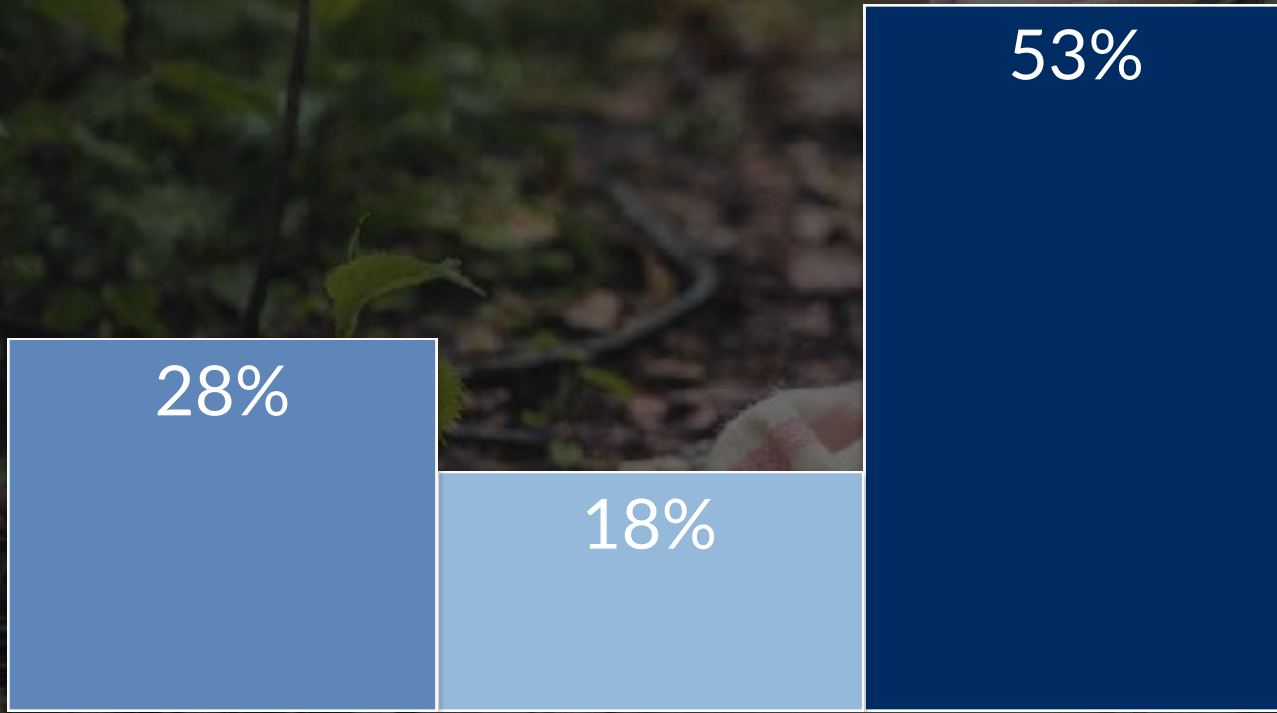
“I just copy and paste it.”

“I do it manually.”

MailChimp

ConstantContact

Other



MailChimp

ConstantContact

Other


Gmail

Yahoo!

“I just copy and paste it.”

“I do it manually.”

“They don’t let us use a newsletter, so I send from my own.”



Newsletter content, tools and strategies

Social media content

External activities

“Playbooks”

Leader profiles



Upcoming:
7 Part Blog Series

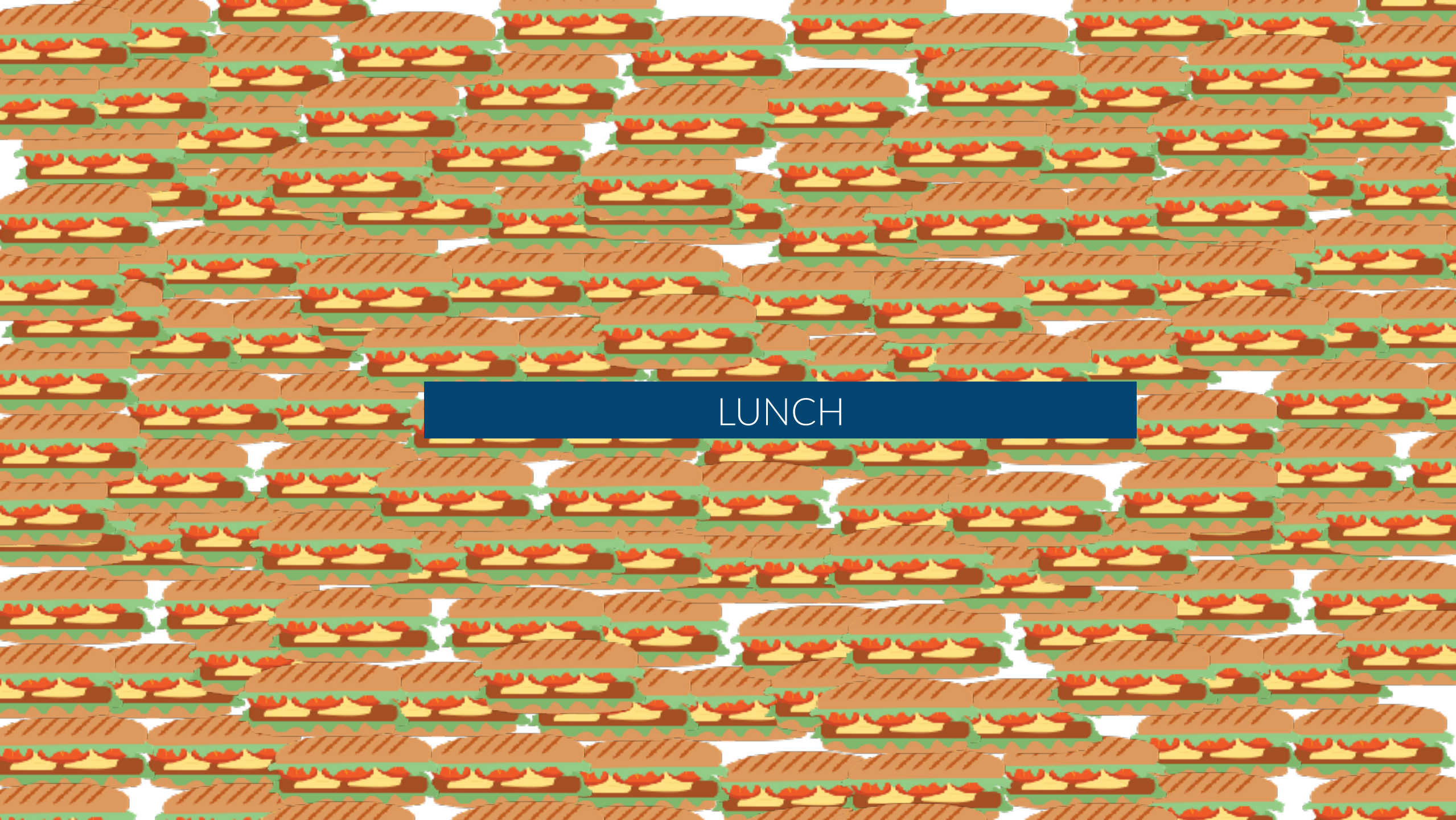
School-specific research





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LUNCH

Icons:

NounProject.com

Maps:

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Mapchart.net

Unsplash.com

Comic:

[XKCD: XKCD.com/552](http://XKCD.com/552)

THANK YOU