



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

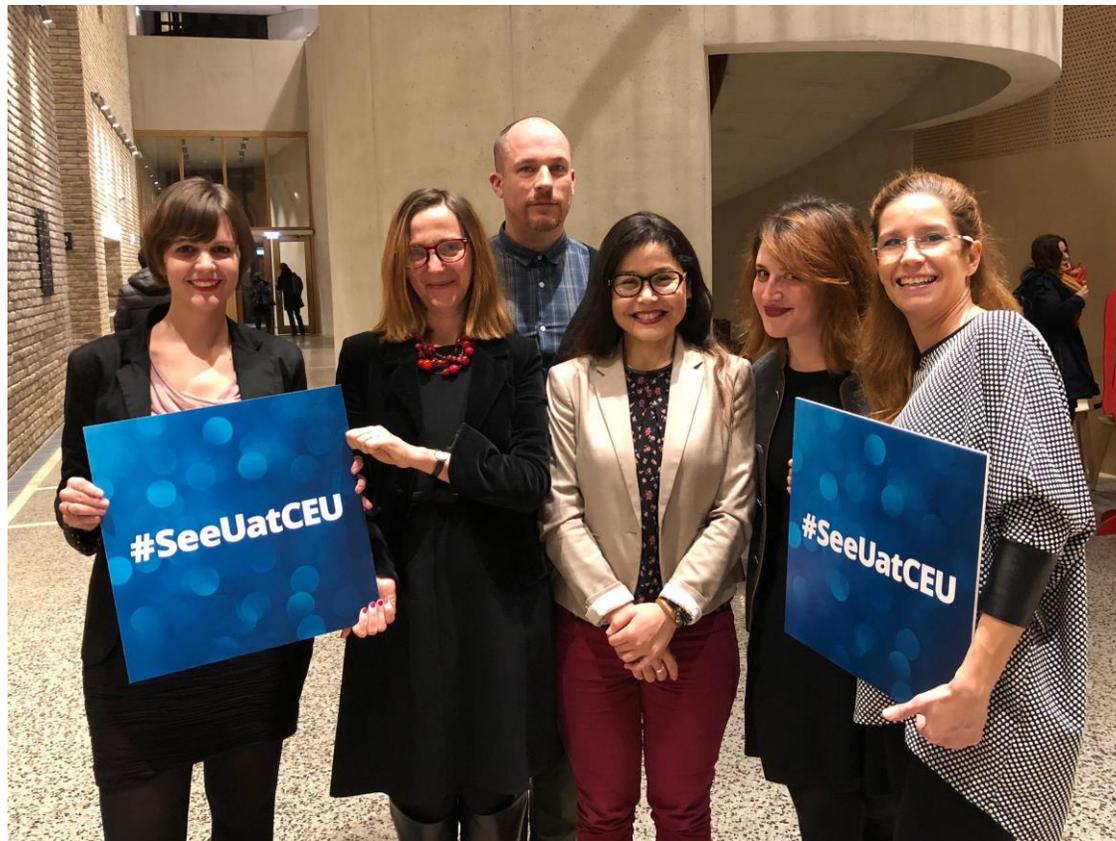
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# SESSION OUTLINE

- 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 Kharkiv 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
<b>Attendees</b> per 10,000 contactable constituents/alumni	<b>top 3 performer (723)</b>
<b>Volunteers</b> per 10,000 contactable constituents	<b>top 2 performer (245)</b>
<b>Donors</b> per 10,000 contactable constituents	<b>4 performer (519)</b>

## ...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](https://alumni.ceu.edu)
- Alumni benefits & services: [alumni.ceu.edu/benefits-services](https://alumni.ceu.edu/benefits-services)
- Alumni fundraising campaign: [alumni.ceu.edu/impact](https://alumni.ceu.edu/impact)
- Update your record form: [alumni.ceu.edu/update-your-record](https://alumni.ceu.edu/update-your-record)



# QUESTIONS?

Feel free to write to me:

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