

## SUMMARY

*A private University wanted to facilitate stronger relationships between the alumni and the University. The Advancement executives aspired to understand the trusted networks among their alumni in an effort to prioritize resource allocation based on the level of peer-to-peer influence. Their goal focused on nurturing the relationships of Alumni Leaders to improve alumni involvement and support, reach new donors, institutionalize best practices and recruit the right alumni leadership.*

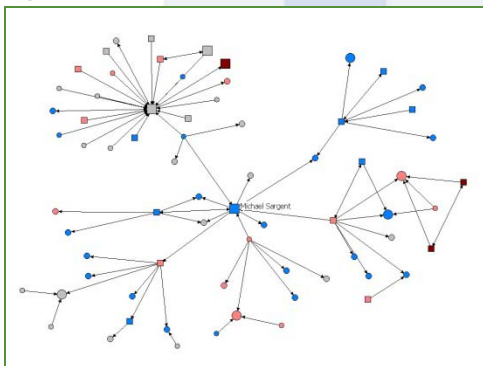
## METHODOLOGY

Using a sophisticated program of direct communication, technology and mathematics, Community Analytics<sup>®</sup> reached out to a community of University alumni from select regions across the country. The group was interviewed to determine whom they continue to remain in contact with from the University. Names, locations, and class years were matched against the University database to obtain an accurate means of tracking each member's network of trusted relationships. With this information, Community Analytics identified, evaluated, and profiled the Alumni Leaders within the population. In addition to determining the relationship dynamics, networks were overlaid with alumni satisfaction scores to give further community insight.

## COMMUNITY DYNAMICS

Thousands of University alumni participated in the network research and 114 were identified by their peers as Alumni Leaders (defined as individuals with the greatest strategic position); 81 members provided a significant number of connections between their fellow alumni, placing them in a critical network position.

Figure 1



MEMBERS	ALUMNI LEADERS <sup>TM</sup>	CONNECTORS
4,859	114	81

Alumni Leader: Michael Sargent<sup>1</sup> (Figure 1), class of 1989, is one example of an Alumni Leader that the University was not communicating with. He maintains 11 direct connections from a variety of geographies and class years. More importantly, Michael reaches a total of 69 members throughout the University alumni base.

<sup>1</sup> Name has been changed to protect confidentiality



## COMMUNITY ANALYTICS

*Community Analytics is a leading research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process.*

*We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect them with your brand.*



## KEY FINDINGS

- 39% of alumni were interested in becoming more involved with the University, many of whom were also identified as Alumni Leaders.
- Alumni Leaders typically reached between 40 and 140 fellow alumni within three degrees of interaction.
- 66% of high ranking donor's connections are with low-ranking donors or non-givers.
- Long lasting friendships are formed in a variety of settings, including classes, athletics, and dorm life.

## RESEARCH-BASED IMPACT

- Improved alumni involvement and support
  - Engaged alumni networks to promote successful University-wide programs.
  - Listened to the needs of the community.
  - Facilitated communication between Alumni Leaders and their local communities with a continual feedback loop.
- Recruited the right leadership
  - Contacted alumni who wanted to be more involved.
  - Involved the most influential alumni in fundraising events.
  - Highlighted Alumni Leaders in media pieces.
- Reached new donors
  - Engaged donors through their real, offline social networks.
  - Leveraged online community to reconnect alumni.
- Institutionalized best practices
  - Developed a network-based alumni outreach strategy to be integrated across major gifts programs, annual fund, alumni relations and other groups within the Office of Advancement.
  - Conducted research among additional alumni populations.

For more information about Community Analytics™, please contact:  
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