

COMMUNITY ANALYTICS PRESENTS AT THE AMA 2008 SYMPOSIUM FOR THE MARKETING OF HIGHER EDUCATION

Engaging University Alumni through Influence Networks

CHICAGO (November 2008) – Many colleges and universities struggle to effectively engage with their alumni because they do not understand how these individuals are connected. By understanding the social networks that exist between alumni, institutions can leverage existing relationships to recruit the right leadership, increase participation, and reach new donors.

Nayeli Garcia, Associate Director of Client Engagement, brought Community Analytics' wealth of insight into applying social network theory to alumni engagement to attendees of the 2008 AMA Symposium for the Marketing of Higher Education held in Chicago, Illinois on November 16 – 19.

The session entitled "Alumni Engagement through Influence Networks", showed universities how to strengthen alumni communities by building on the existing relationships uncovered by social network analysis. In addition, Garcia shared strategies for relieving the burden of active alumni by involving newly discovered Alumni Leaders in development and outreach initiatives. Through this unique approach, attendees left with new ideas about how to organically spread the mission and vision of the institution by engaging Alumni Leaders.

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About Community Analytics:

Community Analytics is a 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 these networks with your brand.

About the American Marketing Association:

The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information/resources, education/training and professional networking. AMA members are connected to a network of experienced marketers nearly 40,000 strong and include leading marketing academics, researchers and practitioners from every industry.

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