Key Performance Metrics for Alumni Engagement

University of Illinois Alumni Association presentation to the University of Illinois Board of Trustees
May 31, 2012
Identifying the Right Metrics

• Based on mission of Engagement, United Action and Leadership

• Acknowledges entire life cycle of the alumni relationship

• Broader, more inclusive community

• Alumni-centric methodologies
Strategic Thrusts

• Leadership
• Advocacy
• Scalable IT
• Mass Marketing and Communications
## Service and Achievement

The Pipeline of Alumni Leaders and Volunteers

- Association Board of Directors: 30
- Association Committees: 48
- Campus Alumni Advisory Boards: 72
- Internal College Alumni Boards: 684
- External Alumni Group Boards: 499
- Student Alumni Ambassador Boards: 16
- Awards and Recognition: 355

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**ANNUAL TOTAL** 1,704 Alumni
Illinois Connection
The Alumni Political Voice
Illinois Connection
The Alumni Political Voice

= Advocacy
Campaign
UI Alumni Network
The Viral Engagement Tool

UI Alumni Network Online Communities

UI Alumni Network Total Subscribers
Key Performance Indicators

Total Alumni Base = 680,000+

Alumni Participation

Engaging 35% - 40% annually

Donating* 111,134 gave $894.9 million in Brilliant Futures campaign

(*Source: UI Foundation)
Sources and Uses of Funds
FY2013 Budget

Sources of Funds
- UI Sources: 55%
- Alumni Sources: 45%

Uses of Funds
- Operating: 43%
- Personnel: 57%
Benchmarking Peer Associations

Net Worth for FY2011
Dollars in thousands

- University of Illinois
- U. of Texas
- Texas A&M
- U. of Michigan
- U. of North Carolina
- U. of Virginia
- Penn State U.
- Purdue U.
- U. of California Berkeley
- Ohio State U.
- Oklahoma State
- Kansas
- Kansas State
- Iowa State

Median

Net Worth: $20,000 to $120,000 in thousands for FY2011.
Benchmarking Peer Associations

Annual and Life Members
As of 12/31/09

- University of Illinois
- Penn State U.
- U. of California Berkeley
- U. of Michigan
- U. of Virginia
- U. of North Carolina
- Purdue U.
- Iowa State
- Kansas State
- Kansas
- Oklahoma State

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