

Boosting Digital Card Downloads: U of I Alumni Engagement Project

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The University of Illinois Alumni Association is a vibrant community connecting U of I alumni worldwide.

Established to foster lifelong relationships among alumni and support the university's mission, the association provides a range of services, networking opportunities, and resources to its members.

Through events, programs, and digital platforms, the association aims to engage alumni, promote a sense of pride and loyalty, and facilitate professional and personal growth among its members.





The Alumni Association has launched a digital membership card program to enhance member engagement and convenience.

However, despite an initial push through email communications, the adoption rate of the digital cards has not met expectations.

The association seeks to address this marketing issue by increasing the number of members who download and utilize their digital membership cards.

This initiative aligns with the association's broader goals of modernizing services, improving member satisfaction, and fostering stronger connections within the alumni community.





Mercurial Consulting conducted a comprehensive analysis of the current digital card program's performance, focusing on factors influencing member adoption and engagement. Leveraging data analytics and marketing expertise, we identified key insights and provided actionable recommendations to optimize the program's effectiveness. Our approach involves evaluating member demographics, communication strategies, user experience, and incentives to develop targeted strategies for increasing digital card downloads.

By collaborating closely with the University of Illinois Alumni Association, the ultimate aim was to drive tangible improvements in member engagement and satisfaction while advancing the association's strategic objectives.



Phase 1 : Data Visualization and Segmentation

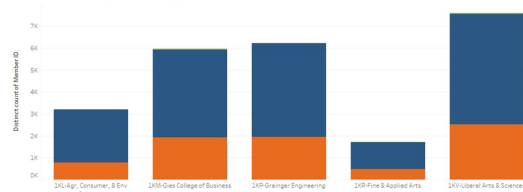
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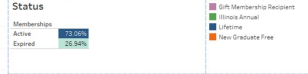
Data Visualizations and Insights



Membership level by top 5 Granting Colleges



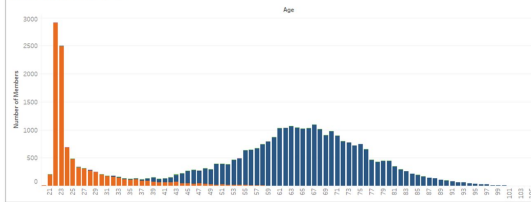
Membership Status



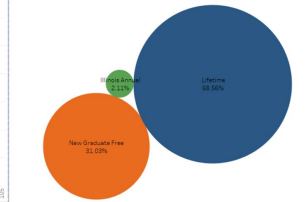
Membership Level Distribution



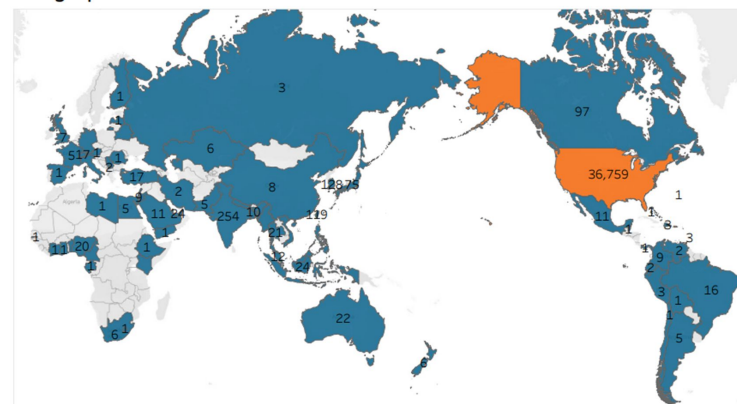
Membership level by Age



Percentage of downloads by each membership level



Geographical Distribution of Members



Membership Distribution by College:

Liberal Arts and Science College: Granted 5019 lifetime memberships out of a total of 7545 members, indicating significant representation (66.54%).

Membership Distribution by Age:

22-year-olds lead with 2912 memberships, particularly in the new graduate free membership.

Age 67 has the highest number of lifetime memberships, with 1095 members.

Percentage Membership Levels:

Lifetime memberships constitute 73.03% of the total membership.

Downloads per Membership Level:

Lifetime memberships show the highest downloads, totaling 3016.

Geographical Distribution of Members:

United States: 36,759 members

India: 254 members

Canada: 97 members





- Strong preference for lifetime memberships (73.03%).
- Diverse age range among members, notably concentrated in recent graduates.
- Active engagement seen in lifetime members, evidenced by high download numbers.
- United States has the highest member count, with 36,759 members, indicating a significant presence in the organization





Segmentation Strategy

Membership Level

Expiration Status

Download Status

SEGMENTATION LEVEL

Membership Level:

- Recognizes varying commitment levels.
- Enables tailored messaging and benefits.
- Facilitates targeted retention efforts.

Expiration Status:

- Identifies members nearing expiration.
- Facilitates proactive retention efforts.
- Optimizes resource allocation.

Download Status:

- Indicates digital engagement levels.
- Allows for targeted incentives.
- Provides insights into member preferences.

EXPECTED NUMBER OF INDIVIDUALS IN EACH SEGMENT

Segment 1: Membership level

- Lifetime: 27660
- New graduate fee: 9890
- Illinois annual: 310
- Gift membership benefactor: 5
- Gift membership recipient: 12

Segment 2: Expiration status:

- Infinity: 17660
- Already expired: 10000
- Going to expire soon: 7

Segment 3: Download status

Downloaded: 2550

Not downloaded yet: 22000



PERSONALIZED VALUE PROPOSITIONS

- Tailor messaging to each segment based on their specific needs and preferences.
- Use targeted messaging channels, such as personalized emails or social media ads, to deliver these tailored value propositions effectively to each segment.



ENGAGEMENT DRIVEN INCENTIVES

- Offer incentives and rewards to motivate members to download digital cards and engage with the Alumni Association.
- Create a sense of urgency and excitement around these incentives through targeted messaging campaigns, leveraging persuasive language and compelling visuals to drive member engagement and participation.

Phase 2 : Personas and Web Evaluations

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User Personas: Expiration Status Segment



Michael Rodriguez

"A lifetime commitment to alma mater means a lifetime of pride and support!"

BIO

Male, 50 years old, divorced with two adult children, master's degree in Business Administration, business owner in retail sector.

DEMOGRAPHIC

- Age: 50
- Gender: Male
- Education: Master's degree in Business Administration
- Occupation: Business Owner (Retail)
- Membership Level: Lifetime Member
- Membership Status: Active
- Download Status: Not Downloaded

FRUSTRATION/BARRIERS

- Balancing business responsibilities with alumni commitments
- Ensuring that his contributions are making a meaningful impact on the university community
- Always logging in to the website to check for updates and forgetting to renew his subscription

MOTIVATION

- Deep sense of loyalty and pride in alma mater
- Desire to maintain strong connections with fellow alumni and the university community
- Commitment to supporting current students and the next generation of graduates

GOALS

- Active involvement in alumni association leadership roles and committees
- Mentoring young entrepreneurs and business students
- Contributing financially to scholarships and university initiatives
- Automated Renewal Reminders and Mobile app integration



Website Features



1

Upcoming Events Calendar : Allows view and RSVP to upcoming alumni events tailored to his interests and availability.

2

IlliniLink Network : Connects current students seeking guidance in his field, facilitating mentorship opportunities.

3

Illinois Giving Program : Allows alumni to financially support the University. It details giving programs such as The Ricker Circle, Illinois Giving Program, and Illini Athletics IFUND.

4

Automated Renewal Reminders: Sends timely notifications regarding membership expiration and renewal options.

5

Mobile App Integration: Provides seamless access to alumni resources and community forums on his smartphone.



UX Test Persona : Michael



Objective:

The objective is to assess the user experience of navigating and interacting with the alumni association website's features, focusing on ease of use and effectiveness in facilitating user engagement with various functionalities.

UX List of Tasks

- Log in to your alumni association account using your credentials. If you don't have an account, create a new one
- Explore the "Join Today" Option.
- Navigate to the "Participate" section of the website.
- Search for an upcoming event or explore other opportunities that interests you.
- RSVP to the event you selected.
- Navigate to the "Connect" section of the website.
- Search for and join a network relevant to your location or interests.
- Update your profile information using "update Alumni Profile.
- Explore and learn about different memberships offered in the website.
- Upgrading or renewing your membership.
- Navigate to the "Giving" section.
- Explore the giving programs.
- Attempt to add the digital membership card to your iPhone or Android phone following the provided instructions.
- Try using the search feature to find specific content or information.
- Connect through different social media sites mentioned.



UX Test Scores



Task	Score
Log in/Create account	-1
Explore "Join Today" option	+2
Navigate to "Participate" section	+2
Search for upcoming events/opportunities	+2
RSVP to selected event	+2
Navigate to "Connect" section	+1
Search for and join relevant network	-1
Update Alumni profile information	+1
Explore different memberships offered	0
Upgrade/renew membership	-1
Navigate to "Giving" section	+2
Explore giving programs	+1
Add digital membership card to phone	-1
Use search feature	+1
Connect through social media sites	+2
TOTAL12	

1) The scores provided reflect Michael Rodriguez's alumni engagement, showing areas where his interests align or face challenges.

2) Tasks like exploring membership options and upcoming events align with Michael's desire for engagement, earning high scores. Similarly, tasks related to supporting the university resonate well with him.

3) Tasks like joining networks may not align with Michael's interests, resulting in lower scores. Adding a digital membership card receives a negative score due to potential complications and the need for assistance.

4) Overall, the scores capture Michael's satisfaction and frustration with the alumni website, reflecting his unique user experience.



Phase 3 : Predictive Model

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Hypothesis 1: What predicts the likelihood of downloading the Digital Membership card?





1. Why This Hypothesis?

- **Aim:** To pinpoint factors influencing alumni to download the Digital Membership card.

2. Methodology :

To test this hypothesis, we will continue to use binary logistic regression. This method is particularly suitable as it allows us to predict a binary outcome.

3. Key Insights from Analysis:

- **Gender Dynamics:** Marked gender differences significantly impact the likelihood of digital card downloads.
- **Membership Matters:** Alumni with lower membership levels are more inclined to download cards, hinting at varying engagement levels across membership tiers.
- **Geographic Influence:** The state and country of residence are predictive of download behavior, indicating the necessity of region-specific marketing.
- **Expiration:** Longer expiration periods drive more downloads, highlighting the impact of timely offers.
- **Donor History** (Consecutive Years of Giving): Consistent giving correlates positively with downloads

4. Strategic Solutions for Enhanced Contributions:

- **Diversify Membership Offers:** Expand membership options to cater to the varied preferences of alumni, encouraging broader card uptake.

5. Tailored Engagement Strategies:

- **Gender-Specific Campaigns:** Develop marketing initiatives that address the distinct patterns of card adoption among male and female alumni.



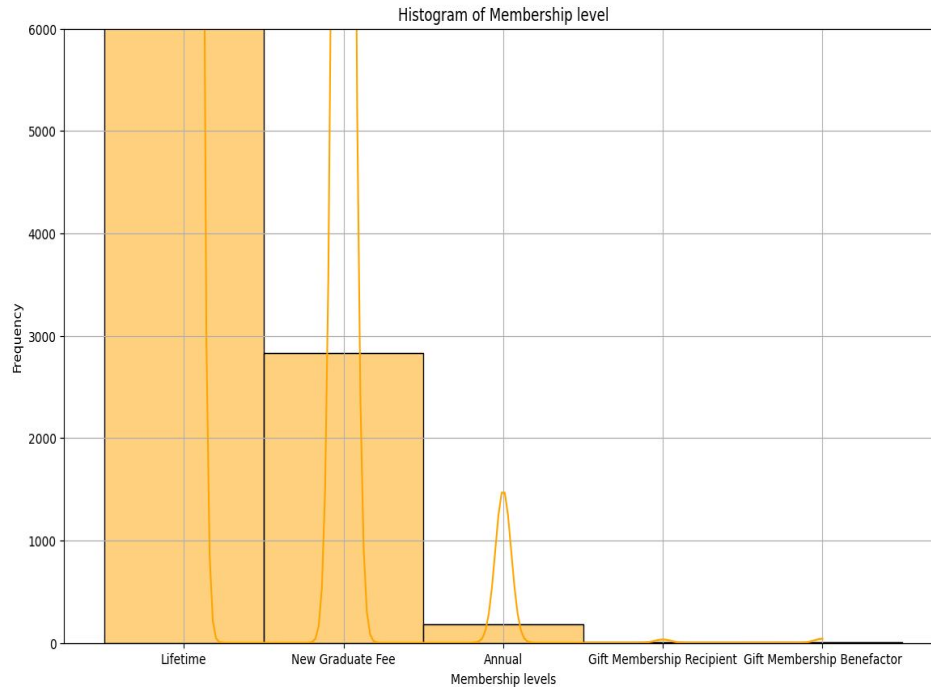
Hypothesis 2: Which factors are associated with higher cumulative giving among alumni?



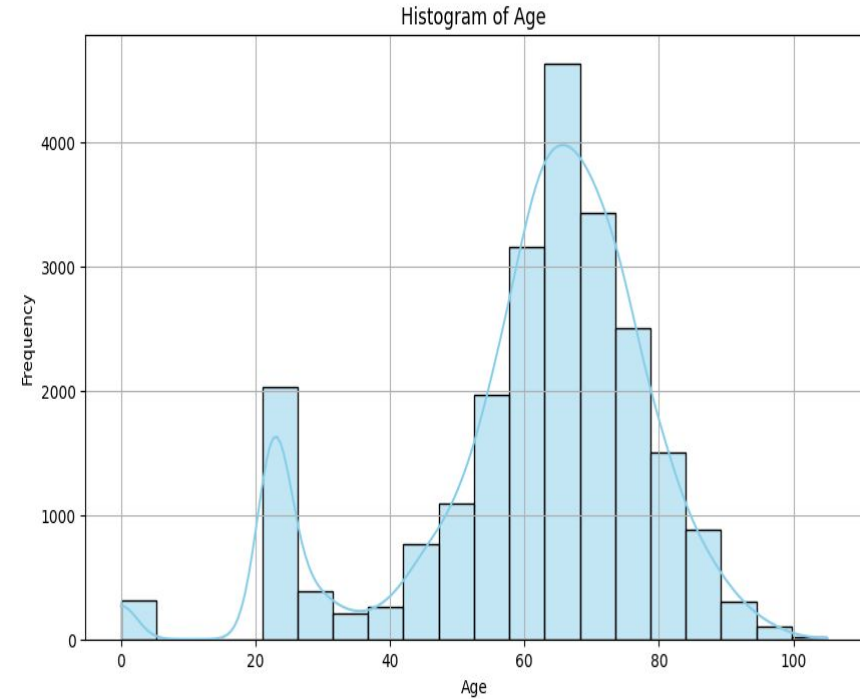
Understanding the Data Distribution



Histogram of Membership Level



Histogram of Age



1. Why This Hypothesis?

- **Aim:** Boost alumni engagement in UIAA initiatives through increased donations.

2. Key Insights from Analysis:

- **Prominent Role of Membership Level:** Lifetime membership and benefactor status are strongly linked to higher contributions, highlighting their importance in donor engagement strategies.
- **Gender Influence:** Males contribute more significantly, suggesting the effectiveness of gender-targeted fundraising initiatives.
- **Longevity in Giving:** Longer histories of consistent giving are associated with increased donations, underscoring the value of nurturing long-term relationships with alumni.
- Notably, New Graduate memberships, despite their numbers, contribute less than Illinois annual memberships—aligning with early-career financial profiles.

3. Strategic Solutions for Enhanced Contributions:

- **Upgrade Path:** Encourage New Graduates to transition to Annual Membership for long-term benefits.
- **Tier Advancement:** Incentivize Annual Members to consider Lifetime Membership through exclusive offers.

4. Tailored Engagement Strategies:

- **Membership Offers:** Create attractive offers to facilitate membership upgrades and deepen alumni investment in UIAA activities.

Challenges Faced



Handling Missing Data and Outliers

Handling missing data and outliers, especially in age, education, and expiration date variables, was a major challenge. We used imputation (mean/median for numeric, mode for categorical) for missing values and statistical methods like z-score or IQR to identify and address outliers.

Defining a Clear Problem Statement

Defining a concise problem statement for regression analysis was challenging. With the goal of enhancing digital membership card downloads, We conducted comprehensive exploratory data analysis (EDA). This led to a clear problem statement focused on predicting download behavior based on relevant dataset variables.

Data Visualization and Interpretation

We tackled the challenge of understanding complex datasets by using exploratory data analysis techniques like histograms, scatter plots, and correlation matrices. We also employed Python libraries like matplotlib and seaborn to craft informative visualizations.



1. **Launch a Personalized Renewal Campaign:** Send tailored renewal reminders and exclusive offers to the 7 members in the "Going to Expire Soon" segment to enhance renewal rates and reduce churn.
2. **Integrate a Prominent Digital Card promotion within the website:** Implement a prominent, easy-to-spot promotional banner or pop up on the "Membership" and "Profile Update" pages. This feature should include a direct call-to-action ("Add to Your Phone Now!") and provide device-specific, step-by-step instructions to simplify the process and enhance user engagement directly within their navigation flow.
3. **Leverage Nostalgia:** Enhance engagement by incorporating visuals and memories from alumni's graduation years or notable university events in email communications. This personalized touch can rekindle fond memories and deepen alumni's emotional connection, motivating them to utilize more services and participate in alumni activities.

4. **Highlight Donation Impact in Regular Email Updates:** Send bi-weekly or monthly emails that include detailed sections showcasing how donations are utilized, along with spotlight features on first-time donors and major contributors. This strategy enhances transparency, builds community, and motivates alumni to support their alma mater through donations.
5. **Conduct A/B Testing on Email Subject Lines:** Experiment with emotionally engaging subject lines, such as "ILL... it's always UNI (You and I)," to optimize click-through rates and engagement in alumni communications. This strategy will help identify the most effective messaging to strengthen alumni connections and increase participation.
6. **Launch a Pre-Graduation Engagement Campaign:** Introduce a photo booth at the graduation ceremony with a QR code for instant photo downloads and newsletter sign-up, or send a targeted survey to graduating students to collect personal memories and contact information, seamlessly transitioning them into active alumni members.

Thank you!



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