

THE POWER OF ALUMNI DATA (and how to make most of it)

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SESSION OUTLINE

- Overview of CEU alumni engagement
- The role of data
- How do we collect and update alumni data?
- What are the benefits of a CRM?
- Who to involve and what to consider before launching an alumni CRM?

THE CEU ALUMNI RELATIONS TEAM

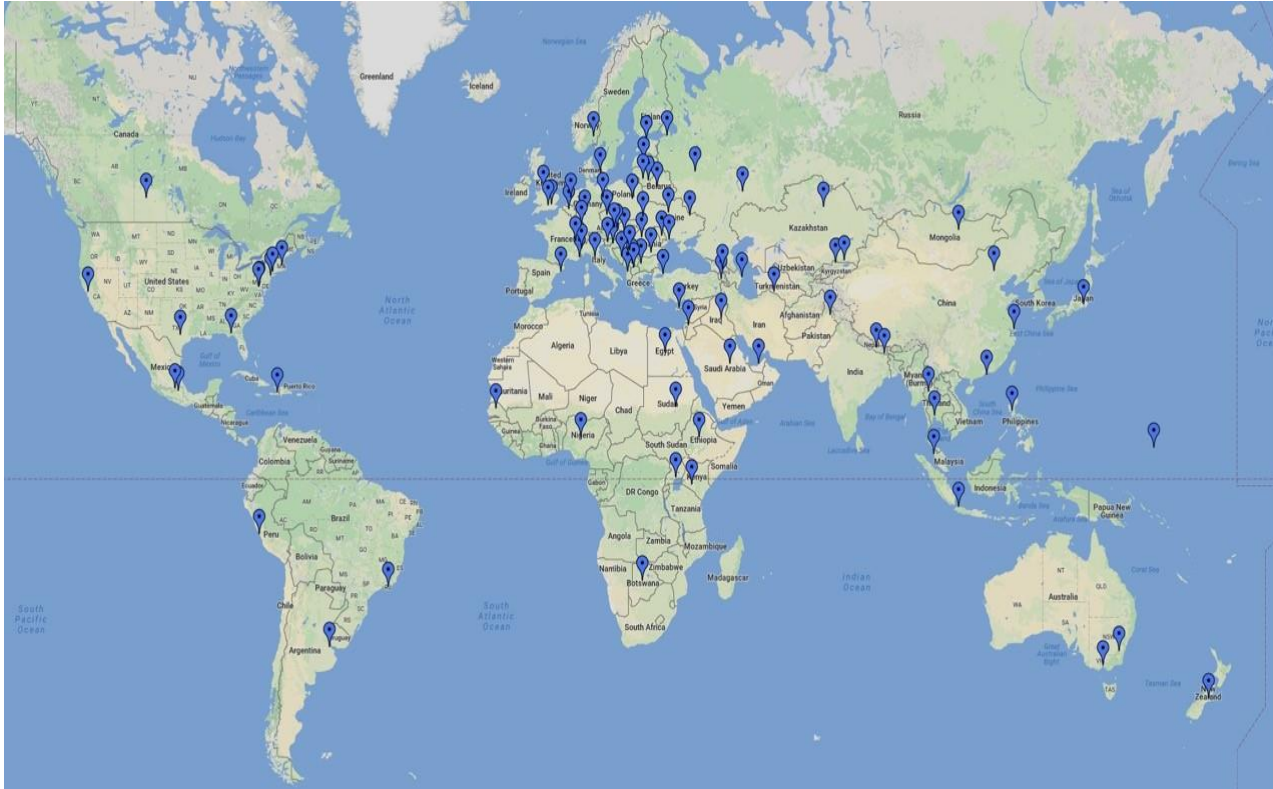


CEU ALUMNI RELATIONS: WHAT WE DO



- **Serve** CEU's global alumni network of nearly 15,000 in over 130 countries
- **Administer** benefits, services, communications
- **Organize** events worldwide
- **Coordinate** w/alumni, student volunteers
- **Fundraise** to support CEU (students, departments, campus, unrestricted)

CEU ALUMNI VOLUNTEERS WORLDWIDE: POWER OF THE NETWORK 1



Over **90 CEU alumni chapters** on 5 continents.
300+ volunteers regularly:

- **Host** events
- **Recruit** new students
- Provide career support
- **Fundraise** to support CEU
- ... and **have fun!**

CEU ALUMNI: PHILANTHROPY IN ACTION



The Kharkhiv Terrace honors CEU alumnus & benefactor **Konstantin Kurganov** (LEGS '94). **Rumor:** the orb grants luck to those who touch it. Visit and find out!

Having raised more than \$1 million, the **CEU Alumni Campaign** includes:

- **Supporting** 200 students from around the world w/scholarships
- **Fundraising** for scholarships, depts and campus

HOW DO WE COLLECT & UPDATE ALUMNI DATA?

- University Info System (student records – alumni records)
- Alumni Data Web Form
- Events
- Surveys
- Over 90% contactable alumni (valid e-mails)

DATA AT THE HEART OF ALUMNI RELATIONS

Successful **alumni engagement depends on reliable data**. **Raiser's Edge** helps us manage relationships with alumni and donors:

- Send **targeted communications** (E-News, department news, special announcements etc.)
- Invite alumni to local **events**
- Create targeted **fundraising** appeals
- Engage **volunteers**
- Create **reports**



BENEFITS OF USING ALUMNI CRM

- **Centralized online** platform accessible by multiple users
- **Flexible** modules: volunteering, fundraising, events etc.
- **Holistic** approach to alumni engagement -events attendance, volunteering, fundraising, communications integrated data
- **Reportable** data used for multiple stakeholders and purposes: recruitment, communications, academic departments, board etc.

INTERNATIONAL CASE ALUMNI RELATIONS SURVEY (ICARS)

ANNUAL EUROPE-WIDE BENCHMARKING

Measures of success	CEU 2017 ICARS Results
Attendees per 10,000 contactable constituents/alumni	top 3 performer (723)
Volunteers per 10,000 contactable constituents	top 2 performer (245)
Donors per 10,000 contactable constituents	4 performer (519)

...AND SOME CHALLENGES

- Maintaining data quality
- Training
- Consistent use across teams
- Staff turnover/knowledge drain
- Data privacy regulation changes

THINGS TO CONSIDER BEFORE LAUNCHING AN ALUMNI CRM

- Institutional priorities
- Leadership buy-in
- Existing alumni records
- Existing + planned/desired alumni programs
- Cost/Funding
- Staffing

AND WHO TO INVOLVE

- Leadership
- Student Records
- Career Services
- Recruitment
- Communications
- IT Services
- Alumni

USEFUL LINKS

- CEU Alumni Relations Office: alumni.ceu.edu
- Alumni benefits & services: alumni.ceu.edu/benefits-services
- Alumni fundraising campaign: alumni.ceu.edu/impact
- Update your record form: alumni.ceu.edu/update-your-record



QUESTIONS?

Feel free to write to me:

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