Growing and Retaining Members Utilizing Data & Insights

Claire Badger, Director of Administration for Alumni Experiences
Badger.50@osu.edu

Jordan Zivoder, Assoc. Director of Market Research & Insights
Zivoder.2@osu.edu
Why are we here today? 
We want you to GROW!

There are 170 active Ohio State University alumni clubs and societies connecting alumni all over the world.

In FY19, you:
• Provided scholarships to 669 students worth over 1 million dollars 
• Held over 1,500 events

The Ohio State University Alumni Association has a goal of 175,000 engaged alumni by end of campaign.
The inability to effectively market to clubs and societies is preventing future growth.

2017 and 2018 Alumni Club and Society Volunteer Survey

“Communications to reach a diverse alumni base are challenging. Younger alums are good with Facebook, older alums not as much, and for some we have no e-contact info so we’re very restricted in engaging them. Recent enhancements by the Association are a vast improvement, but communication is still a tough issue.”

“Trying to contact people via email is also difficult (spam filters etc.), so we have to utilize Facebook ads often times to help reach people (costs money). We seem to be doing the best we can to meet these challenges but are always up for new ideas or platforms to get messages out and engage locally.”

“You don’t know how many times we will hear, ‘I’ve lived here for 2 years, and am now just finding out about you’ or ‘are you a new club?’”

“Engaging our alumni is incredibly difficult. We have a tough time getting decent attendance to each event.”

“Our biggest challenge is identifying and communicating with our alumni. In turn, creating events and programs that spark our alumni’s interests.”
Engaging young alumni to join and participate is a very common challenge among many groups.

“We are an aging club. The average age of active club members is 60. We need young Buckeyes for survival. We offer events to interest young Buckeyes but they are not responding. How can we reach them?”

“Getting younger Alumni involved. The younger alumni are not always willing to make the commitment of time and take on the responsibility.”

“We need to attract younger alumni and entice them to volunteer.”

“Reaching out to younger members (graduates from 2000-2018); establishing a succession plan for club leaders; club leader burnout; club member attendance at events in the off-season.”

“Recruiting future leaders to join the board and volunteer time to help build up the society.”
Very few young alumni are involved in any Ohio State clubs or societies.

Please indicate whether you have done or are currently doing the following since graduating.

- Attend Ohio State sponsored arts, culture, theater or music events
  - 29% (22-30), 36% (31-44), 43% (45+)

- Attend Ohio State sponsored events such as networking, lectures etc.
  - 24% (22-30), 32% (31-44), 35% (45+)

- Involved with any official Ohio State alumni clubs
  - 23% (22-30), 39% (31-44), 48% (45+)

- Involved with any official Ohio State alumni societies
  - 18% (22-30), 26% (31-44), 28% (45+)

- Volunteer with the university
  - 18% (22-30), 20% (31-44), 11% (45+)

- Served on an Ohio State board or committee
  - 6% (22-30), 8% (31-44), 11% (45+)

How can you tackle these issues?

1: Smarter Segmentation

2: Personalization

3: Member Feedback
Smarter Segmentation
# Community Profile Report: Clubs

## Total Alumni
- Total Alumni: 1,342
- Unassigned IDs with $100K+ capacity: 153 (11%)

## Gender Distribution
- Female: 550 (41%)
- Male: 792 (59%)

## Marriage Status
- Single: 377 (28%)
- Married: 564 (42%)
- Alums Married to Alums: 127 (9%)

## Graduation Years (OSU Primary Degree)
- 1940s: 12 (1%)
- 1950s: 47 (4%)
- 1960s: 150 (11%)
- 1970s: 253 (19%)
- 1980s: 105 (8%)
- 1990s: 243 (19%)
- 2000s: 285 (21%)
- 2010s: 134 (10%)
- Res/Fellow: 8 (1%)

## Life Stage Segments
- Current Students: 17
- Alum - Young Alumni (<3 yrs.): 98 (7%)
- Alum - Second Decade (33-45 yrs.): 337 (25%)
- Alum - Established (46-64 yrs.): 422 (31%)
- Alum - Legacy (>65 yrs.): 460 (35%)
- Alum - Unknown Age: 19 (1%)
- Current Parents: 10
- Past Parents: 35
- Faculty & Staff: 4

## Emailable Individuals
- Emailable Individuals: 694 (52%)
- Distinct Emails: 689

## Academic Area (Any OSU Degree)
- Arts and Sciences College Total: 499 (37%)
  - Biological Sciences: 43 (3%)
  - College of The Arts: 66 (5%)
  - College of The Arts & Sciences: 113 (8%)
  - Humanities: 71 (5%)
  - Math & Physical Sciences: 32 (2%)
  - Social & Behavioral Sciences: 195 (15%)
- Business: 223 (17%)
- Dentistry: 28 (2%)

## Education and Human Ecology College Total
- Education: 153 (11%)
- Education and Human Ecology: 225 (17%)
- Human Ecology: 50 (4%)
- Engineering: 126 (9%)
- Food, Agricultural and Enviro Sciences: 62 (5%)
- Law: 51 (4%)
- Medicine: 100 (7%)
- Nursing: 24 (2%)
- Optometry: 10 (1%)
- Pharmacy: 24 (2%)

## Public Affairs College Total
- JG Schi of Public Policy & Mgt: 2 (0%)
- John Glenn College of Public Affairs: 1 (0%)
- School of Public Affairs (non-college): 4 (0%)
- Public Health: 1 (0%)
- Social Work: 24 (2%)
- Veterinary Medicine: 23 (2%)
Community Profile Report: Societies

Target Metro Areas (Primary Address):

<table>
<thead>
<tr>
<th>City</th>
<th>Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbus, OH</td>
<td>1,072</td>
</tr>
<tr>
<td>Cleveland-Elyria, OH</td>
<td>442</td>
</tr>
<tr>
<td>Cincinnati, OH-KY-IN</td>
<td>303</td>
</tr>
<tr>
<td>Washington-Adlington-Alexandria, DC-VA-MD-WV</td>
<td>204</td>
</tr>
<tr>
<td>New York-Newark-Jersey City, NY-NJ-PA</td>
<td>198</td>
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<tr>
<td>Dayton, OH</td>
<td>190</td>
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<tr>
<td>Akron, OH</td>
<td>144</td>
</tr>
<tr>
<td>Toledo, OH</td>
<td>93</td>
</tr>
<tr>
<td>Los Angeles-Long Beach-Anaheim, CA</td>
<td>91</td>
</tr>
<tr>
<td>Chicago-Naperville-Elyria, IL-WI</td>
<td>82</td>
</tr>
<tr>
<td>Atlanta-Sandy Springs-Roswell, GA</td>
<td>58</td>
</tr>
<tr>
<td>North Port-Sarasota-Bradenton, FL</td>
<td>19</td>
</tr>
</tbody>
</table>

Alumni by Region (Primary Address):

<table>
<thead>
<tr>
<th>Region</th>
<th>Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>US: Northeast Region</td>
<td>1,631</td>
</tr>
<tr>
<td>US: Northern Region</td>
<td>1,321</td>
</tr>
<tr>
<td>OH: Central Region</td>
<td>1,055</td>
</tr>
<tr>
<td>US: Western Region</td>
<td>1,658</td>
</tr>
<tr>
<td>US: Southeast Region</td>
<td>881</td>
</tr>
<tr>
<td>OH: Southern Region</td>
<td>741</td>
</tr>
<tr>
<td>US: Midwest Region</td>
<td>555</td>
</tr>
<tr>
<td>Unknown</td>
<td>151</td>
</tr>
<tr>
<td>International</td>
<td>75</td>
</tr>
<tr>
<td>US: Other Areas</td>
<td>2</td>
</tr>
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</table>

Alumni by U.S. States (Primary Address):

<table>
<thead>
<tr>
<th>State</th>
<th>Alumni</th>
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</thead>
<tbody>
<tr>
<td>Alabama</td>
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<tr>
<td>Alaska</td>
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<tr>
<td>Arizona</td>
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<td>Arkansas</td>
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</tr>
<tr>
<td>Armed Forces</td>
<td>1</td>
</tr>
<tr>
<td>Armed Forces Europe/Canada/Middle East/Africa</td>
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</tr>
<tr>
<td>California</td>
<td>309</td>
</tr>
<tr>
<td>Colorado</td>
<td>121</td>
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<tr>
<td>Connecticut</td>
<td>64</td>
</tr>
<tr>
<td>Delaware</td>
<td>10</td>
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<tr>
<td>District of Columbia</td>
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</tr>
<tr>
<td>Florida</td>
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<td>Georgia</td>
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<td>Hawaii</td>
<td>12</td>
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<tr>
<td>Idaho</td>
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<td>Illinois</td>
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<td>Indiana</td>
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<td>Iowa</td>
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<td>Kansas</td>
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<td>Kentucky</td>
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<td>Louisiana</td>
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<td>Maine</td>
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<tr>
<td>Maryland</td>
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<td>Massachusetts</td>
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<td>Michigan</td>
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<tr>
<td>Minnesota</td>
<td>35</td>
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<tr>
<td>Mississippi</td>
<td>11</td>
</tr>
<tr>
<td>Missouri</td>
<td>43</td>
</tr>
<tr>
<td>Montana</td>
<td>14</td>
</tr>
<tr>
<td>Nebraska</td>
<td>14</td>
</tr>
<tr>
<td>Nevada</td>
<td>50</td>
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<tr>
<td>New Hampshire</td>
<td>58</td>
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<tr>
<td>New Jersey</td>
<td>160</td>
</tr>
<tr>
<td>Ohio</td>
<td>3,180</td>
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<tr>
<td>Oklahoma</td>
<td>12</td>
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<tr>
<td>Oregon</td>
<td>68</td>
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<tr>
<td>Pennsylvania</td>
<td>388</td>
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<tr>
<td>Puerto Rico</td>
<td>2</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>0</td>
</tr>
<tr>
<td>South Carolina</td>
<td>76</td>
</tr>
<tr>
<td>South Dakota</td>
<td>7</td>
</tr>
<tr>
<td>Tennessee</td>
<td>67</td>
</tr>
<tr>
<td>Texas</td>
<td>113</td>
</tr>
<tr>
<td>Utah</td>
<td>19</td>
</tr>
<tr>
<td>Vermont</td>
<td>30</td>
</tr>
<tr>
<td>Virginia</td>
<td>217</td>
</tr>
<tr>
<td>Washington</td>
<td>102</td>
</tr>
<tr>
<td>West Virginia</td>
<td>125</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>80</td>
</tr>
<tr>
<td>Wyoming</td>
<td>0</td>
</tr>
</tbody>
</table>
Segment communication by Demographics

- Age
- Location
- Clubs participated in as a student
- Degree(s)
- Graduation year
- College
- OSU parent
- Buckeye Couples
- Current student
- Previously Opened Email
Consider a multi-channel approach that involves a social media strategy.

Do you use any of the following social media channels?

- Facebook: 68% (22-30), 84% (31-44), 92% (45+)
- Snapchat: 8% (22-30), 24% (31-44), 74% (45+)
- Instagram: 21% (22-30), 50% (31-44), 76% (45+)
- LinkedIn: 51% (22-30), 71% (31-44), 74% (45+)
- Twitter: 28% (22-30), 48% (31-44), 56% (45+)
- Pinterest: 23% (22-30), 40% (31-44), 48% (45+)

Source: Self reported from Buckeye Room members, social media survey (2016) & profiling questionnaire (2014 to 2017).
Engagement Score = connections + activities + giving

Universal descriptive score for every living individual in TAS that reflects their known personal engagement with Ohio State (points-based, additive score).

Connections
- How related to OSU / constituency
- Alumni, Parent, Faculty/Staff, Vet Client, Student Involvements, Solicitation Restrictions, Relationships.

Activities
- Proactive interactions with OSU
- Event attendees, OSUAA Travelers, Committee Members,

Giving
- Giving society and giving history
- Recency, lifetime giving, variety of designations, years of giving

* Engagement score updated daily
Young Alumni Event

ALUMNI CLUB OF SARASOTA-MANATEE

Tee it up with young alumni in Sarasota

Saturday, Jan. 12, 2019
6–8 p.m.

Meet up with us for a young alumni event at Toppolf. Take swings in a climate-controlled hitting bay and get to know Buckeyes near you. $25 per person includes food and two hours of golf. Limited space available.

Buy tickets by Jan. 4

WHERE:
Toppolf Tampa
10660 Palm River Road
Tampa, FL 33619
Maximize Attendance: Segmented Invitation Strategy

1. Save the Date Postcard sent to all members.
   
   Sent two months out.
2. Email invite sent to all members in Ohio and surrounding area.

Sent six weeks out.

Subject line: You’re invited to our fall conference
3. Follow-up email invite sent to those who opened first email. This one excluded registrants and included a more urgent subject line. Sent three weeks out.

Subject line: Don’t miss out: 2019 Fall Conference
Personalization
Personalization Options

- Name included in email
- Subject lines
- Content / Hook based on audience
- Event
- Tone of communication
- During event
Beyond football tickets, younger alumni want event opportunities; particularly career management and networking events.

Which of the following are most important to your alumni member experience?

- **Events and other opportunities in or outside central Ohio**
  - 50% (22-30, n=258)
  - 59% (31-44, n=364)
  - 69% (45+, n=1,628)

- **Participation in the football ticket lottery**
  - 64% (22-30, n=258)
  - 68% (31-44, n=364)
  - 73% (45+, n=1,628)

- **Alumni career management and alumni networking events**
  - 22% (22-30, n=258)
  - 43% (31-44, n=364)
  - 52% (45+, n=1,628)

- **Choosing to give to an area I am passionate about at Ohio State**
  - 47% (22-30, n=258)

- **Receiving the Ohio State Alumni magazine**
  - 41% (22-30, n=258)
  - 61% (31-44, n=364)
  - 81% (45+, n=1,628)

- **Discounts that I can use in central Ohio or when I come to campus**
  - 19% (22-30, n=258)
  - 29% (31-44, n=364)
  - 32% (45+, n=1,628)

- **Ohio State library privileges**
  - 18% (22-30, n=258)
  - 30% (31-44, n=364)

- **Volunteer opportunities in or outside central Ohio**
  - 17% (22-30, n=258)
  - 25% (31-44, n=364)
  - 29% (45+, n=1,628)

- **Hearing about the impact I have as a donor**
  - 17% (22-30, n=258)
  - 20% (31-44, n=364)

Source: Self reported from Buckeye Room members, OSUAA experience survey, 2015.
Summer Send-Off: Share tips with students

Networking event for students and families

Meet Buckeyes in your hometown
Listen to your current members
The 4 dimensions of member feedback

Sharing how member input helps shape what you do.

Spurring ideas & insight through collaboration.

Understanding who your members are and what they think.

Finding the insight you need to inform your club or society.
Questions when prioritizing

- How satisfied are you with your experience with....
- What are some of the reasons you are not satisfied?
- What can we do to improve your experience?
- Which of the following events would you like to see the .... implement in the area?
- What is your audience preference when attending Club events?
- Which day of the week and times are best for your ability to participate in events?
- How would you like to receive information from the ....
CONTINUE THE FEEDBACK LOOP

- **BUSINESS PROBLEM**
- **COLLECT AND ANALYZE FEEDBACK**
- **INSIGHTS INFORM DECISION-MAKING**
- **SHARE FEEDBACK TO MEMBERS**
- **ASK MEMBERS FOR FEEDBACK**

Continuous improvement
Questions?