



# 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

**ANNUAL TOTAL**

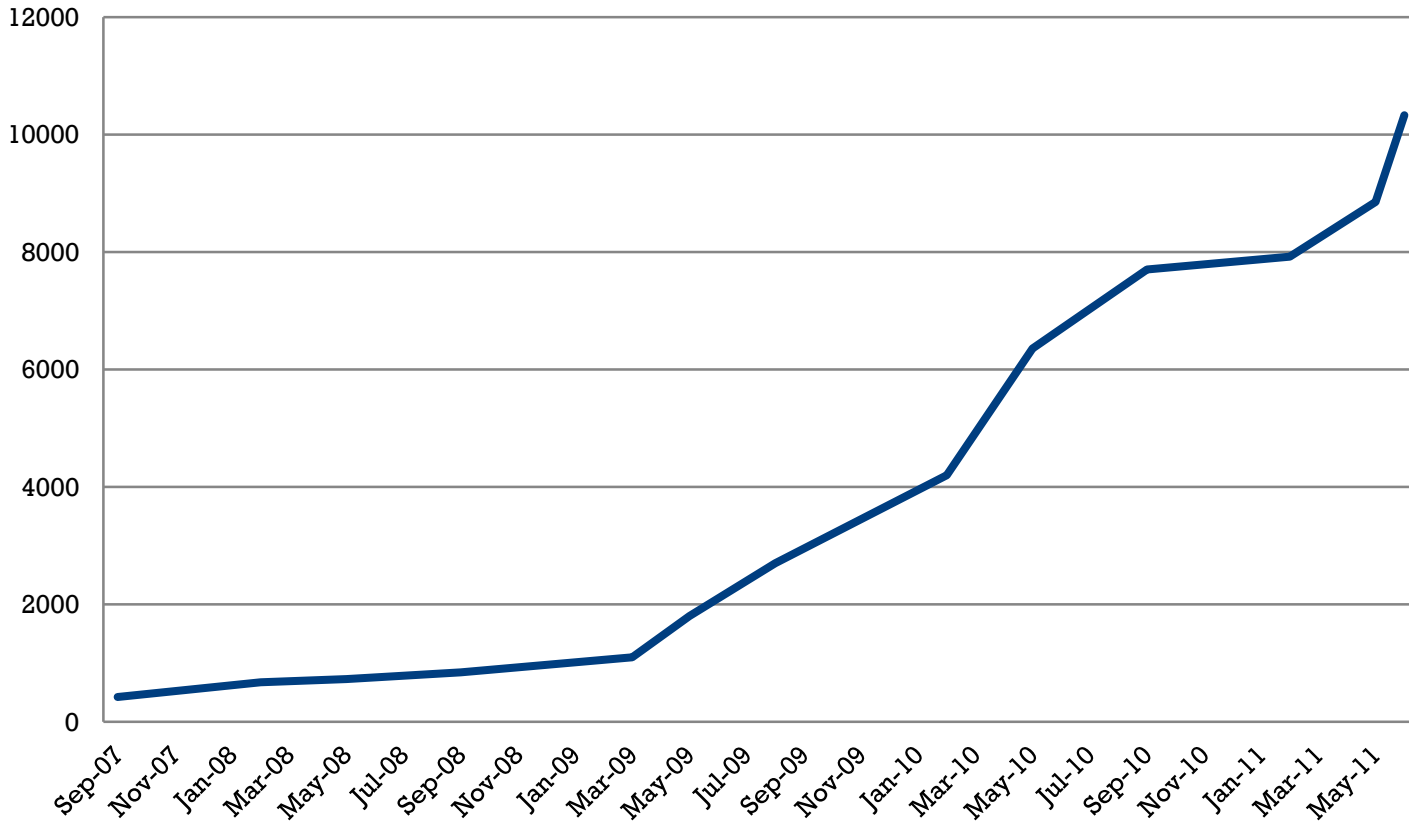
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**1,704 Alumni**



# Illinois Connection

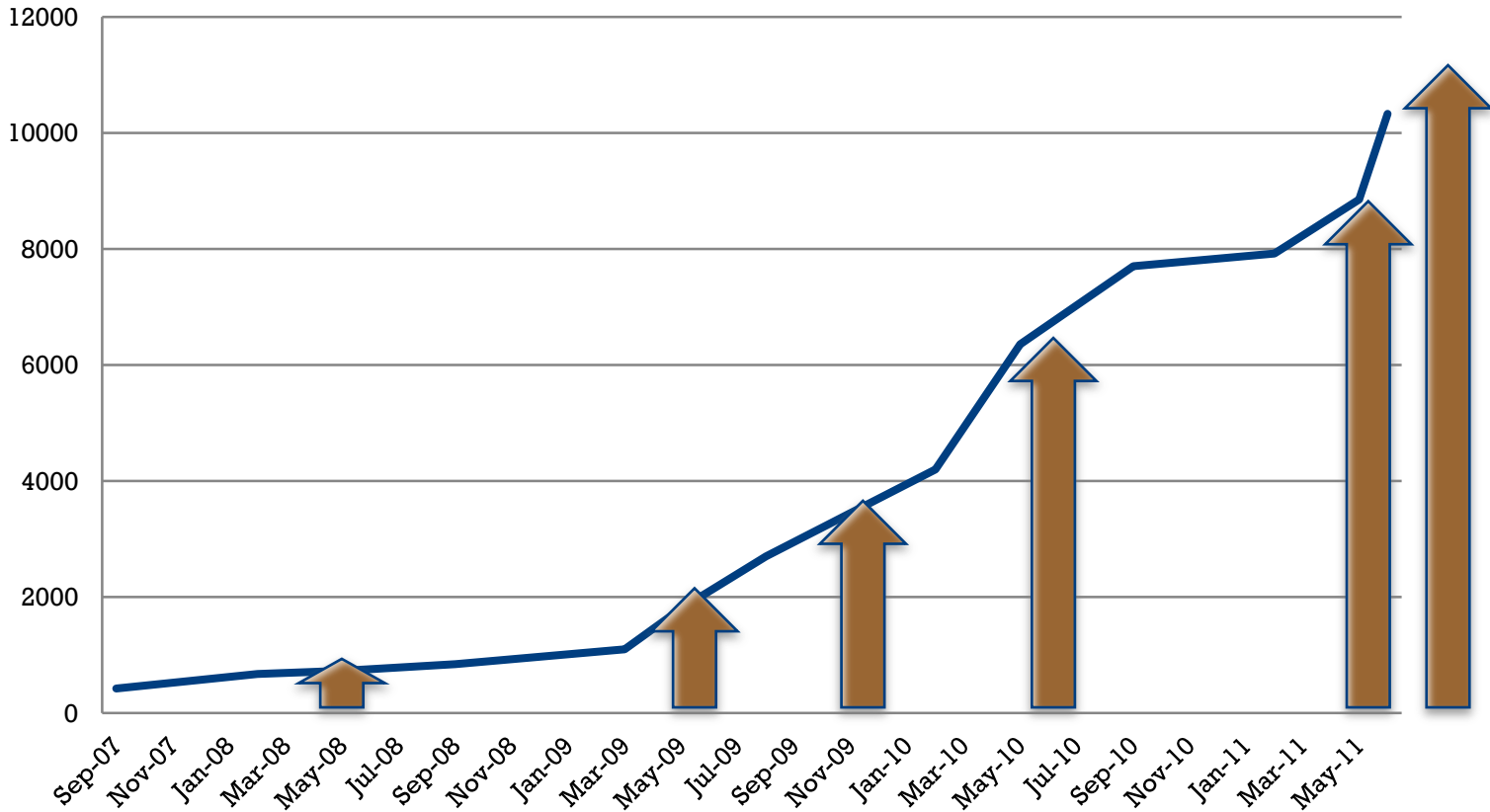
## The Alumni Political Voice



# Illinois Connection

## The Alumni Political Voice

 = Advocacy Campaign

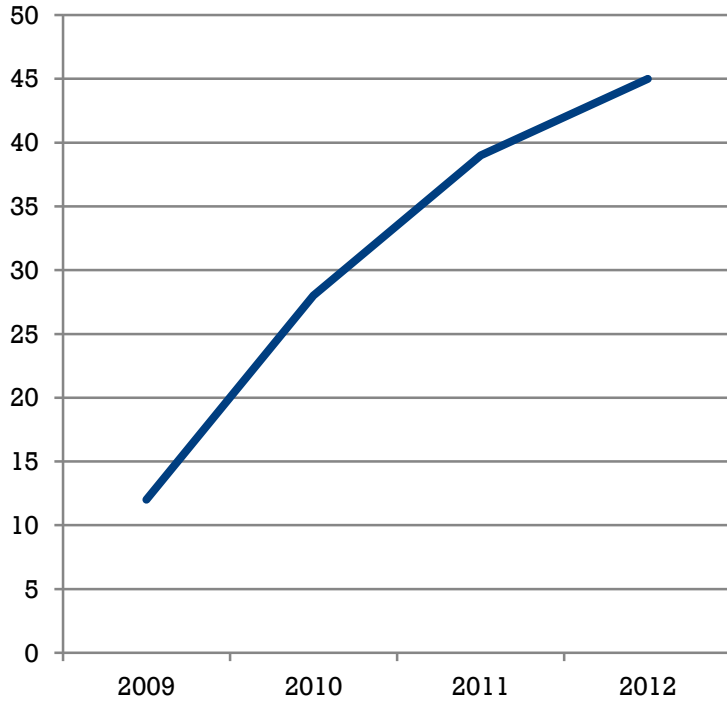


# UI Alumni Network

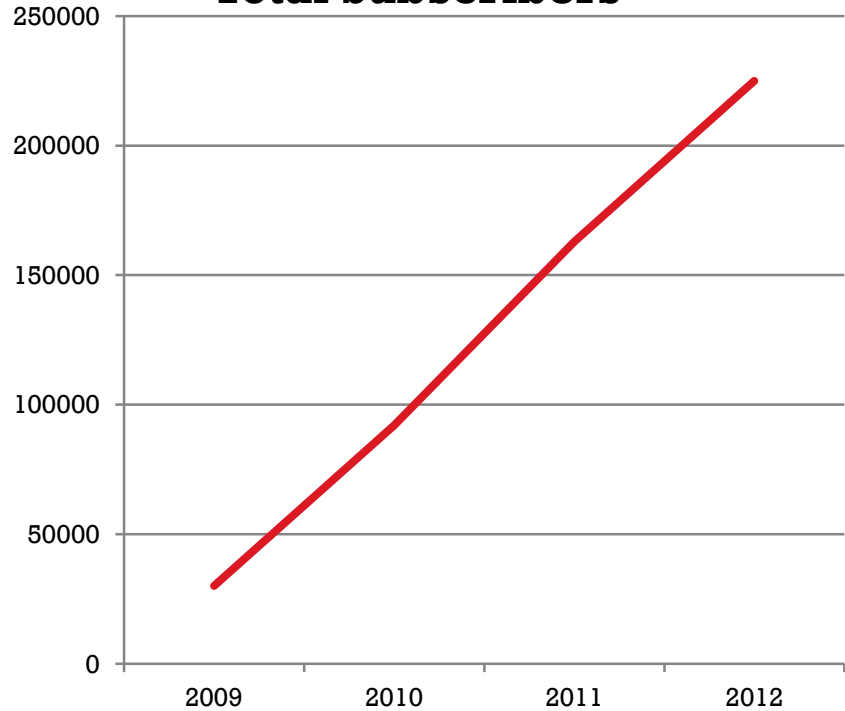
## The Viral Engagement Tool



### 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)

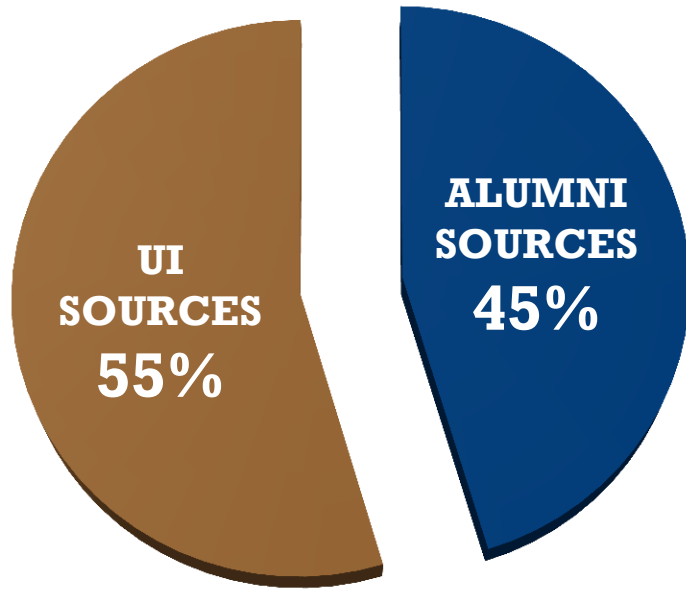


# Sources and Uses of Funds

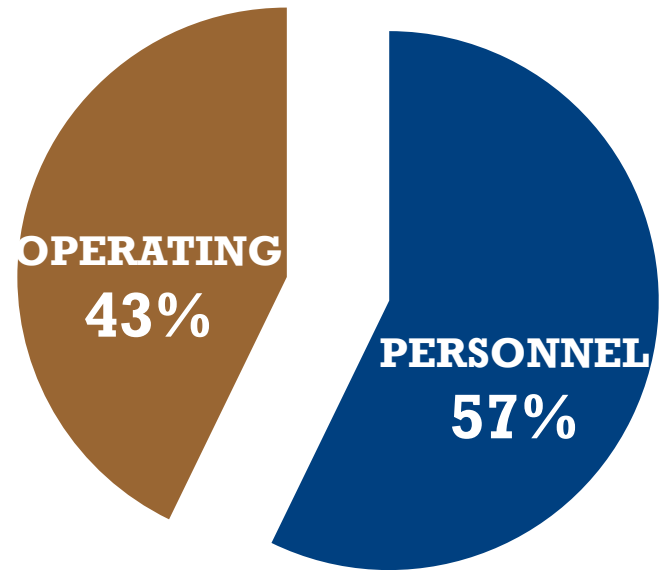
FY2013 Budget



## Sources of Funds



## Uses of Funds



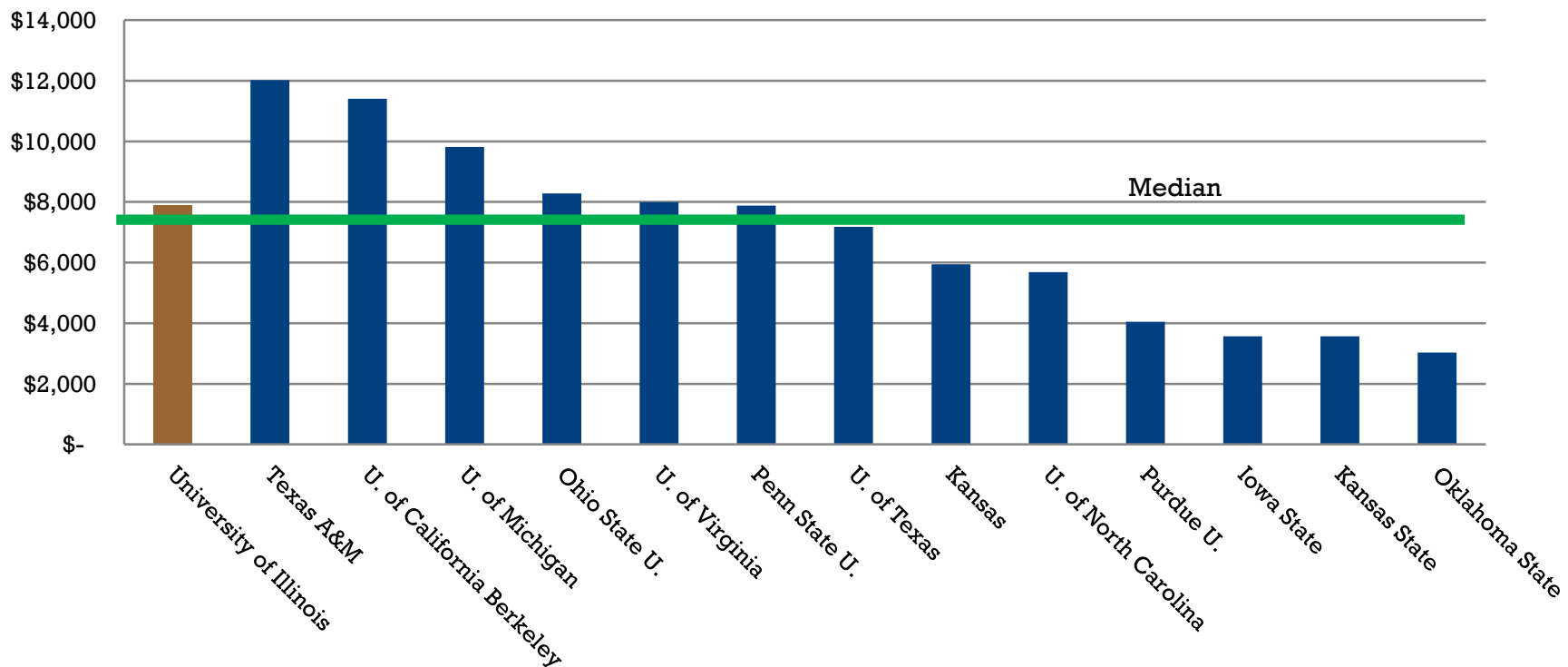
# Benchmarking

## Peer Associations



### Operating Expenses for FY2011

Dollars in thousands

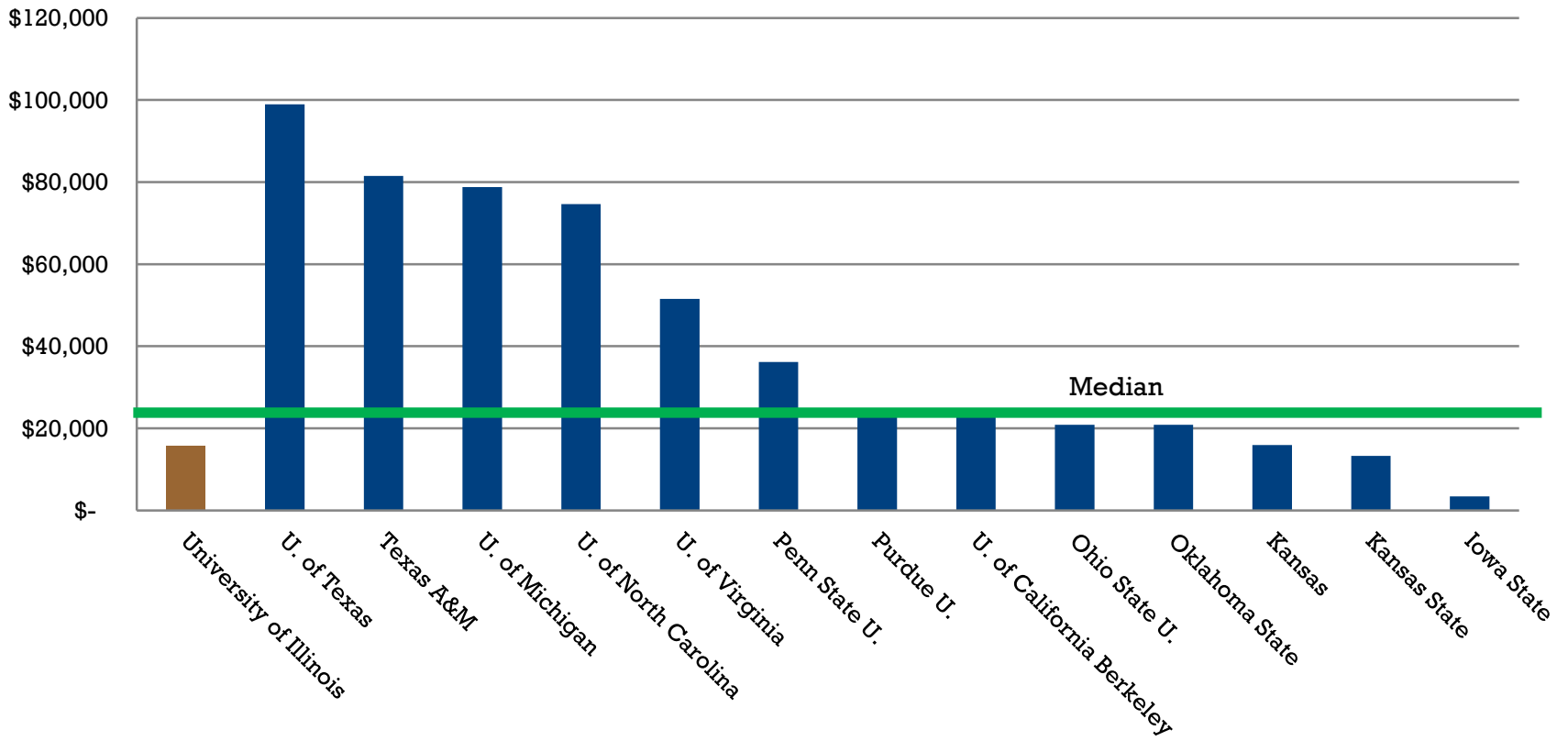


# Benchmarking

## Peer Associations



**Net Worth for FY2011**  
Dollars in thousands

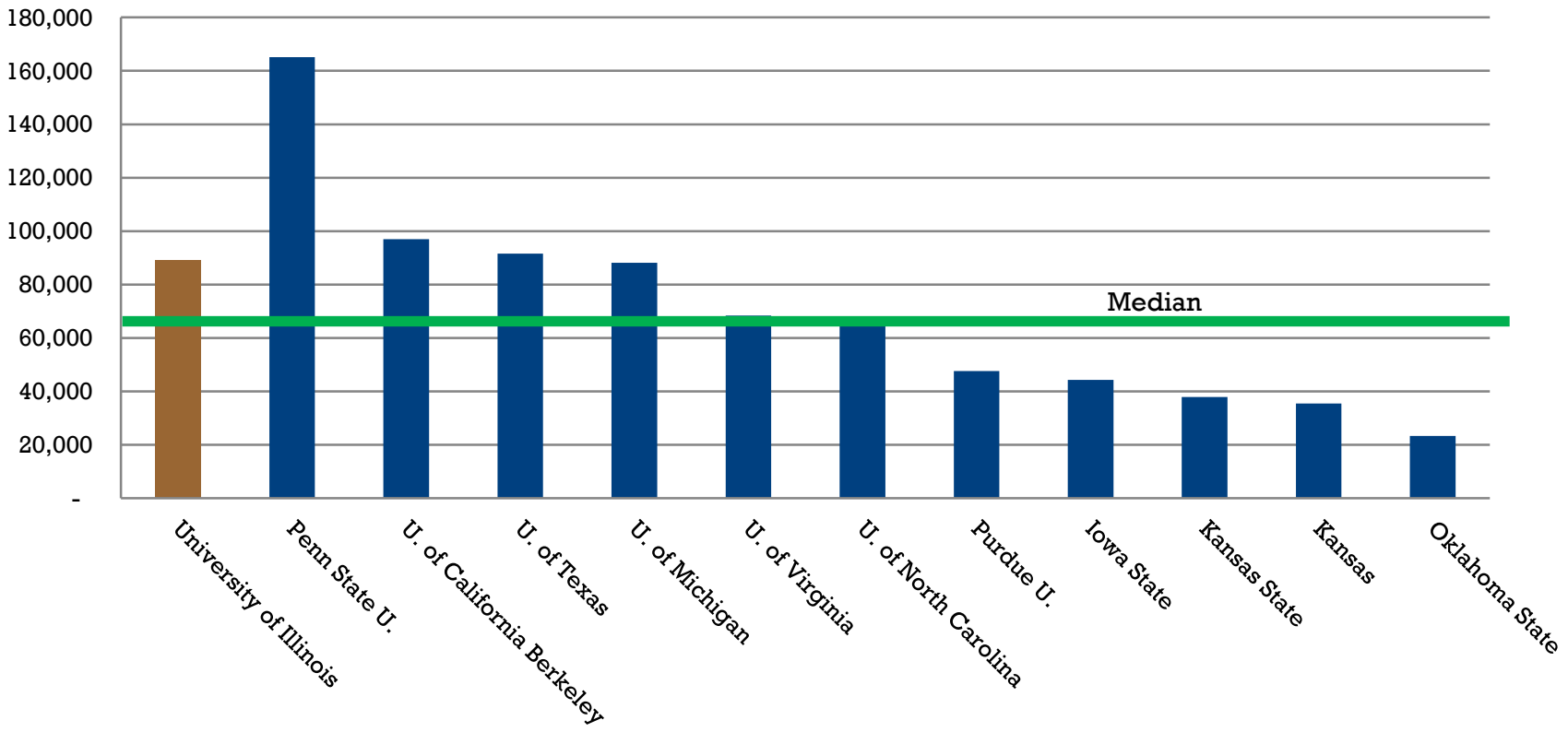


# Benchmarking

## Peer Associations



**Annual and Life Members**  
**As of 12/31/09**





# UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

*Building Relationships for Life*

[www.uiaa.org](http://www.uiaa.org)