

Alumni Engagement - What is it?

Definition: Alumni engagement consists of the **activities and experiences** designed to identify, cultivate, steward, solicit and manage gifts of time, talent and treasure from alumni (former students and graduates) in service to benefit both alumni and alma mater.

Why is alumni engagement important?

- Alumni serve as university ambassadors
- Enrollment: student recruitment via alumni success
- Career connections & opportunities: internships, mentoring, employment
- Leadership: boards, committees
- Legislative advocacy
- Financial resources: corporate connections, private giving



...AND REMEMBER, YOUR SUCCESS WILL BE MEASURED BY HOW MUCH YOU DONATE TO THE UNIVERSITY'S ALUMNI FUND.

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Alumni Engagement – “Fun” Facts

- Alumni are key stakeholders and must have a strong and engaged presence for their institution to meet its goals. **It is the responsibility of the alumni relations office to organize, mobilize, harness and measure all aspects of alumni involvement.**
- Alumni are diverse and seek different things from their alma mater. **No one size will fit all** for all engagement or programming.
- Alumni form the **only permanent** community.
- Alumni are **both insiders and outsiders.**
- Alumni offices want a robust and engaged network. Alumni want connections, freebies and a helping hand.

NMU Alumni Demographics

(data extracted 12/8/2017 – ALUM ONLY; PRIMARY DEGREE)

Living Alumni: 68,449 (67,124 in 2016)

Addressable Alumni: 65,703 (54,915 in 2016)

Michigan: 40,581

➤ Upper Peninsula: 24,545 (*Marquette County: 12,628*)

➤ Lower Peninsula: 16,036

International Alumni: 465+

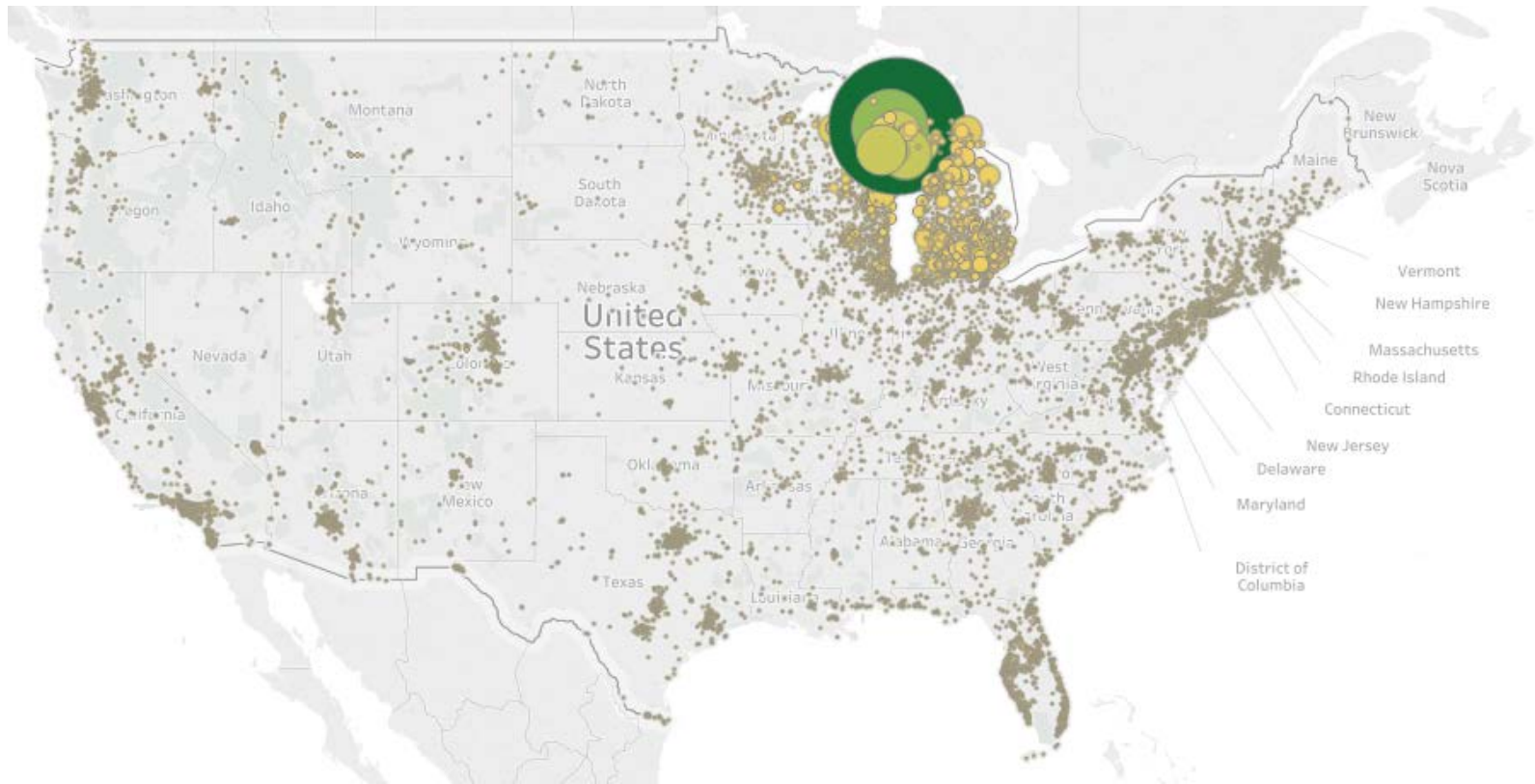
NMU Alumni Demographics

(data extracted 12/8/2017 – ALUM ONLY; PRIMARY DEGREE)

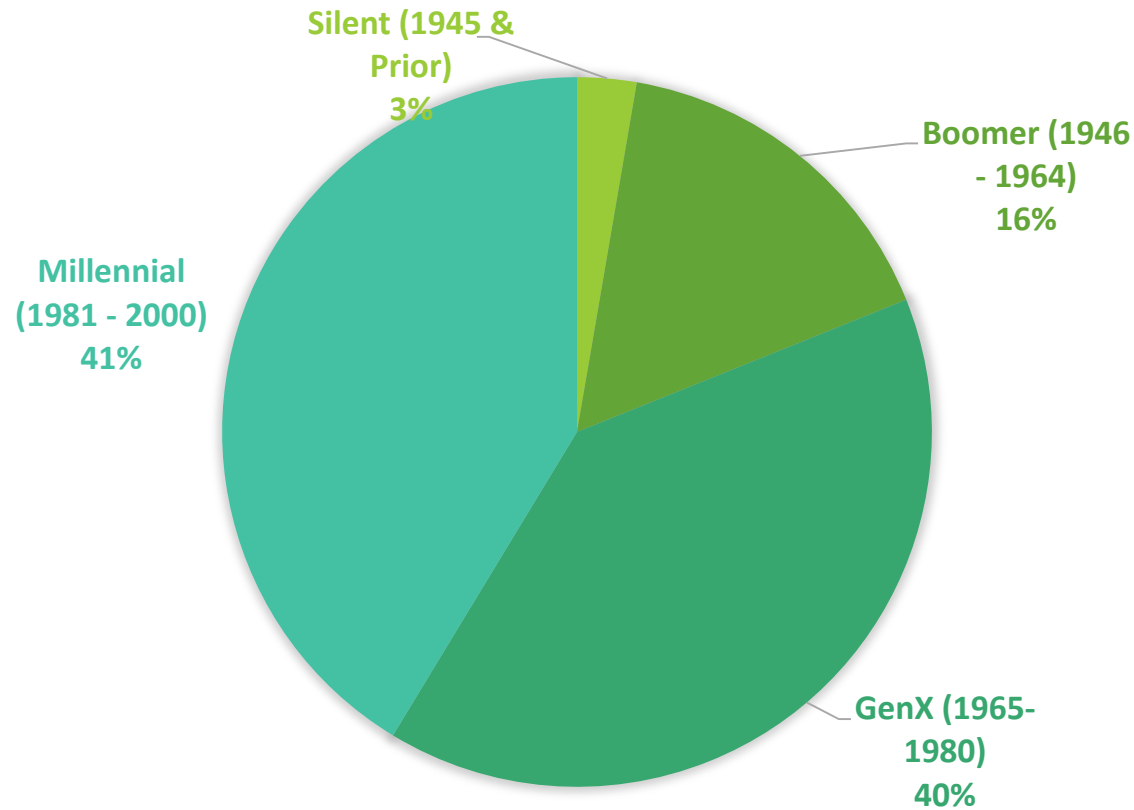
Top 10 states outside of Michigan:

1. Wisconsin (6,114)
2. Illinois (2,514)
3. Minnesota (1,808)
4. Florida (1,698)
5. California (1,246)
6. Colorado (938)
7. Texas (886)
8. Arizona (757)
9. Ohio (673)
10. Washington (627)

NMU Alumni Demographics: US Distribution

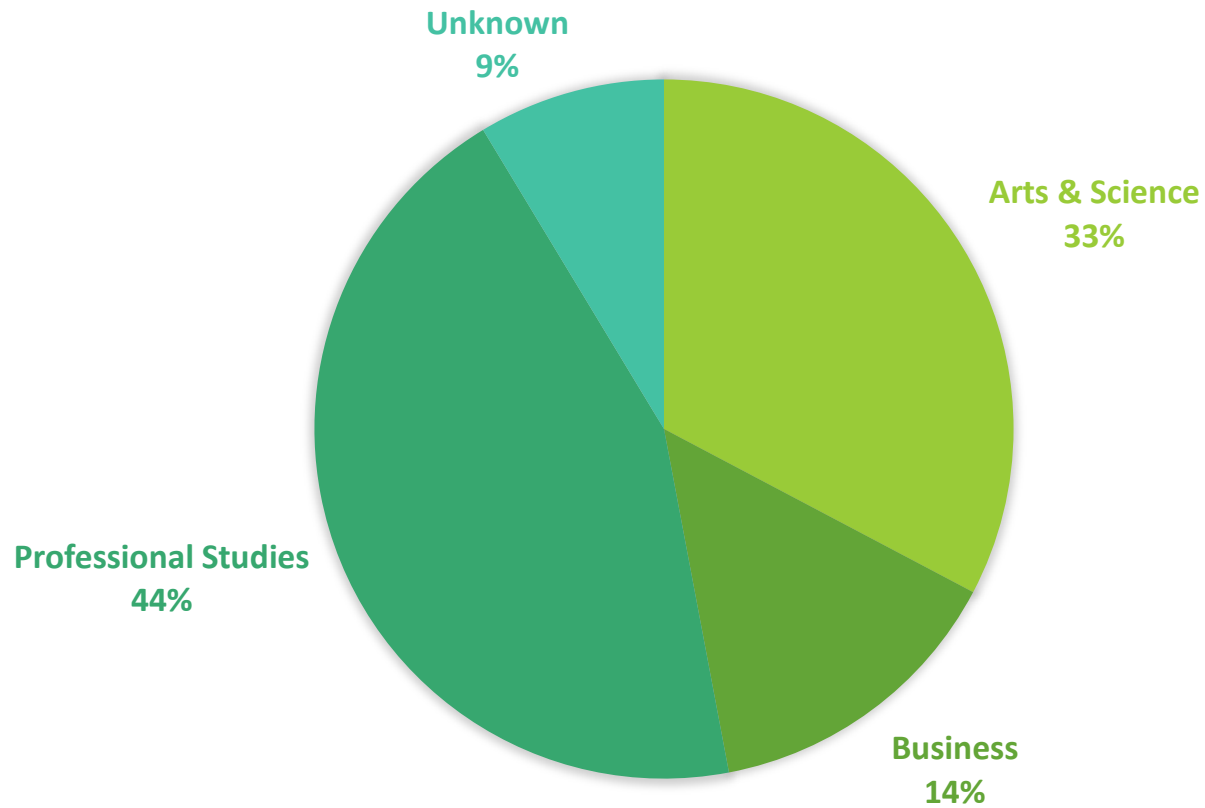


NMU Alumni Demographics: Generational Breakout



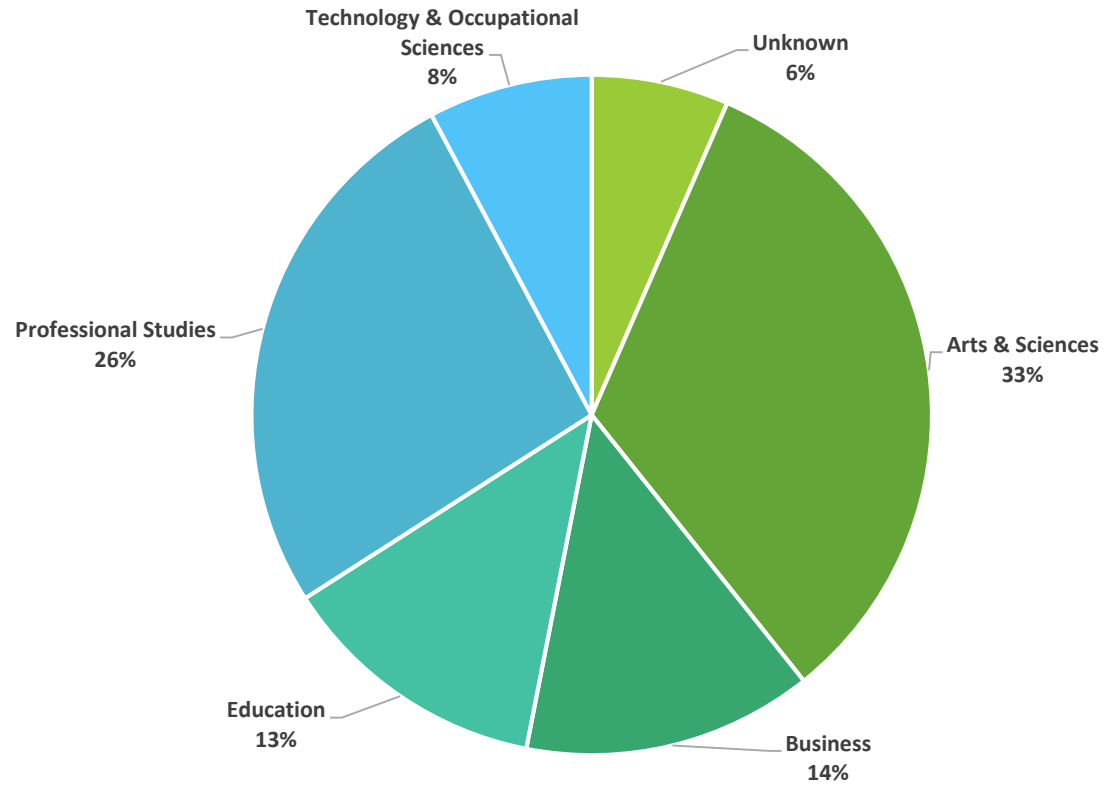


NMU Alumni Demographics: College

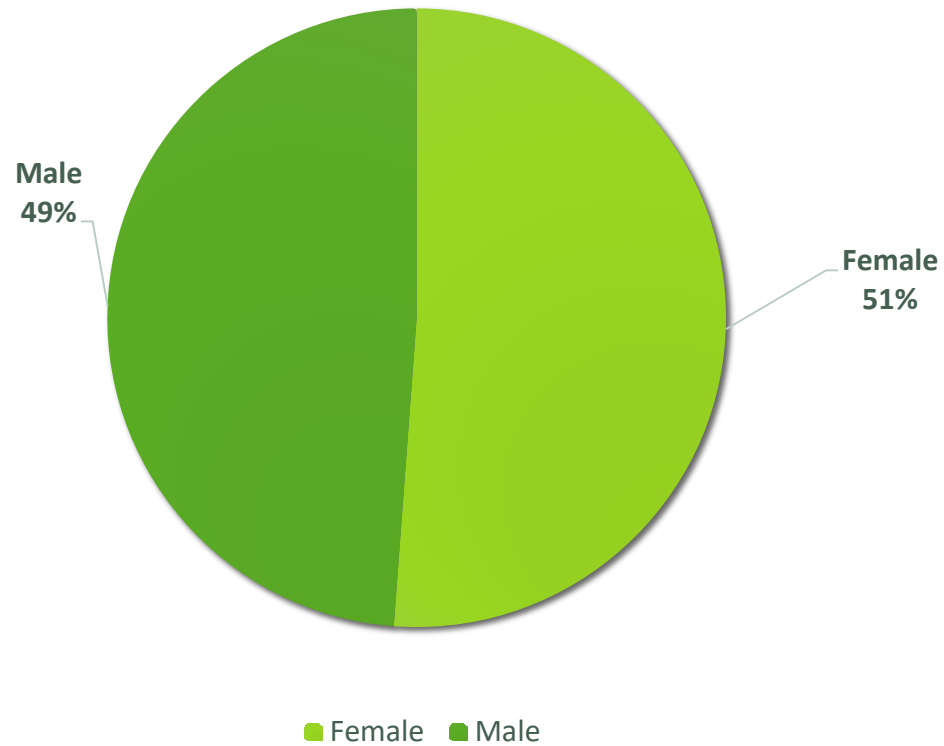




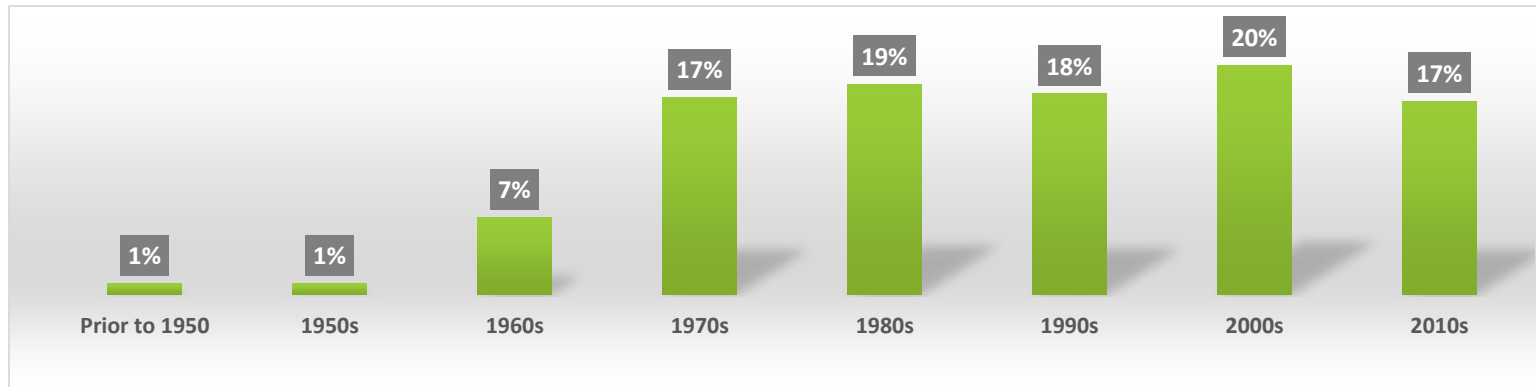
NMU Demographics: College



NMU Alumni Demographics: Gender



NMU Alumni in 2018 (decade) & NMU Timeline



1899 – 1927: Northern State Normal School (Waldo, Kaye, Munson)

- July 3, 1900: First Alumnae: Ellan Harshamnn, Sara Macleod & Ida Mitchell
- June 18, 1902: First Alumni Banquet
- 1910: First Yearbook
- July 1916: The Quill published, first alumni news publication
- 1918: First Baccalaureate Degree (BA)

1927 – 1942: Northern State Teachers College (Munson, Pearce, Tape)

- John D. Pierce School
- 1935: Mascot - Wildcats

1942 – 1955: Northern Michigan College of Education (Tape)

- 1946: First Campus Apartments
- 1947: First Athletic Director Named (CB Hedgecock)
- 1948: Carey Hall
- Verville
- 1955 Enrollment: **888**

1955 – 1963: Northern Michigan College (Harden)

- 1956: Right to Try Era; curriculum expansion and extension programs
- 1962: Vocational Training (Area Training Center/NMU Skills Center)/Jacobetti Center)
- 1963: Public Broadcasting
- 1967: Joined NCAA (athletics)

1963: Northern Michigan University (Jamrich, Appleberry, Vandament, Bailey, Wong, Erickson)

- 1967: Enrollment - **7,085**
- 1970s: Continued expansion of academic programs, community college and labor education initiatives
- 1980: Last Yearbook
- 1980-1983: State Budget Reductions
- 1980s: Center and Program Development; USOEC
- 1991-95: Consecutive-year State Budget Reductions
- 1996: Laptop Program
- 2006: Enrollment: **9,689**
- 2017: EAN, New Dorms

NMU Alumni Relations/ NMU Alumni Association

Alumni Relations is a university department within the Division of Extended Learning and Community Engagement.

Alumni Association is not a separate 501(c)(3). Dues program discontinued in 2012; all alumni benefit from programs and services. Annual gifts designated to NMU Alumni Association.

The mission of the **Northern Michigan University Alumni Association** is to cultivate a strong tradition of loyalty and involvement among alumni, students, friends and community while **advancing the interests of the university.**

NMU Alumni Relations Core Functions

Relationship Management:

- Cultivate and steward alumni ; serve as campus concierge to alumni
- Share narratives between alumni and the university

Alumni Data:

- Facilitate collection of and access to alumni data (alumni intel!)
- Alumni data has multiple applications including accreditation, marketing, career information, recruitment
- **Important** for campus to share alumni data with alumni relations for maintaining the university's alumni database

Alumni Communications:

- Digital engagement via web, e-mail, social media, e-newsletter
- *Northern Magazine*, department newsletters

Events:

- Design and implement **university-initiated** events (strategy through execution)
- Support **volunteer-initiated** events, and reunions
- Homecoming events/activities

NMU Alumni Relations Core Functions

- **Annual Alumni Awards Program**
- **Alumni benefits and courtesies**
- **New graduate communications**
- **Collaborate with campus partners to engage alumni in:**
 - classroom and academic activities
 - enhance student career development and exploration
 - student recruitment initiatives
 - cultural and athletic programs

NMU Alumni Association Board of Directors

Role: Serve as ambassadors to the world at large for NMU and support strategic activities and initiatives that further the NMU Alumni Association mission, the core functions of alumni relations/association and the university.

Alumni Board Committees:

- Alumni Outreach
- Career & Professional Development
- Student Outreach
- Board Development
- Alumni Awards



NMU Alumni Association Benefits & Courtesies

- Group Insurance (medical, life, auto and home)
- Tuition Programs: Alumni Dependent Tuition Benefit, Alumni Heritage Award
- Alumni Legacy Scholarship (generated by NMU license plate holders)
- NMU Exclusive Discounts: Golf Course, PEIF Membership, Library Privileges including access to select online databases
- Auto Rental & Hotel Discounts
- Alumni Networking & Directory Services
- Email for Life via Google Education (Gmail)
- Northern Magazine (alumni magazine, 2x per year): 55,000+ recipients

AQIP Action Project: Learning Objectives/Student Perspectives

- **Alumni Follow-Up Study**
 - Survey all alumni who have graduated in the last 3 years
 - Aligned with Natl. Assoc. of Colleges and Employers (NACE) standards for methods and benchmarking
 - Topics include:
 - How learning at NMU prepared them for their career
 - Current status & post-graduation outcomes (employed/continuing ed/military/volunteer)
 - salary, sector, industry, employed in field, satisfaction
 - Connection to NMU (alumni relations)
 - Value
 - Student engagement and high impact practices

AQIP Action Project: Learning Objectives/Student Perspectives

- **Goals**

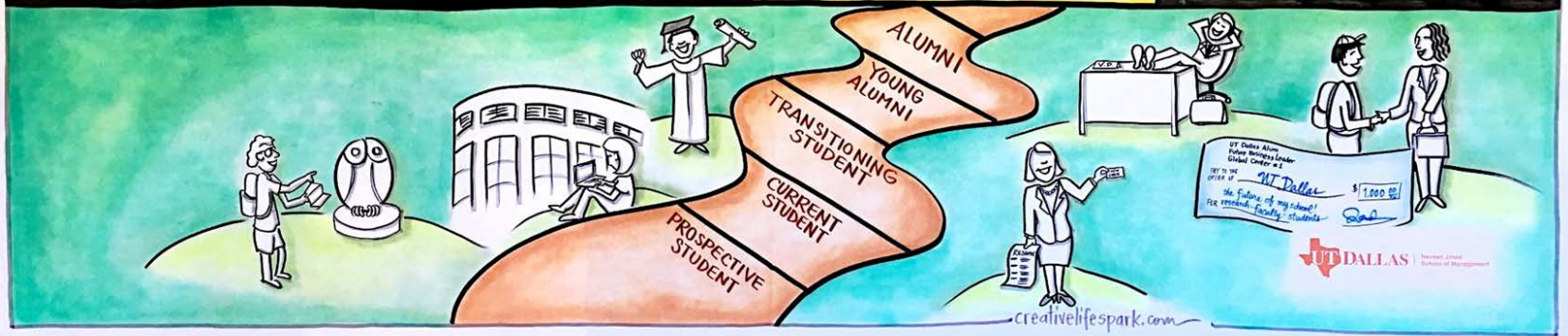
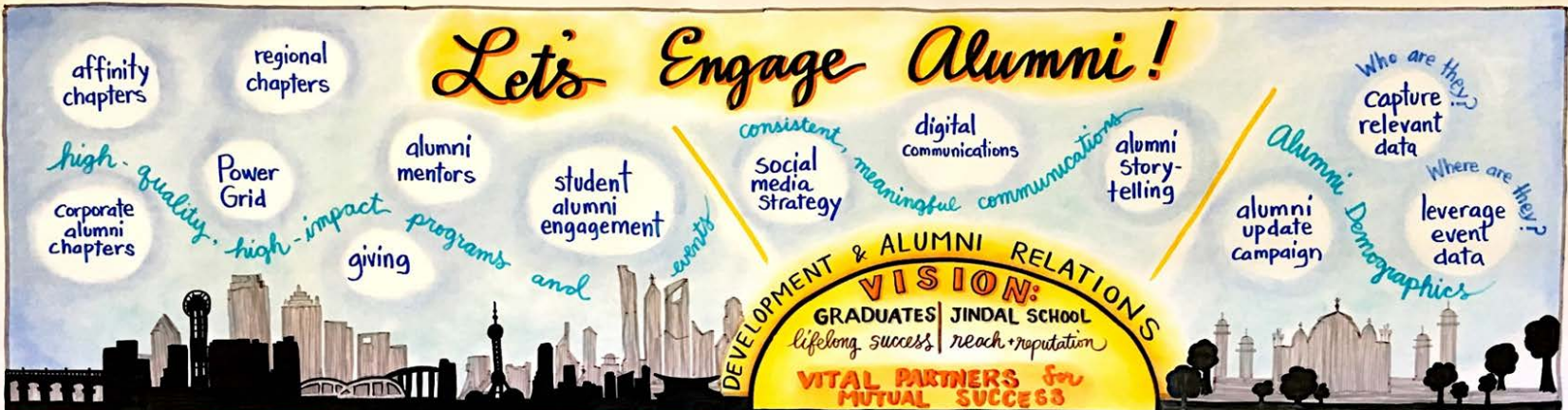
- Create a clear assessment of how learning at NMU prepped them for career
- Comprehensive university placement rates
- Provide at least department level results (hopefully major level) throughout

- **Timeline**

- Survey currently in draft form and working through committees (early-winter semester)
- Pilot testing to finalize survey (mid-winter semester)
- Establish marketing and communications plan (mid-late winter semester)
- Data collection (summer 2018)
- Data analysis (fall 2018)
- Dissemination (late fall 2018 - early winter 2019)

- **Conduct project on a 3-year cycle**

Let's Engage Alumni!



Ongoing Strategic Questions:

- What are you hearing from your alumni?
- What new programs should we add? What do we stop doing?
- How do we better leverage the Alumni Board of Directors and increase the value of this group to the university community?
- How do we (AR) increase our relevance to alumni and the university?
- Where is our (AR) greatest value? What should be our (AR) priorities?



Young Alumni/Recent Graduates:

THE CHALLENGE

\$37,172

Average student loan debt upon graduation

17%

Young alumni satisfied with career help from their alma mater

2.6X

More likely to give to their alma mater if alumni receive useful help advancing their careers

50%

Drop in alumni giving participation from 1990 to 2015

50%

U.S. alumni think their education was worth the cost
