

Amplifying Alumni Engagement

Overview

- What we did
- What we learned
- What comes next

Comprehensive Survey

- First since 1993
- Partnered with Gallup
- Reached out to all alumni (phone, email)
- 24% return rate

Engagement Indicators

- If I had to **do it all over again**, I would select Colgate for my education
- I can't imagine a **world without Colgate**
- Colgate is the **perfect school** for people like me
- Colgate always treats me with **respect**
- I feel **proud** to be a Colgate alum
- If a problem arises, I can always count on Colgate to reach a **fair and satisfactory resolution**
- Colgate always treats me fairly
- Colgate always **delivers on what it promises**
- Colgate is a name **I can always trust**

Return on Engagement

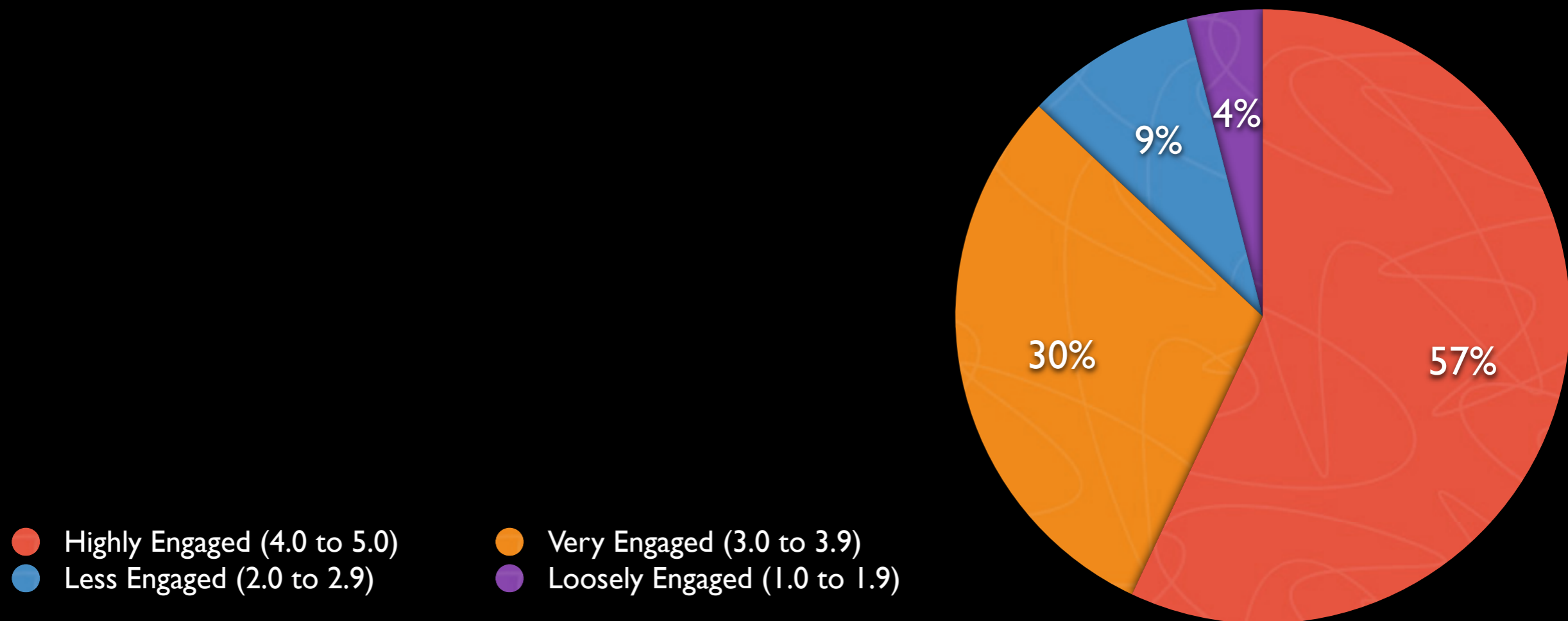
Robust alumni engagement is critical
to the future (short-and long-term)
vitality of Colgate

Volunteerism + Advocacy + Giving

What we learned

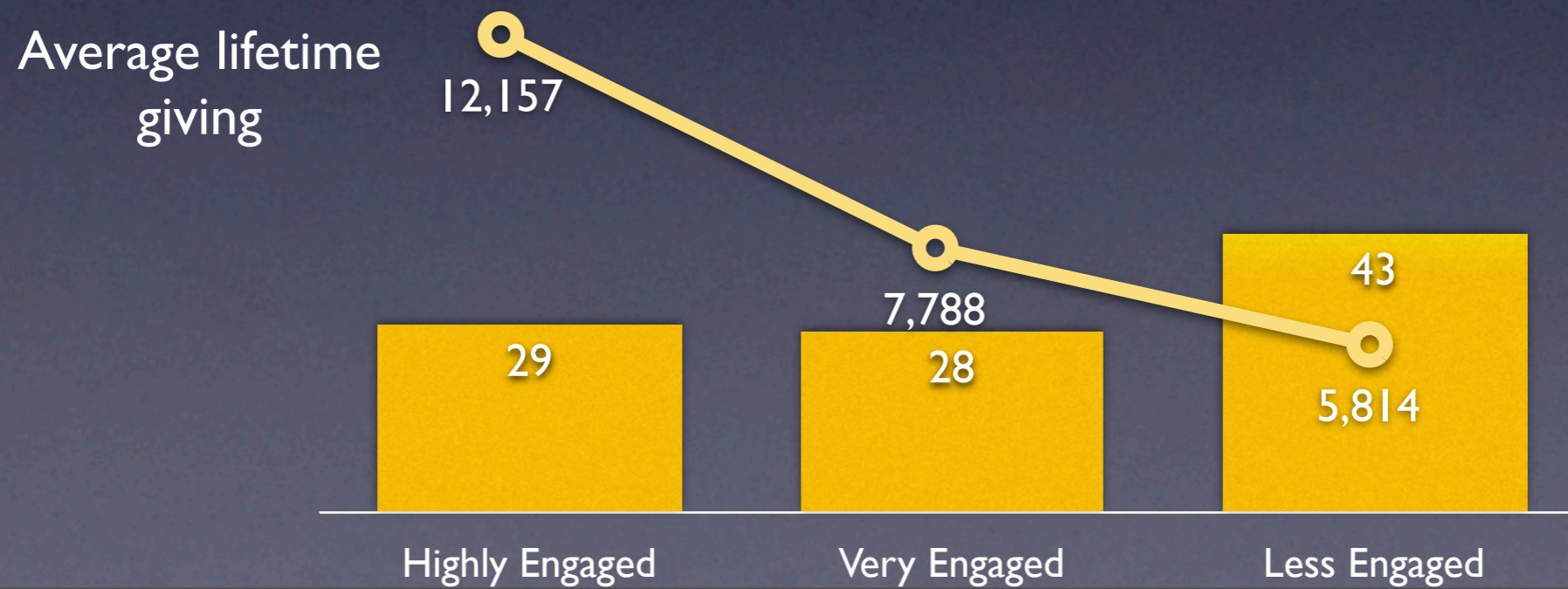
Lesson 1

- Colgate alumni have a deep sense of engagement with the university **AND** they take action on that engagement



Evidence:

- We see a strong level of **giving, volunteerism** and **advocacy** for Colgate among all alumni
- It is **far higher** among the most engaged



Lesson 2

- Alumni are aware of the need to **support Colgate** philanthropically

Evidence:

- 43% of alumni believe that Colgate's need for alumni gifts is **greater** than in the past
- Only 5% believe that the need is **less** than in the past

Note: Data collected prior to the economic downturn

Lesson 3

- We need to take Colgate “on the road” to maximize contact with alumni

Evidence:

- 65% of alumni said that it was **very unlikely** that they would attend an on-campus event
- **Travel** to Hamilton was the top factor
- **Networking** events are a strong draw across classes but particularly among **recent alumni**

Lesson 4

- Broad outreach and communication efforts have been successful, but **increased focus** is necessary



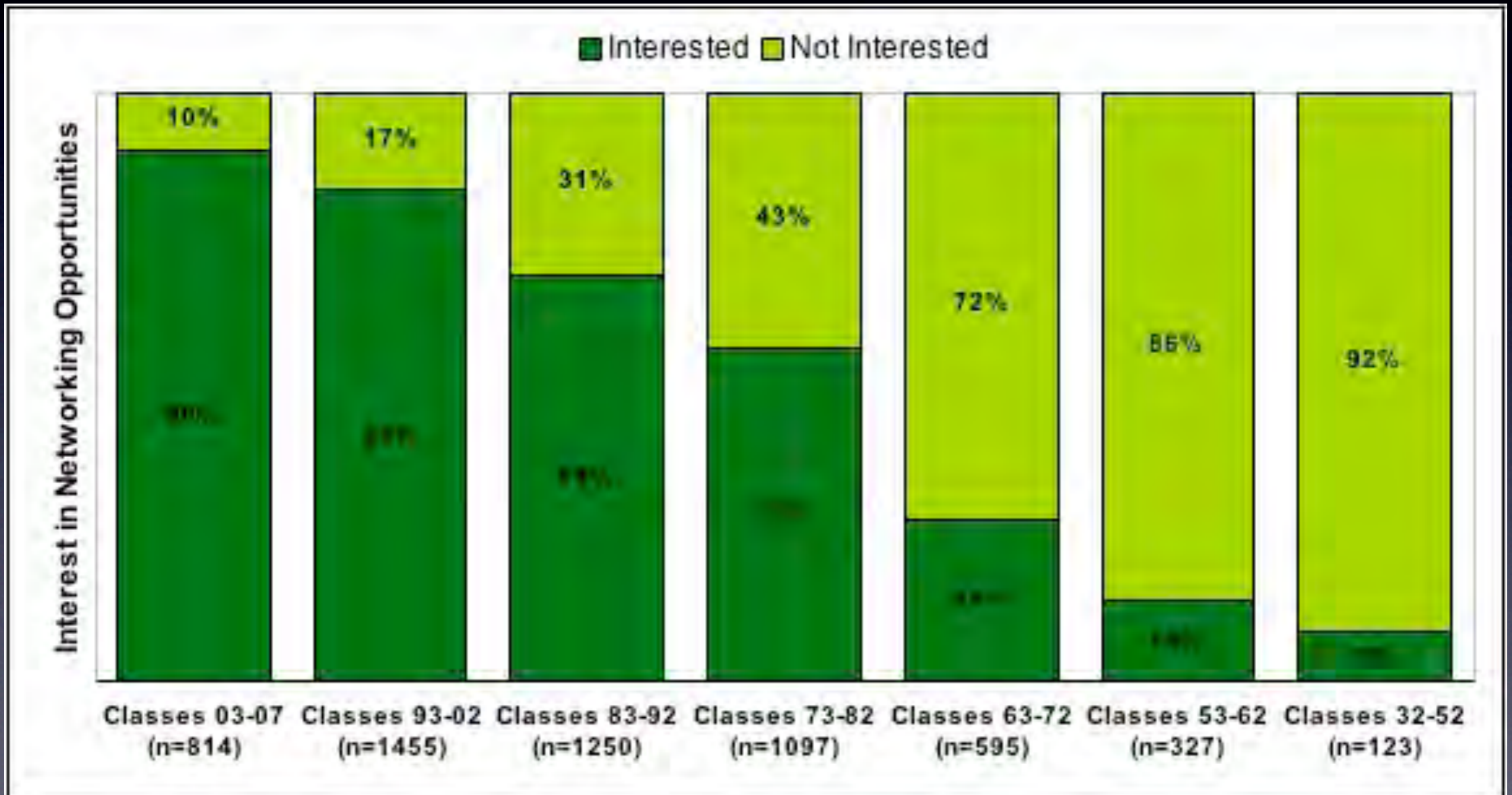
Information from Colgate

	How satisfied are you overall with the usefulness or relevance of the information you receive from Colgate? %
5 – Extremely satisfied	16
4	45
3	30
2	7
1 – Not at all satisfied	2
Number of Responses	6,142

Satisfaction

	How satisfied are you with the events offered by your local Colgate alumni/ae chapter?
5 – Extremely satisfied	23
4	43
3	25
2	7
1 – Not at all satisfied	2
Number of Responses	1,324

Networking as a Draw



Evidence:

- While the majority are very satisfied with the Colgate's **outreach efforts**, we see gaps as we start to drill down
 - The **most engaged** cohorts of men are *less engaged* than **the most disengaged** cohorts of women
 - While engagement of '93 to '02 alumni is near the average for all classes, **'03 to '08 are the weakest classes overall**

Lesson 5

- It's all about **connections & context**



Evidence:

- The four levers Gallup identified that will most significantly impact engagement:
 - Increase opportunities for alumni **feedback**
 - Show the **impact** of gifts
 - Connect alumni with **student life** today
 - Connect alumni with **academics**, faculty-student collaborations in particular

Levers

- Executing in these four areas will both improve already strong engagement and bring more of the less engaged into the fold