



Your Chapters Have Spoken! Here's What They Said

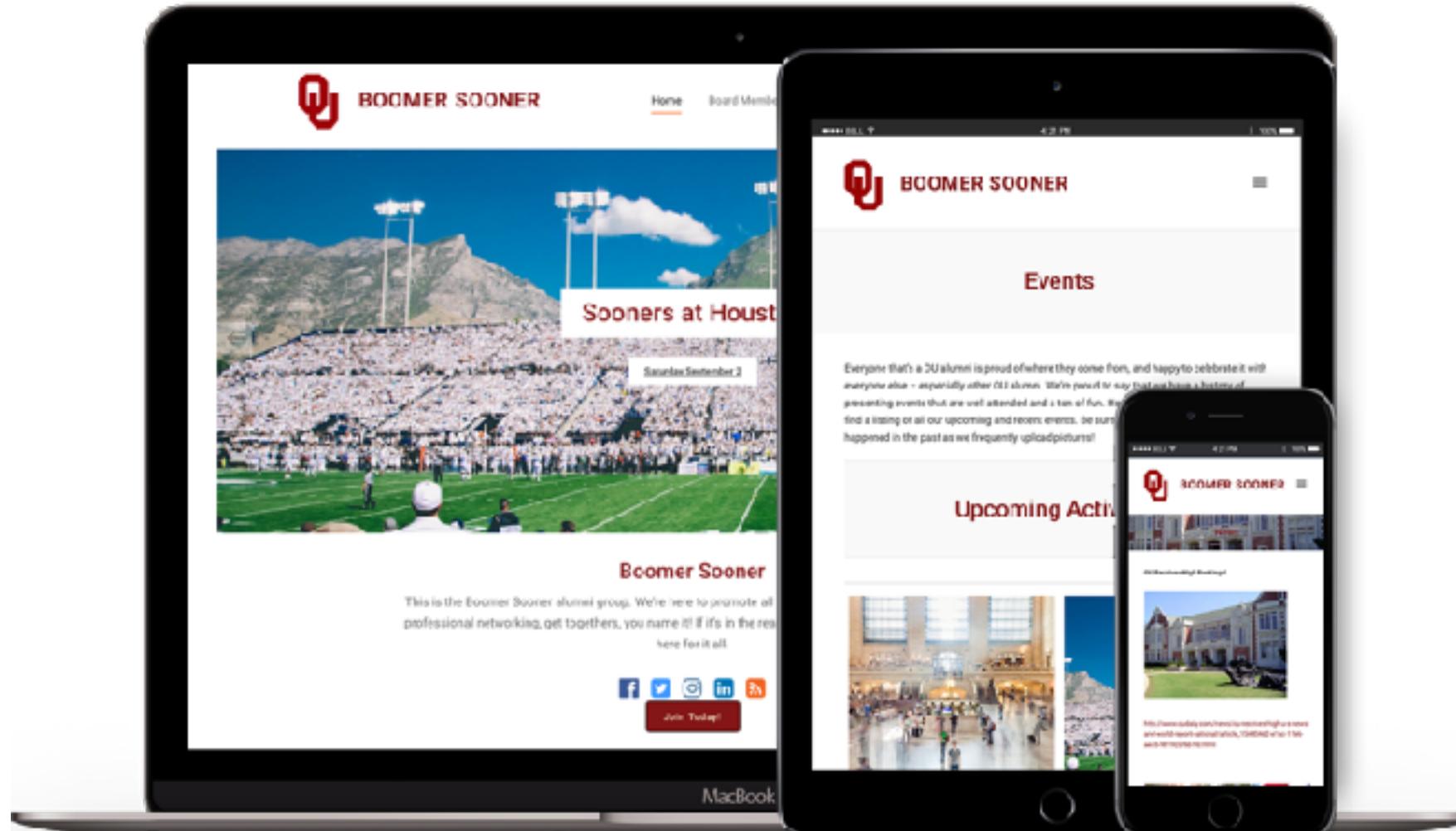
3.5.17

Bill Moakley
University of Oklahoma
Alumni Association

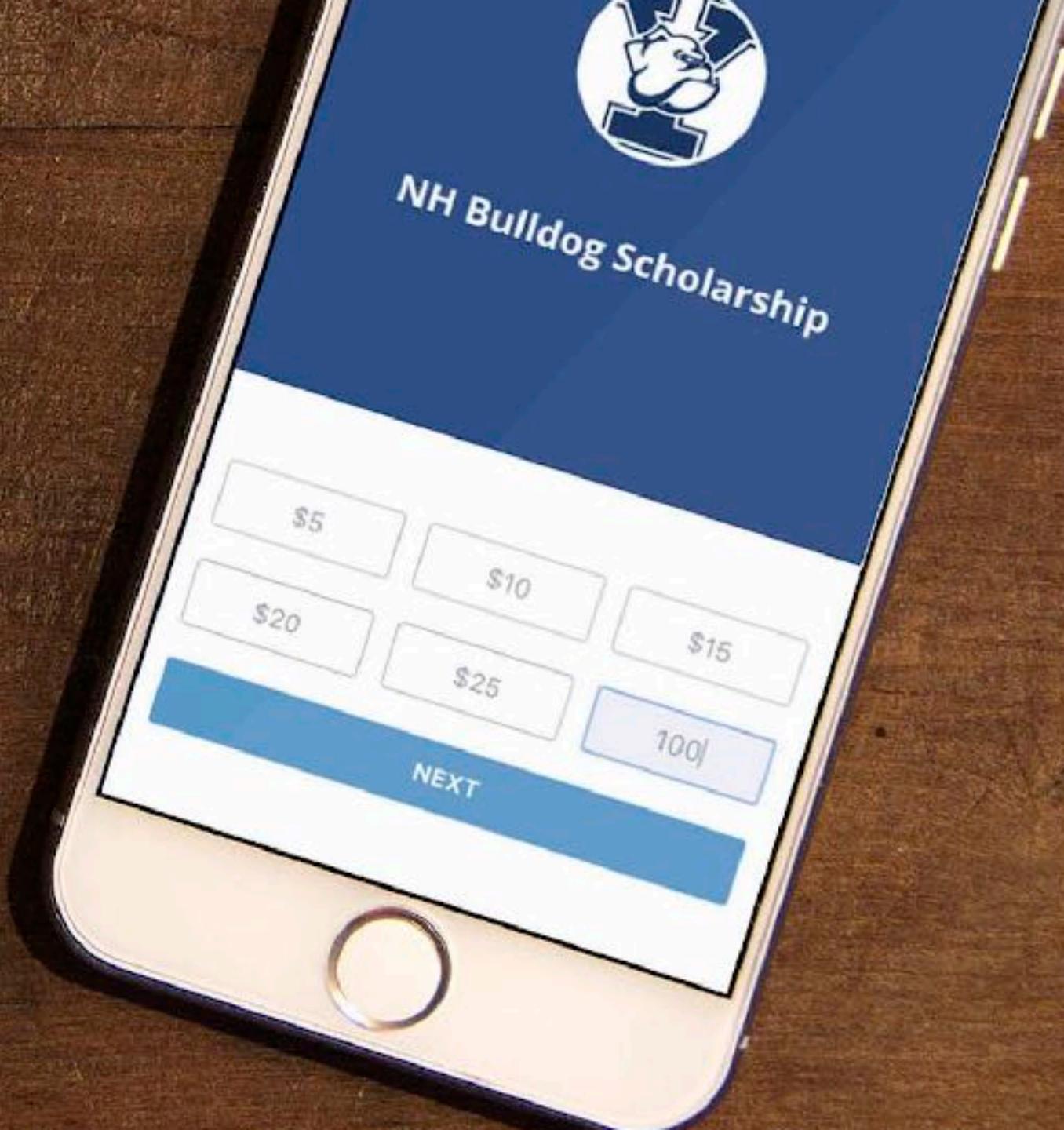
Andrew Cafourek
Alumni Spaces

Alumni Spaces Sooner Network

Websites and tools to make everyone's lives easier



Alumni.Fund



We are **Alumni Spaces**. We have users in **163** cities.



2016 Alumni Group Survey

Gathering input from over 1,000 local chapters to learn how groups just like yours operate and succeed. We'll share our findings with all groups who participate and three lucky groups will win an inflatable football player!

Take the Survey!



and share with other alumni leaders



EMAIL



FACEBOOK



LINKEDIN

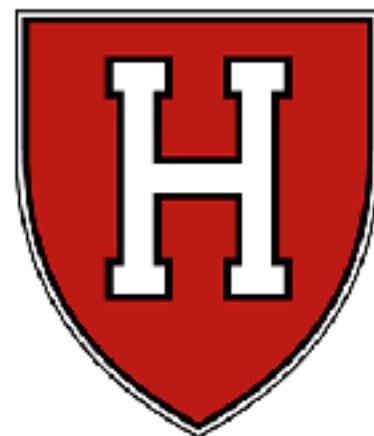


TWITTER

Just want the results of the survey?



91 Schools



Details.
Data.
Specifics.



I USED TO THINK
CORRELATION IMPLIED
CAUSATION.



THEN I TOOK A
STATISTICS CLASS.
NOW I DON'T.



SOUNDS LIKE THE
CLASS HELPED.

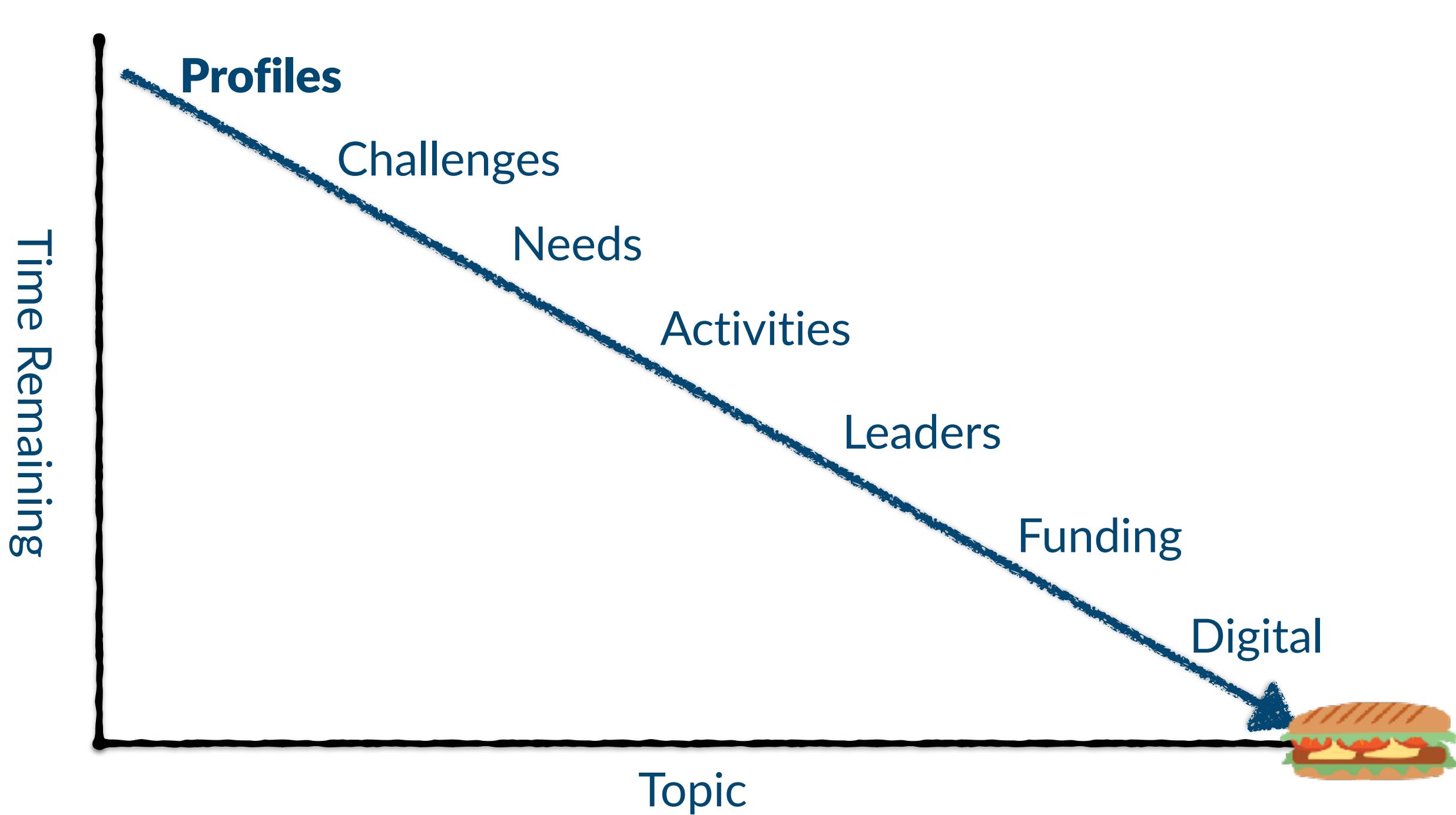
WELL, MAYBE.





MAKE
AMERICA
**THINK
AGAIN**

A man and a young boy are standing on a city street, smiling at the camera. The man is holding a large red protest sign with white text. The sign reads "MAKE AMERICA" on the first line, "THINK AGAIN" on the second line, and "THINK AGAIN" in a much larger, bold font on the third line. The man is wearing a dark green jacket over a black turtleneck. The boy is wearing a dark hoodie. In the background, there are blurred buildings, trees, and other people, suggesting a protest or rally.

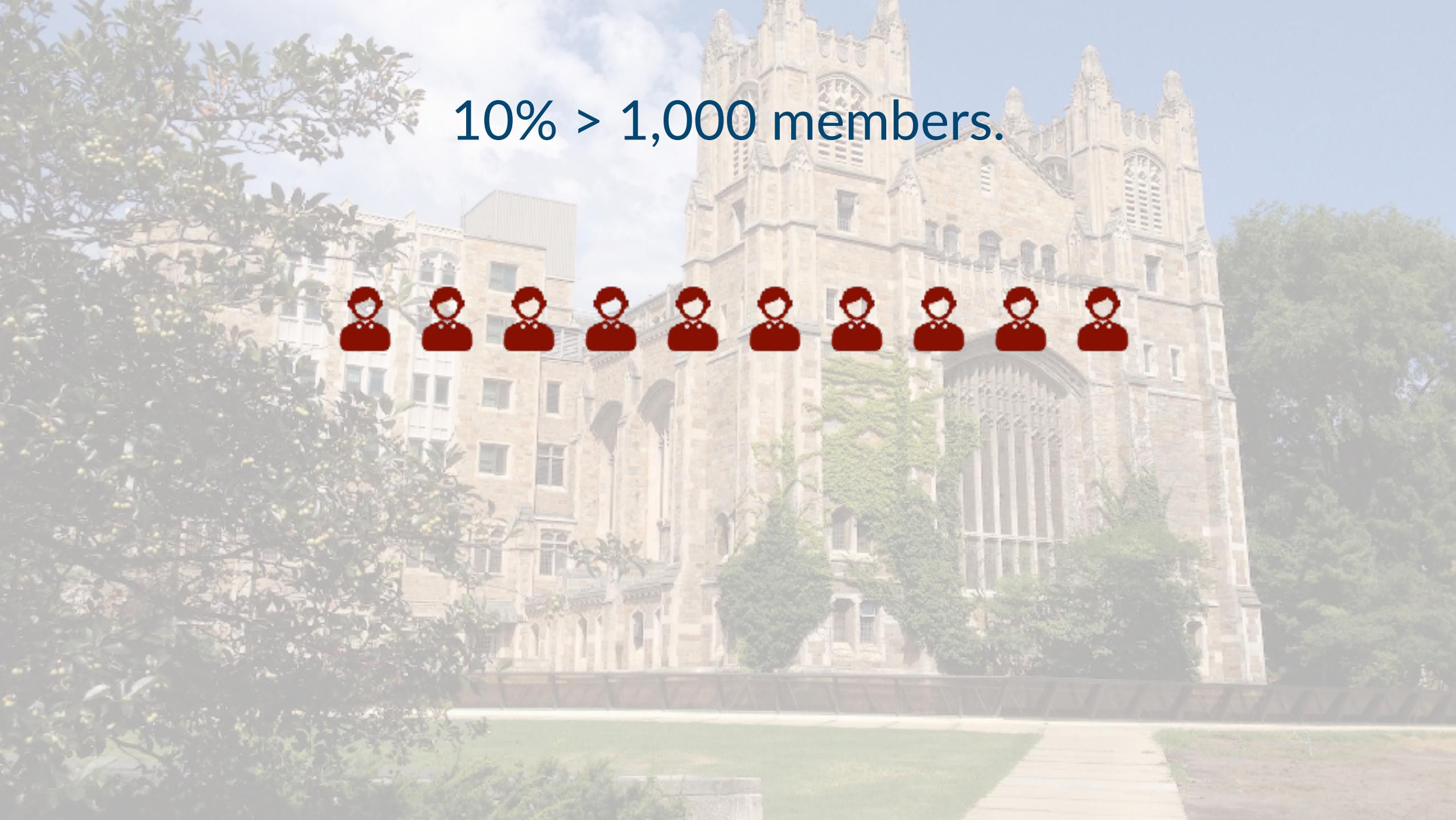


Most Groups Are Small.



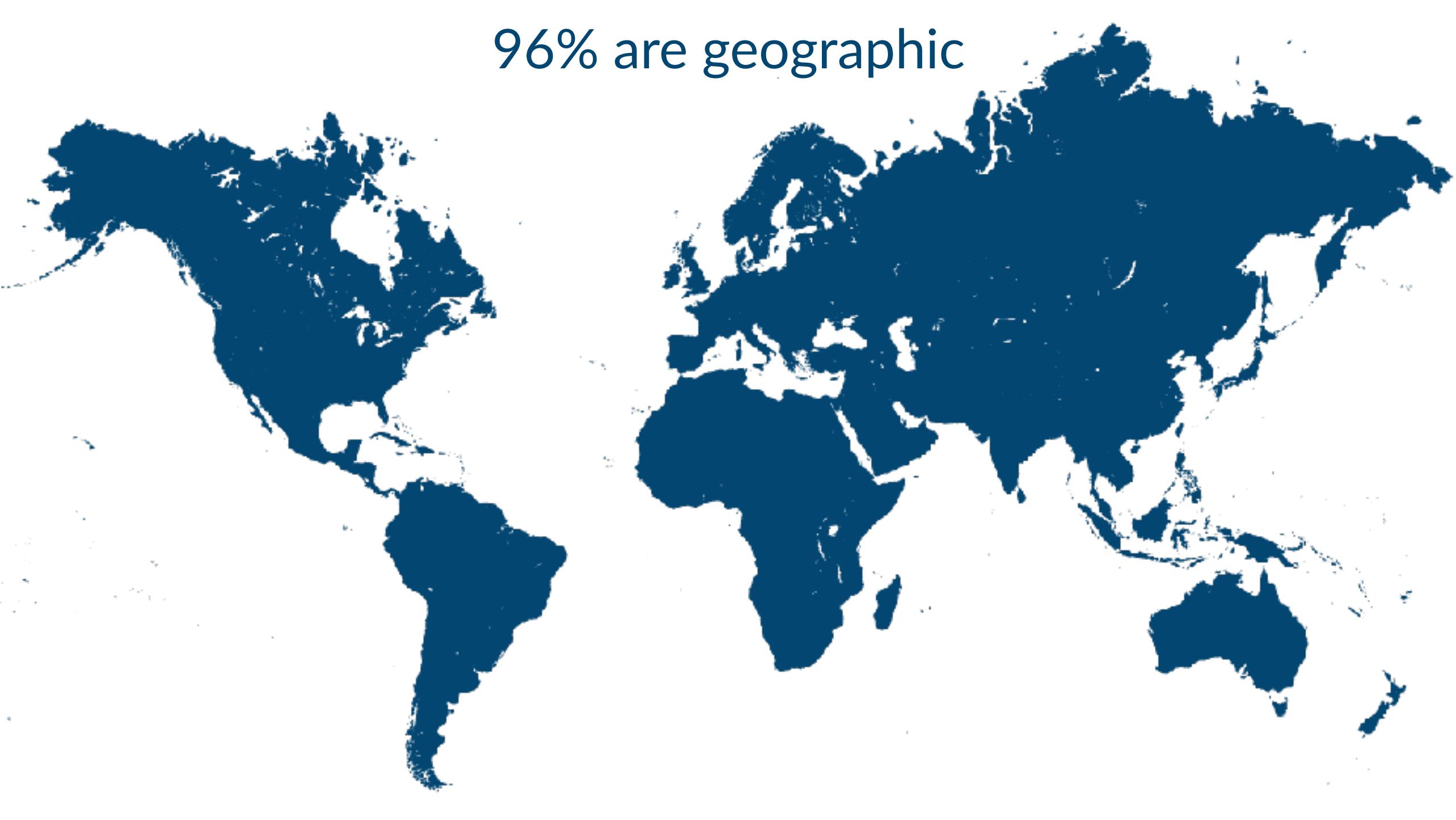
54% < 100 members.





10% > 1,000 members.

96% are geographic









Only 11% are in markets of
5,000+ alumni

A group of approximately ten people are gathered around a campfire in a desert setting. They are sitting on wooden stools and logs, engaged in conversation. The campfire is built of large stones and is crackling with flames. The background features a vast, layered rock formation under a clear sky.

71% have less than 2,500

23% have fewer than 500



51% engage with current students

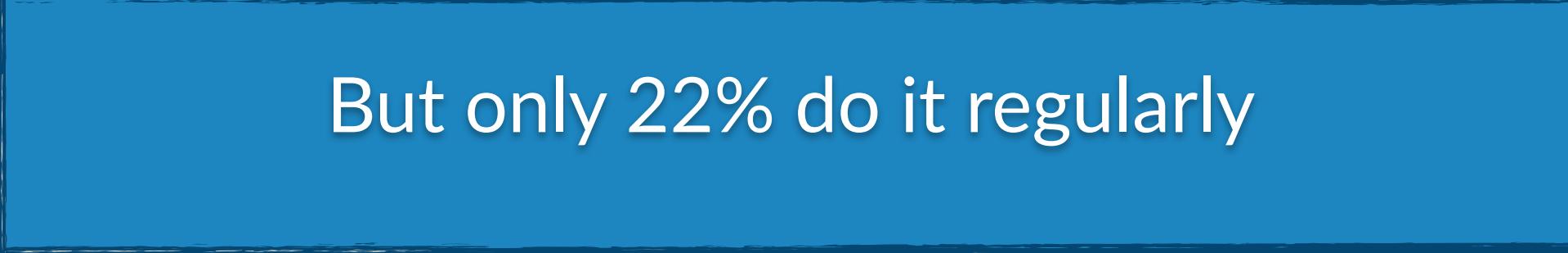


57% reach out to
prospective students

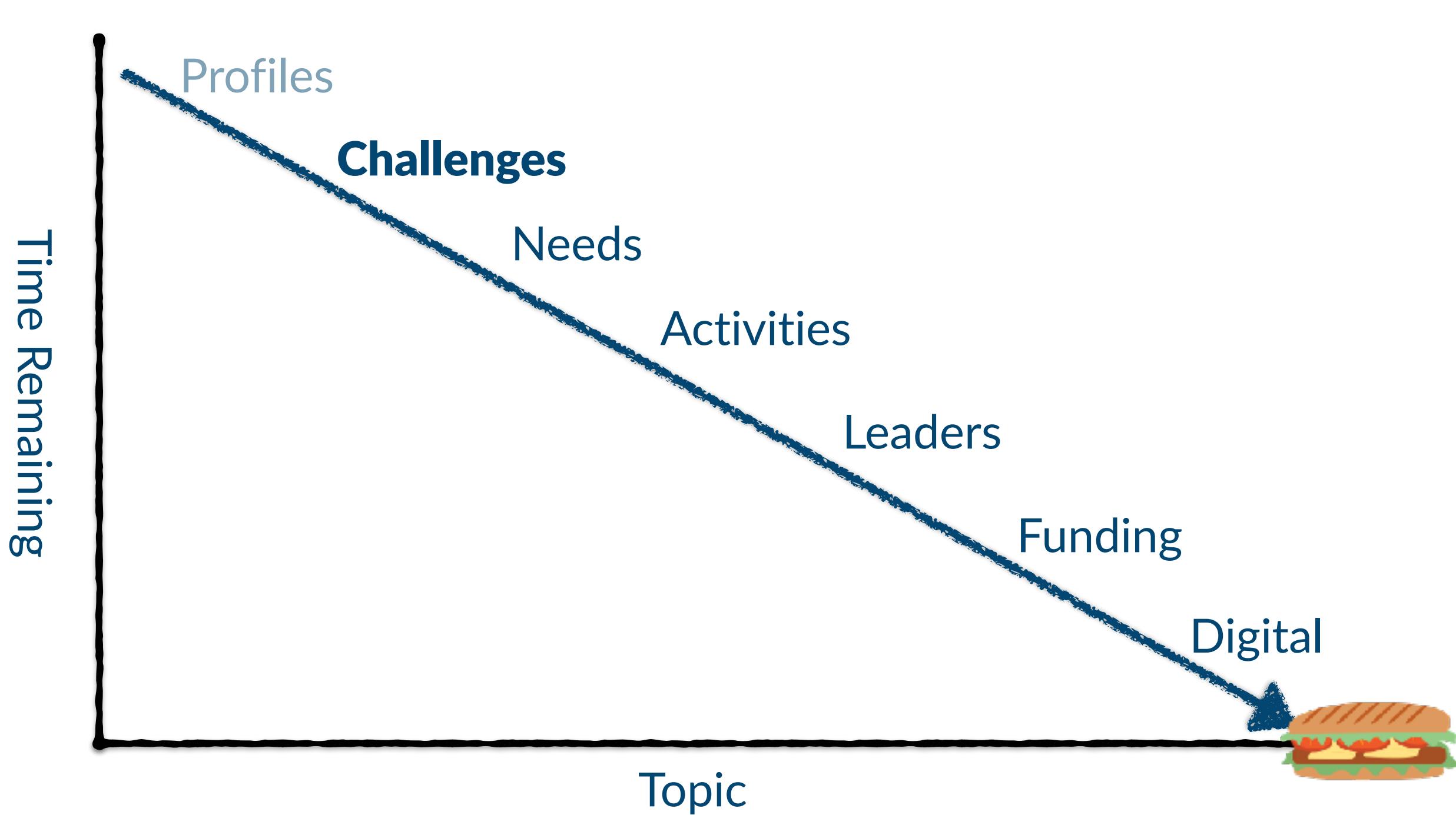




71% communicate with
other leaders.



But only 22% do it regularly





Event attendance

78%

Recruiting leaders

42%

Challenges



Event attendance

78%

Recruiting leaders

42%

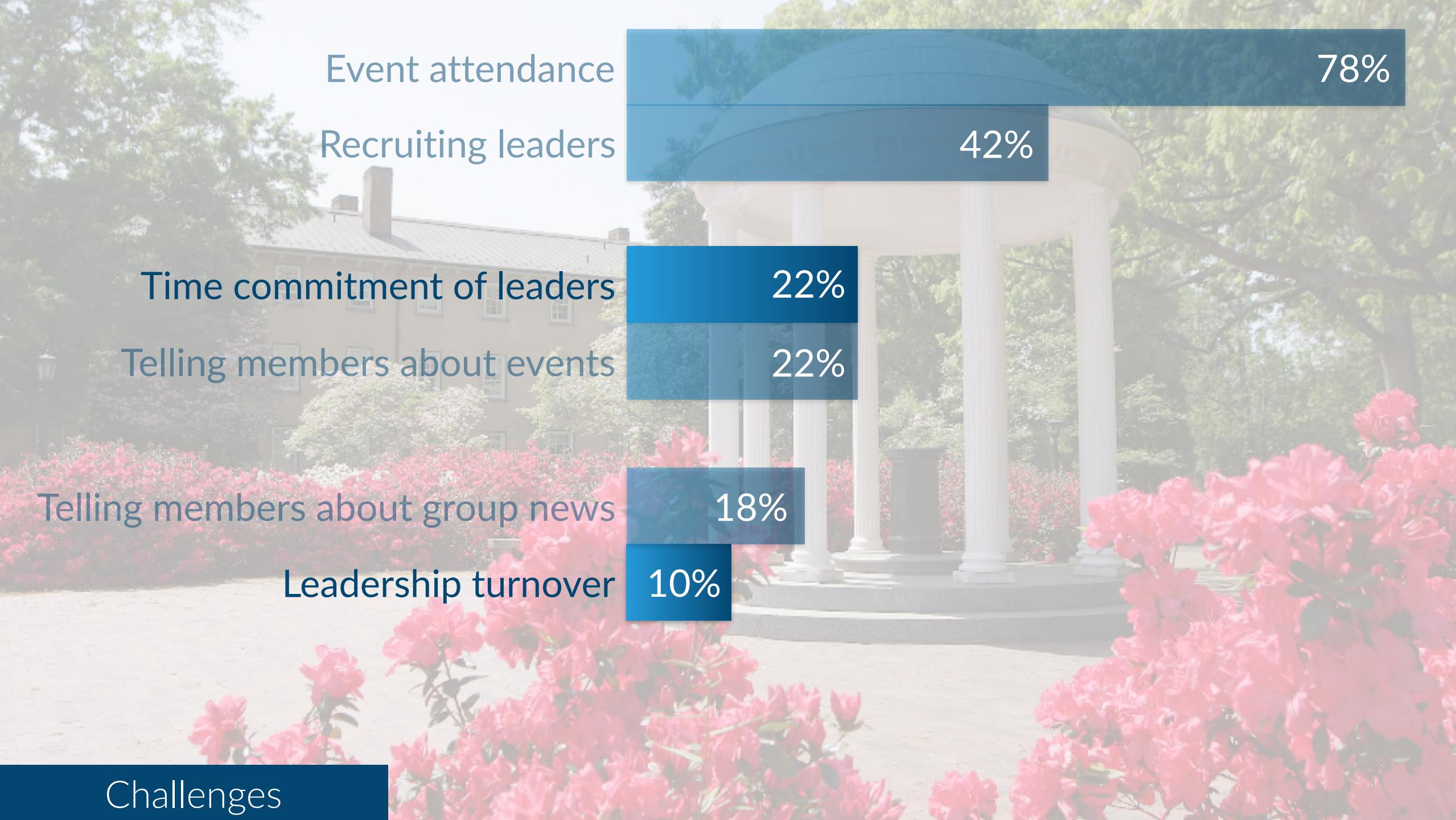
Telling members about events

22%

Telling members about group news

18%

Challenges



Event attendance

78%

Recruiting leaders

42%

Time commitment of leaders

22%

Telling members about events

22%

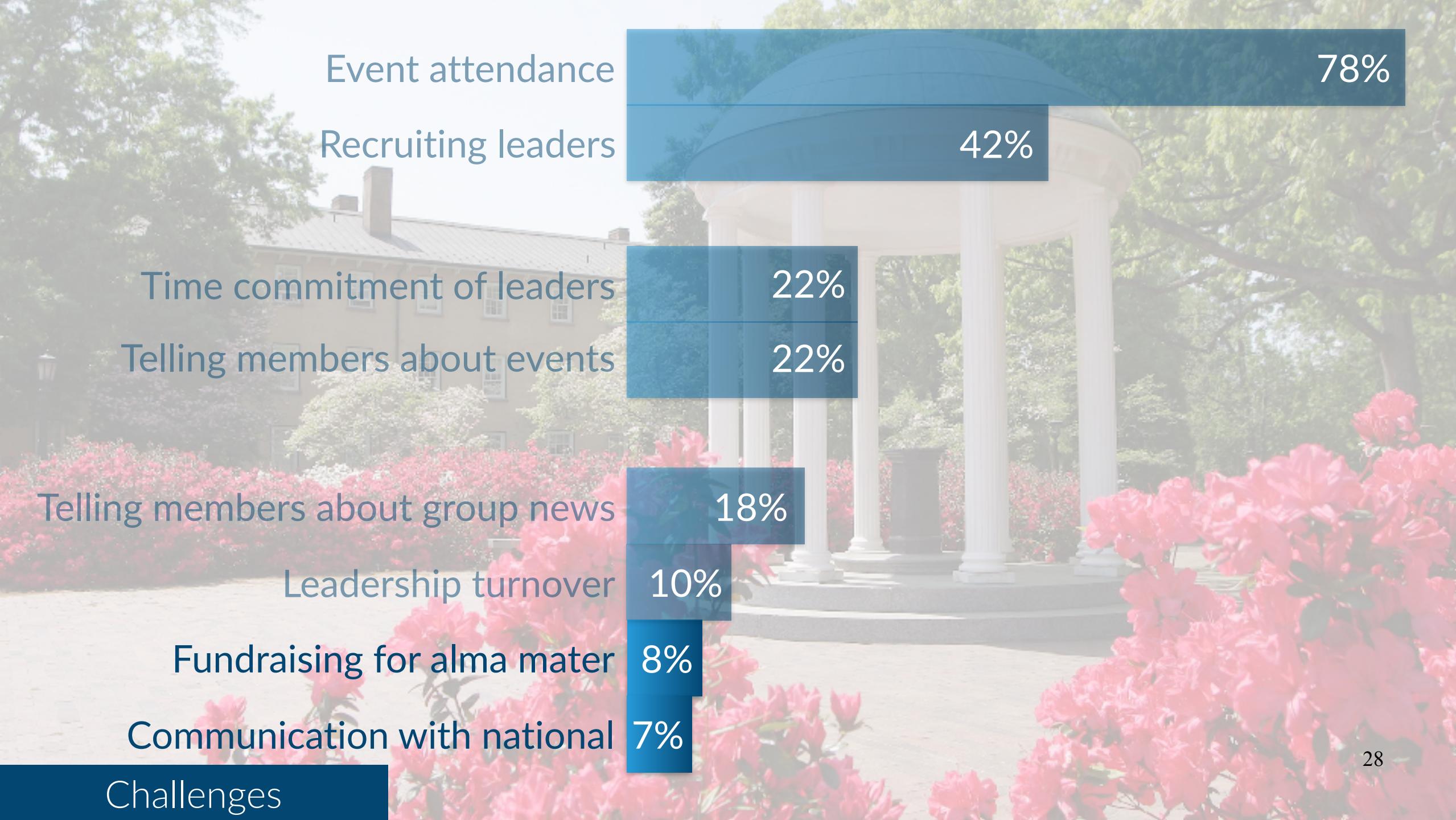
Telling members about group news

18%

Leadership turnover

10%

Challenges



Event attendance

78%

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Time commitment of leaders

22%

Telling members about events

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Telling members about group news

18%

Leadership turnover

10%

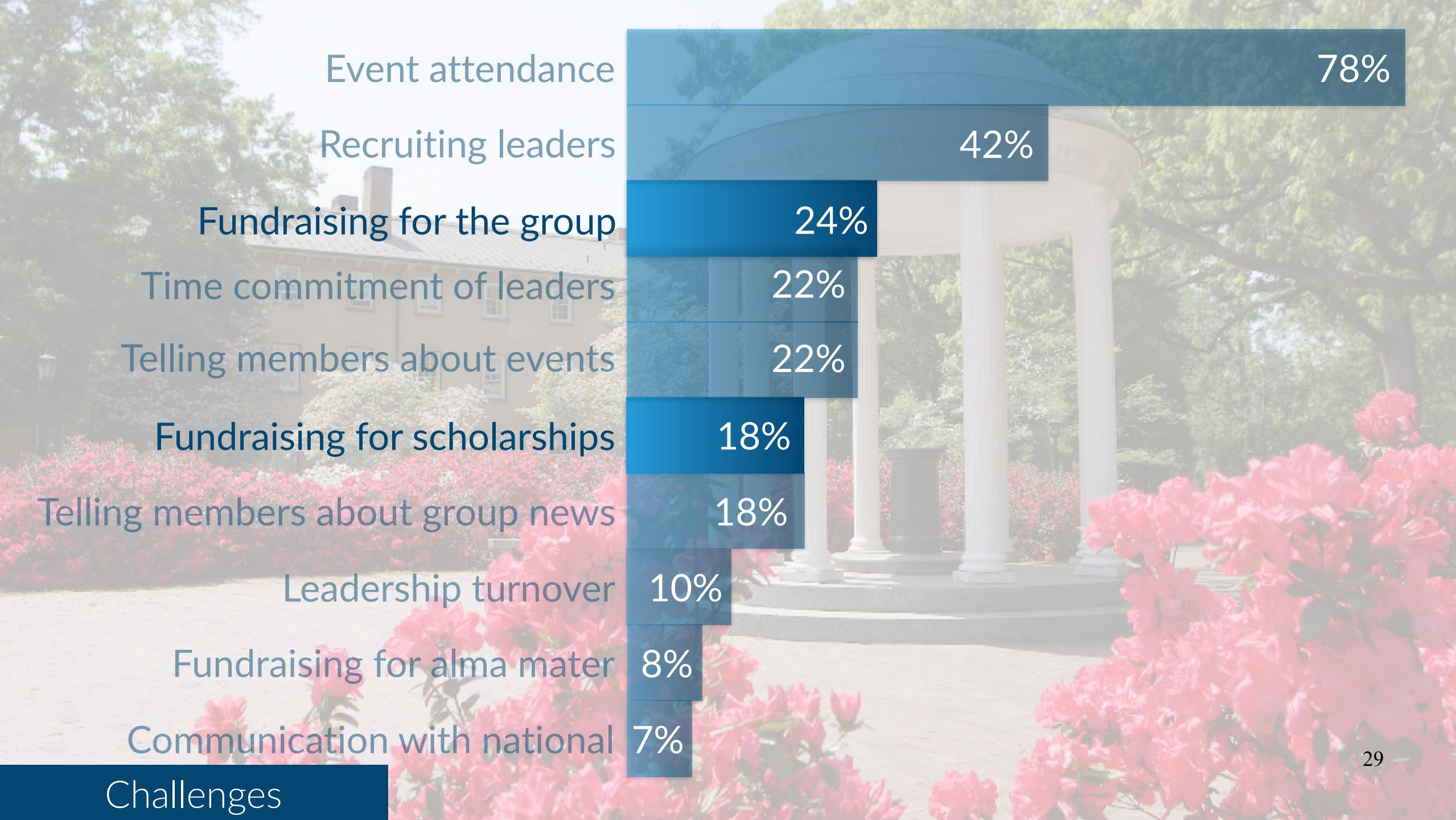
Fundraising for alma mater

8%

Communication with national

7%

Challenges



Event attendance

78%

Recruiting leaders

42%

Fundraising for the group

24%

Time commitment of leaders

22%

Telling members about events

22%

Fundraising for scholarships

18%

Telling members about group news

18%

Leadership turnover

10%

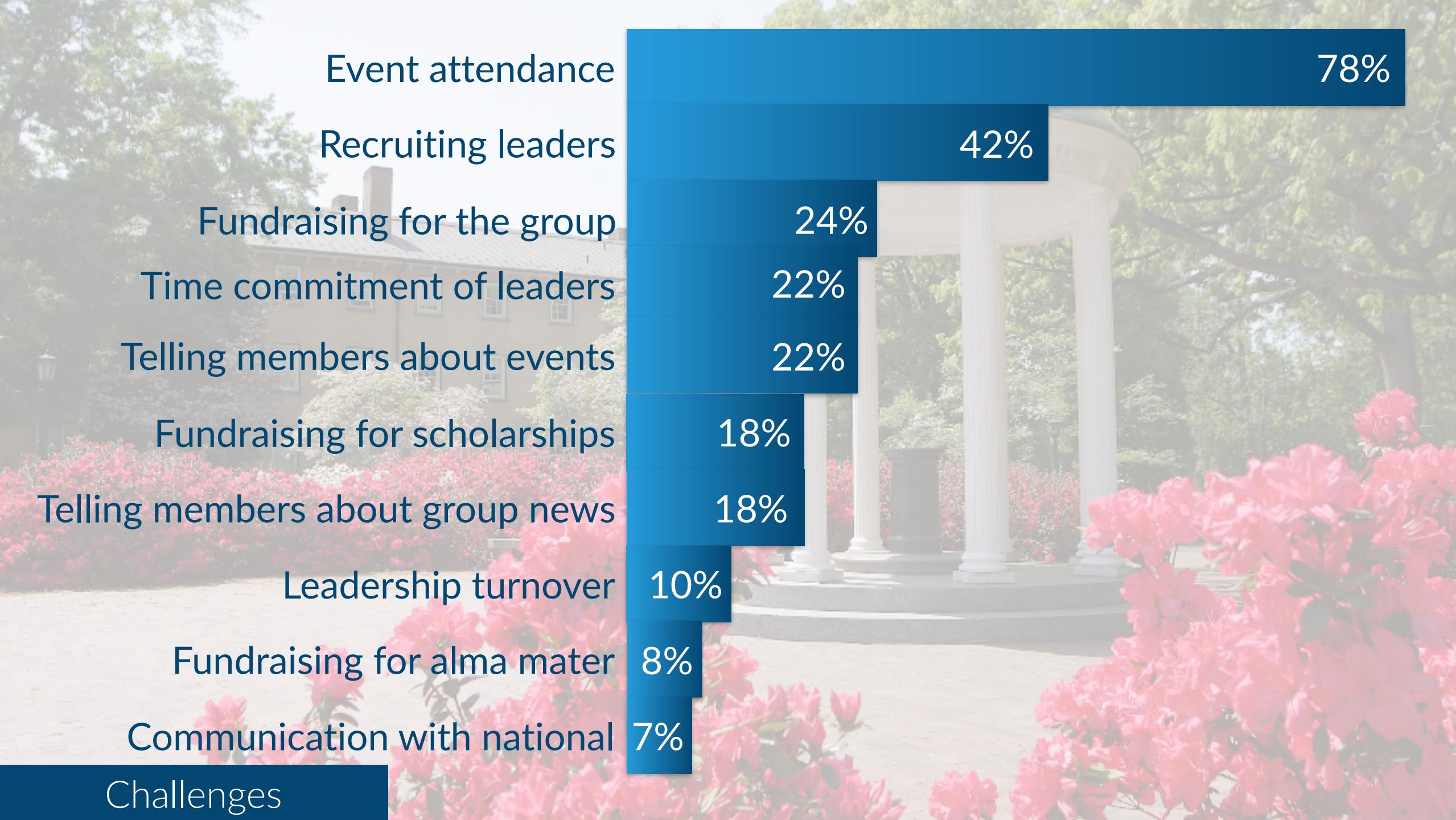
Fundraising for alma mater

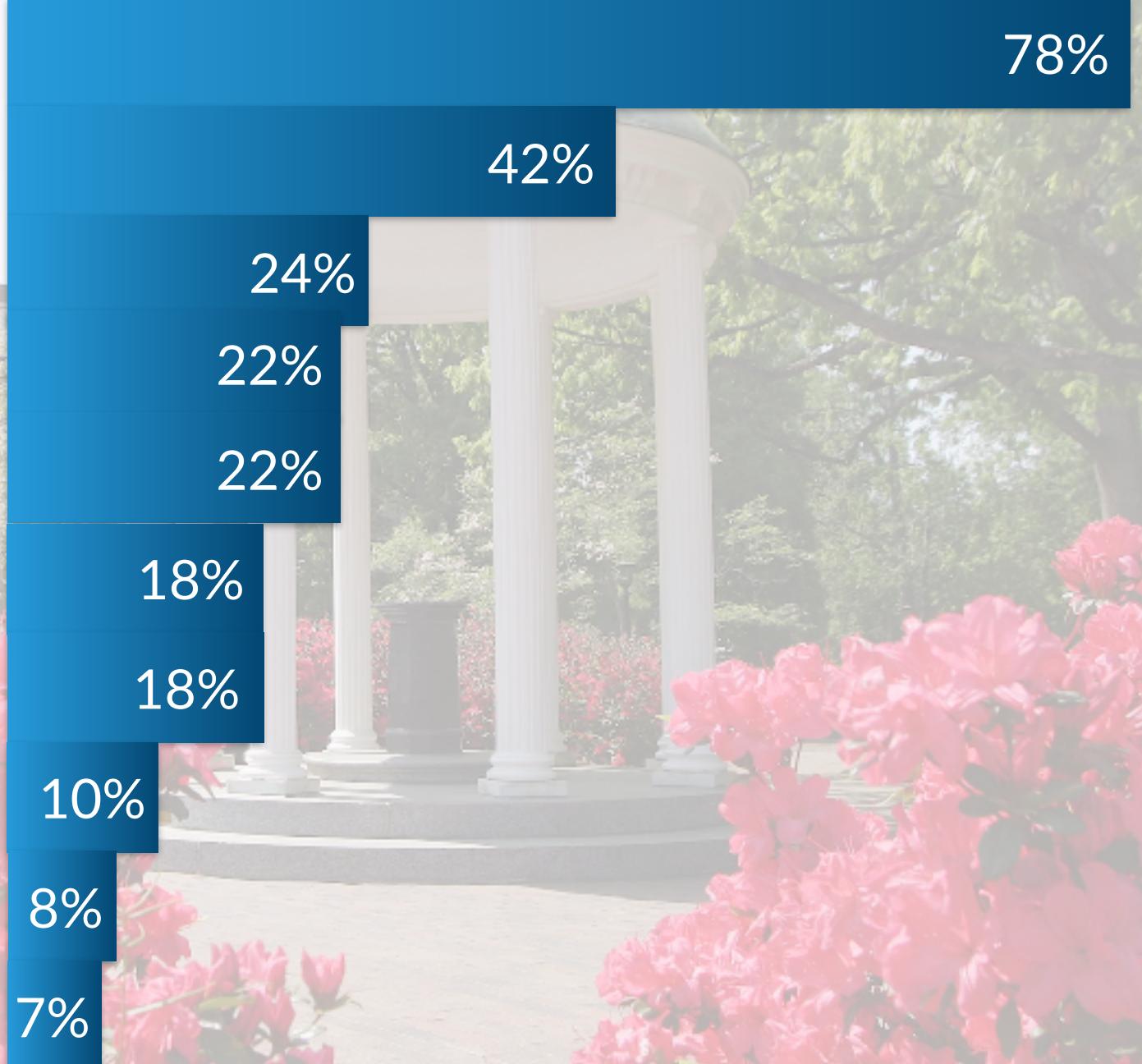
8%

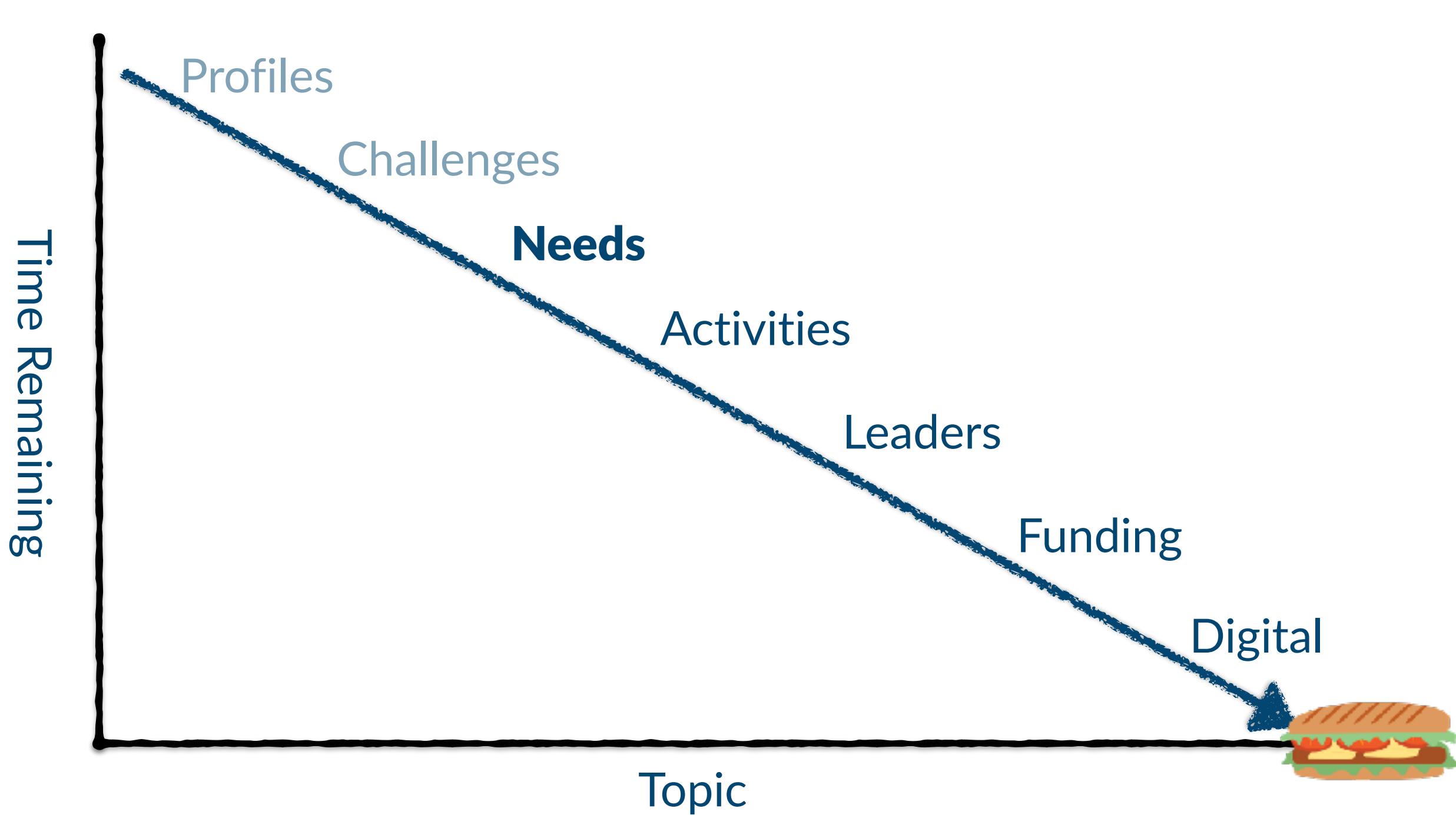
Communication with national

7%

Challenges

- 
- Event attendance
- Recruiting leaders
- Fundraising for the group
- Time commitment of leaders
- Telling members about events
- Fundraising for scholarships
- Telling members about group news
- Leadership turnover
- Fundraising for alma mater
- Communication with national
- Challenges







42%

Websites + Social Media Tools

36% Newsletter tools

36%
Event planning tools





Member Outreach Training: 41%
Group Management Training: 15%

Only 39% say more funding is a priority



Time Remaining

Profiles

Challenges

Needs

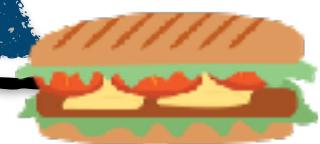
Activities

Leaders

Funding

Digital

Topic



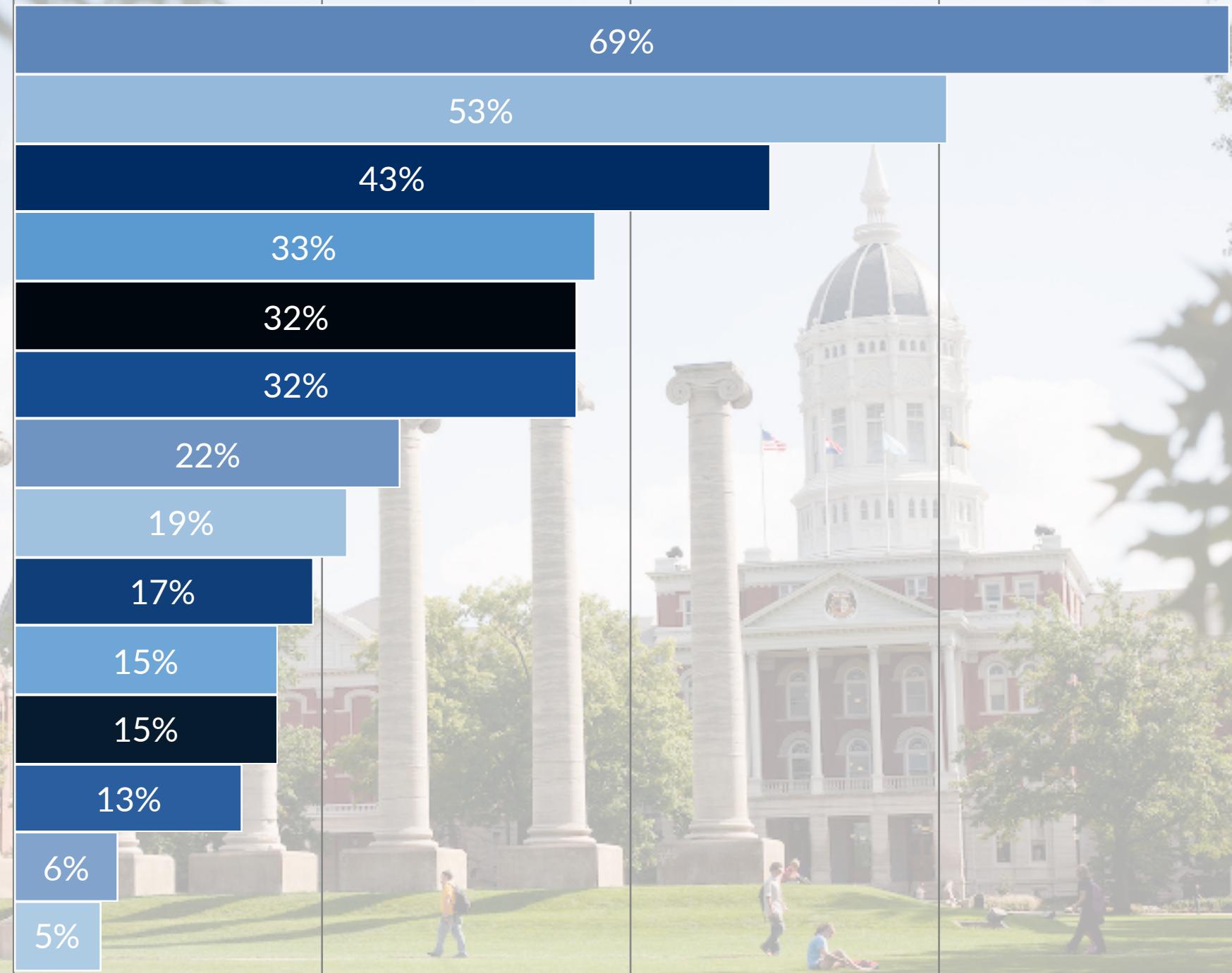
A photograph of a young man with long dark hair, wearing a red hoodie with the number 71, cheering at a football watch party. He has his arms raised in the air and is shouting. In the background, there are other people, some wearing red jerseys, and a large screen displaying a football game. The setting appears to be a sports bar or stadium.

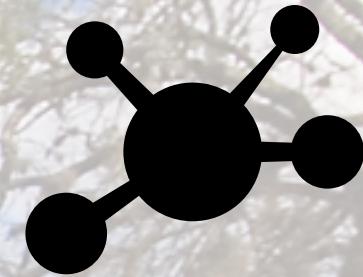
69% host football
watch parties



53% host
Networking Events

Football Watch Party
Networking
Basketball Watch Party
Outdoor Activity
Volunteer
Professional Sports
Cultural
School Spirit
Charity Fundraiser
Wine/Alcohol Tasting
Formal Dinner/Dance
Professional Development
Movies
Sports League





53%

24%

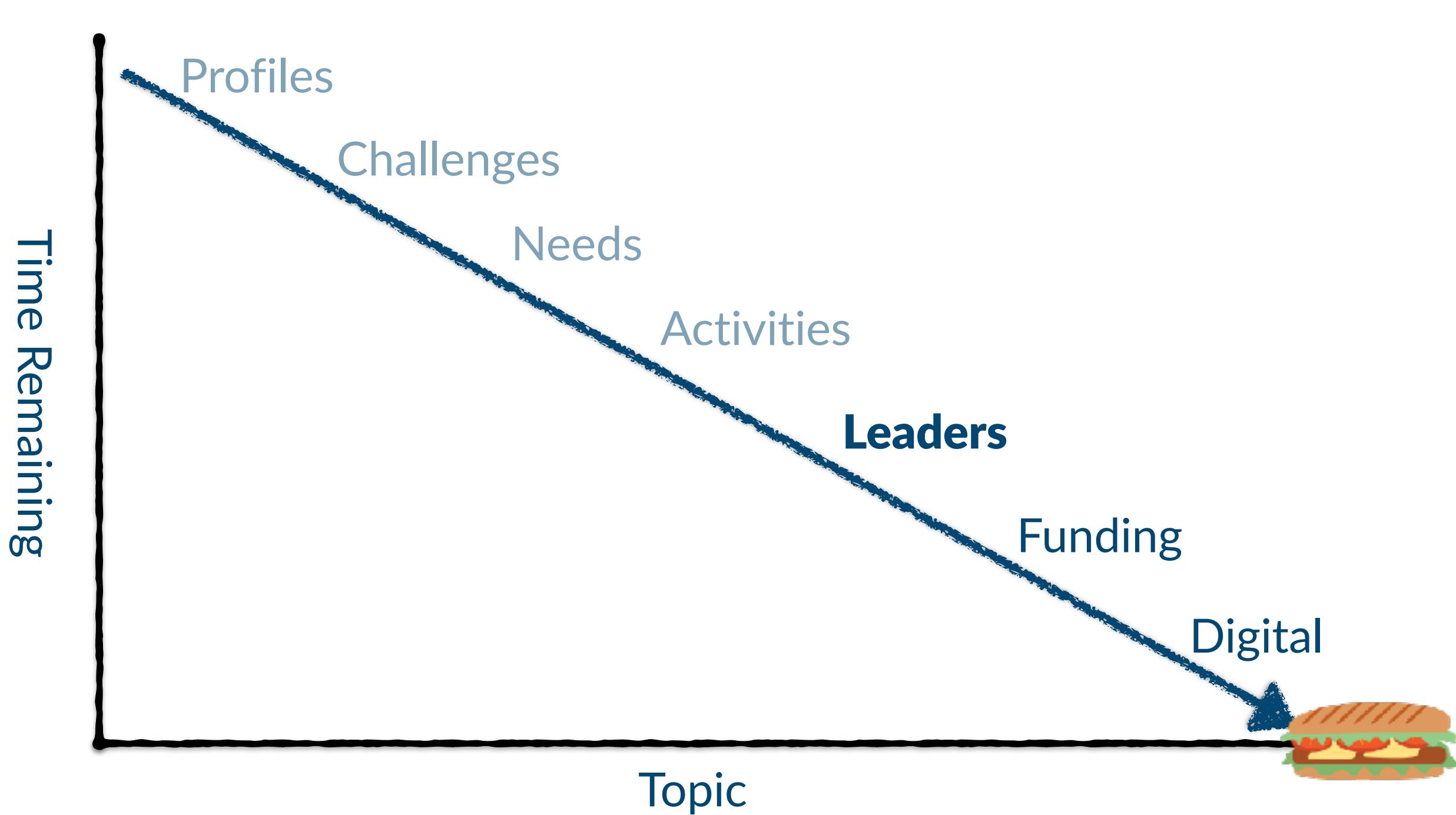
32%

4%

15%

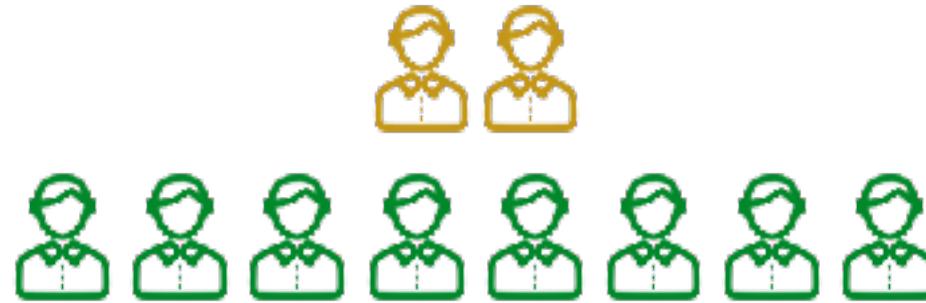


82%





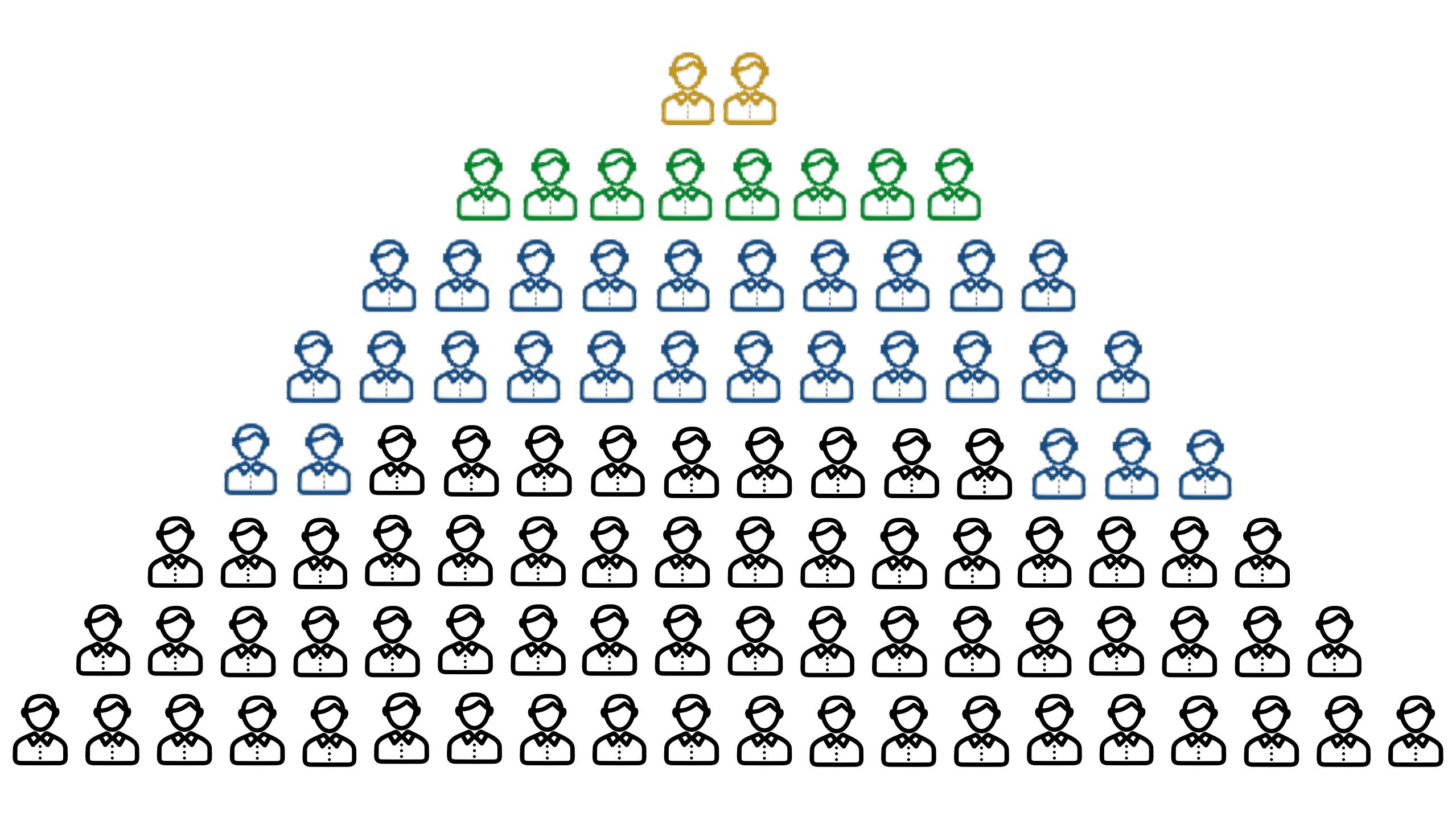
2% >50 events /year



10% >20 events /year



37% >10 events /year





>50 Events

62% have a population 7,500+

$\frac{2}{3}$ receive less than \$500 /year

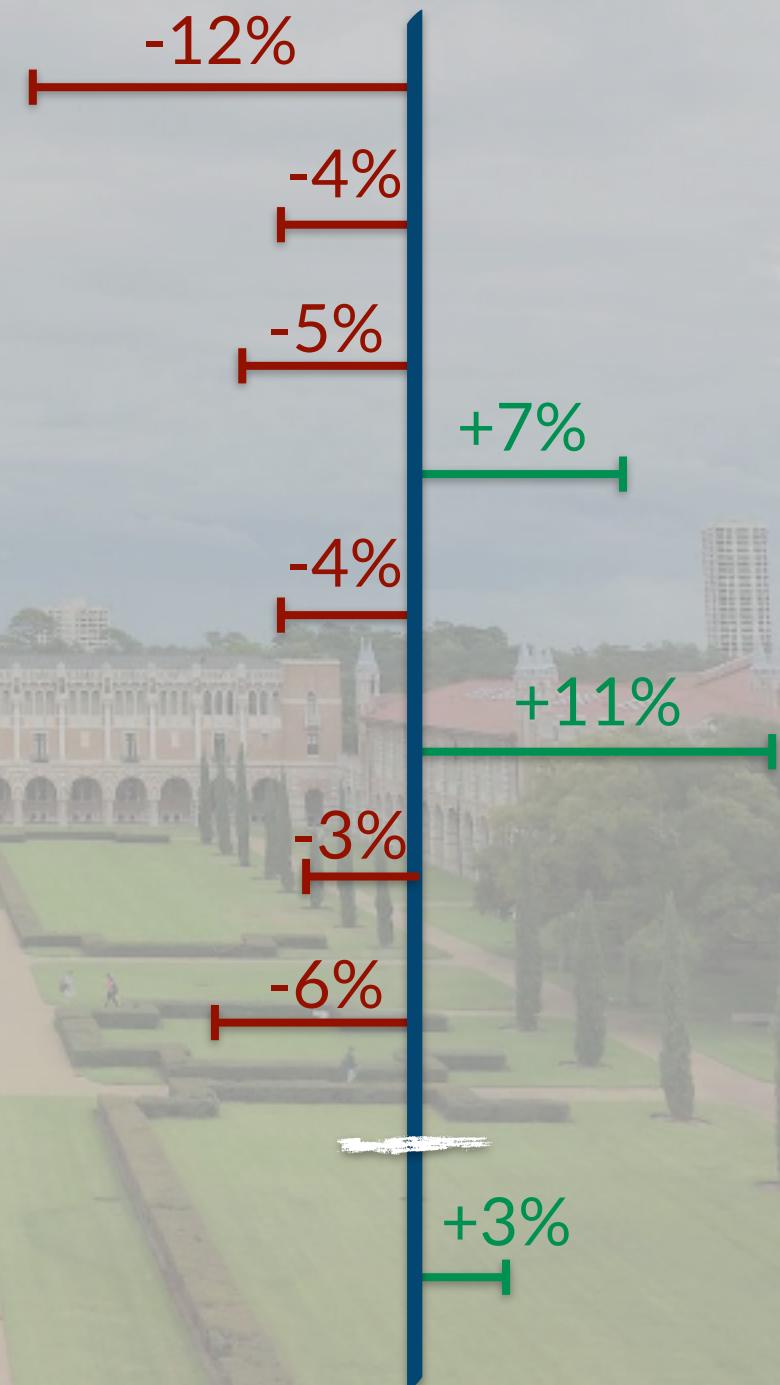


>30 Events

$\frac{1}{3}$ private
 $\frac{2}{3}$ public

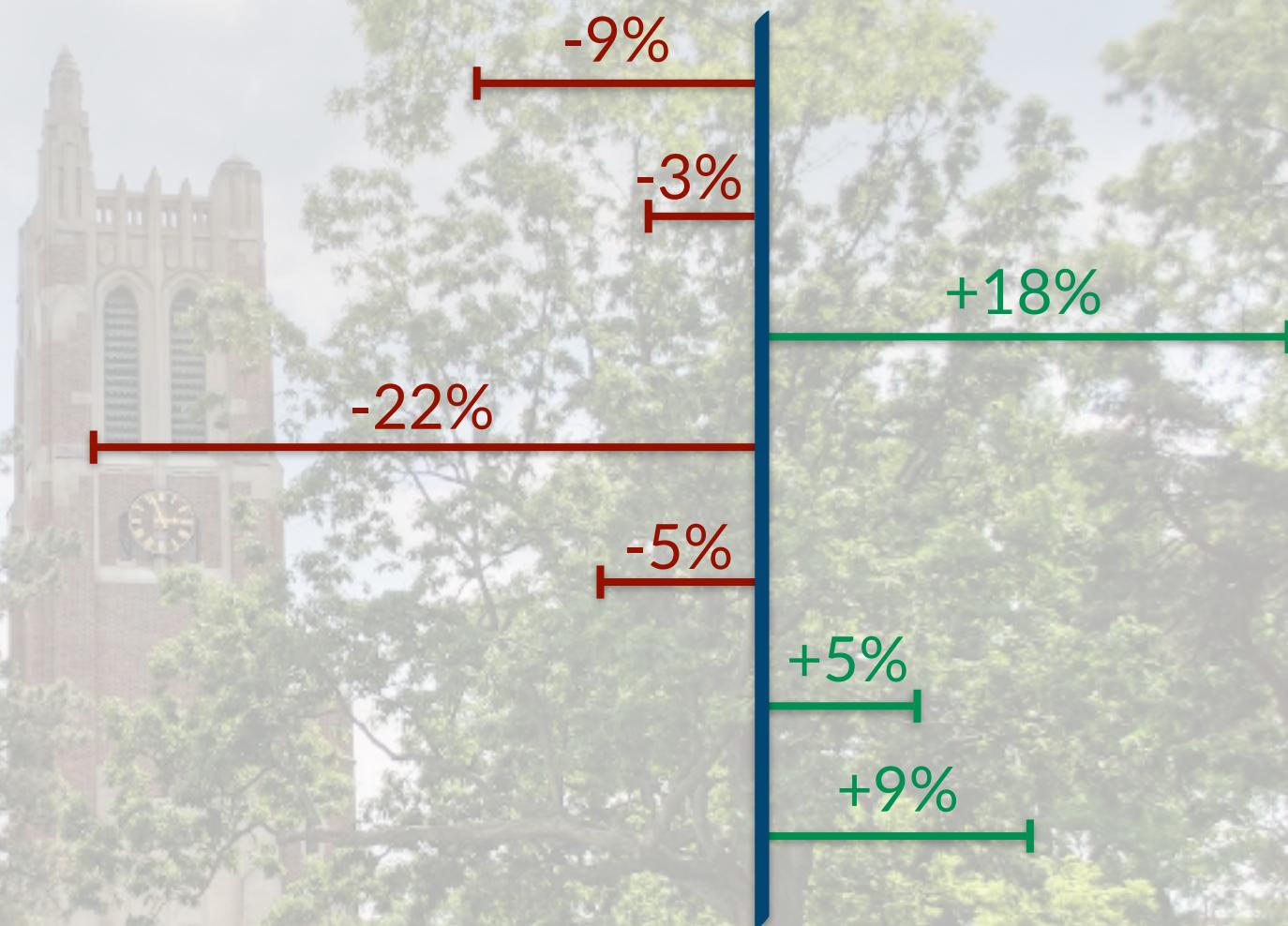
Activity Types

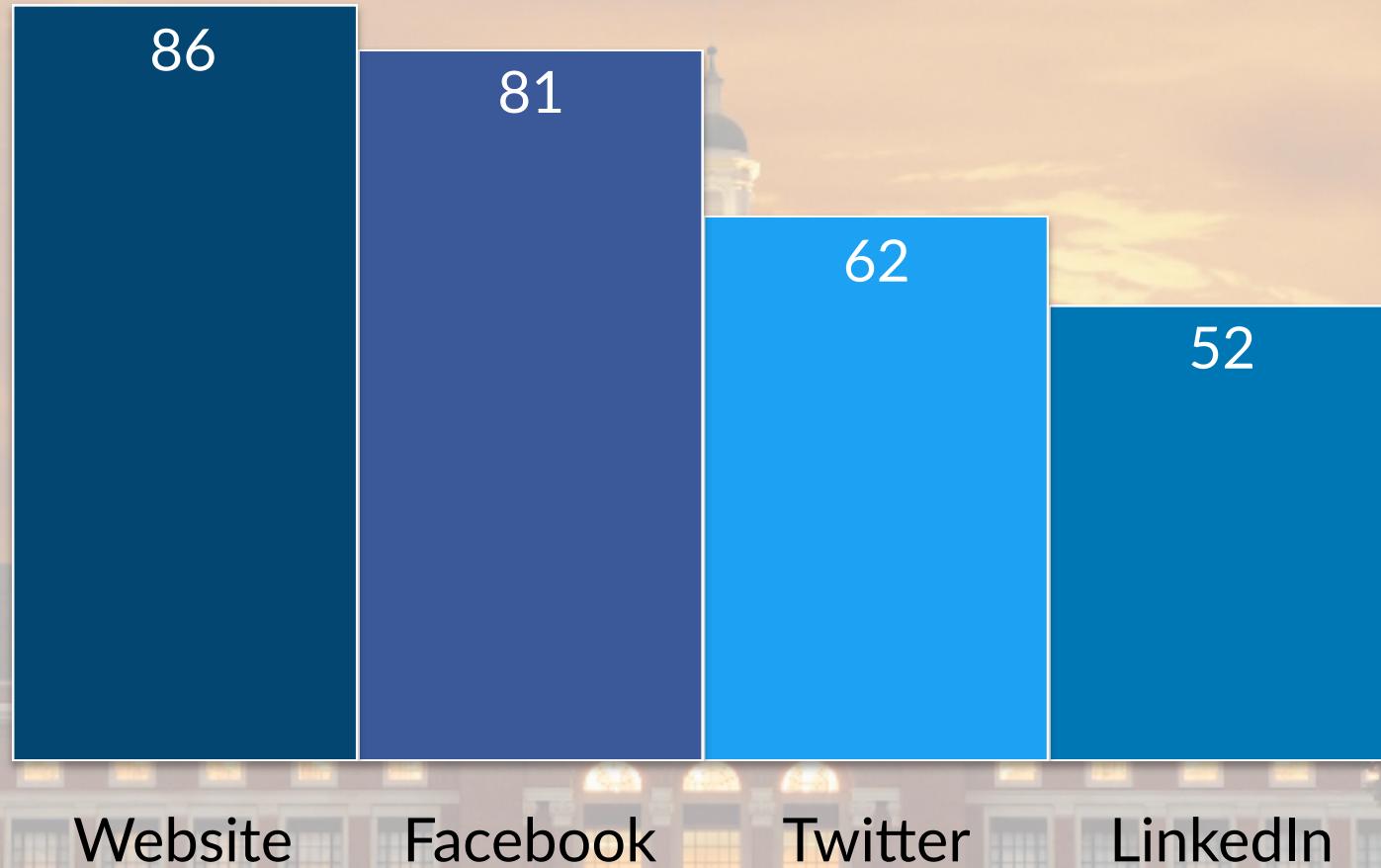
- Event attendance
- Recruiting leaders
- Fundraising for the group
- Time commitment of leaders
- Telling members about events
- Fundraising for scholarships
- Telling members about group news
- Leadership turnover
- Fundraising for alma mater
- Communication with national



Services They Need

- Website or Social Media Tools
- Member outreach/comm training
- Additional funding
- Email newsletter services
- Event planning tools
- Print services
- Group management training

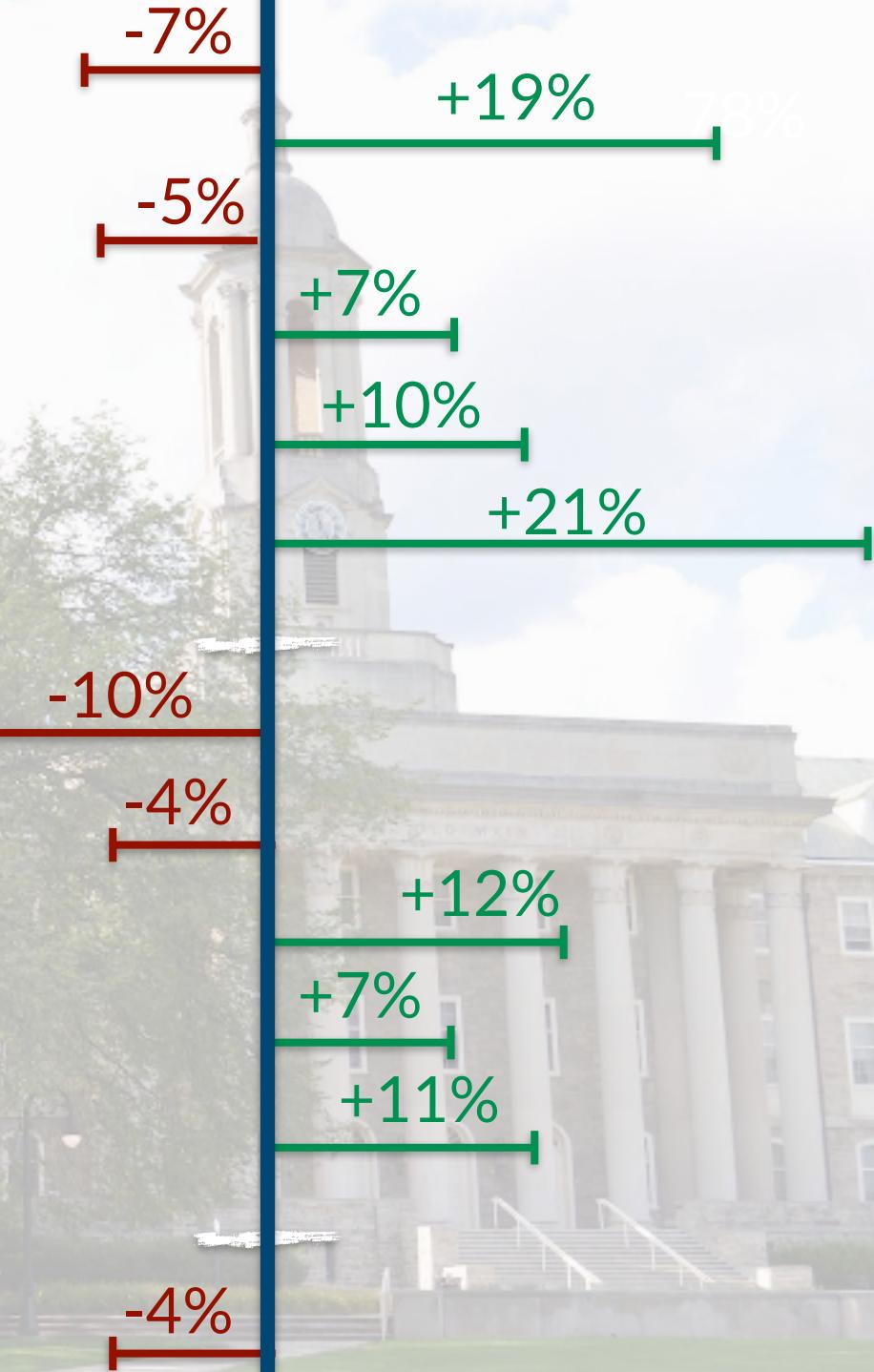




Well-Attended Events

"Highly Active Groups"

- Football Watch Party
- Networking
- Basketball Watch Party
- Outdoor Activity
- Volunteer
- Professional Sports
- Cultural
- School Spirit
- Charity Fundraiser
- Wine/Alcohol Tasting
- Formal Dinner/Dance
- Professional Development
- Movies
- Sports League



Time Remaining



Profiles

Challenges

Needs

Activities

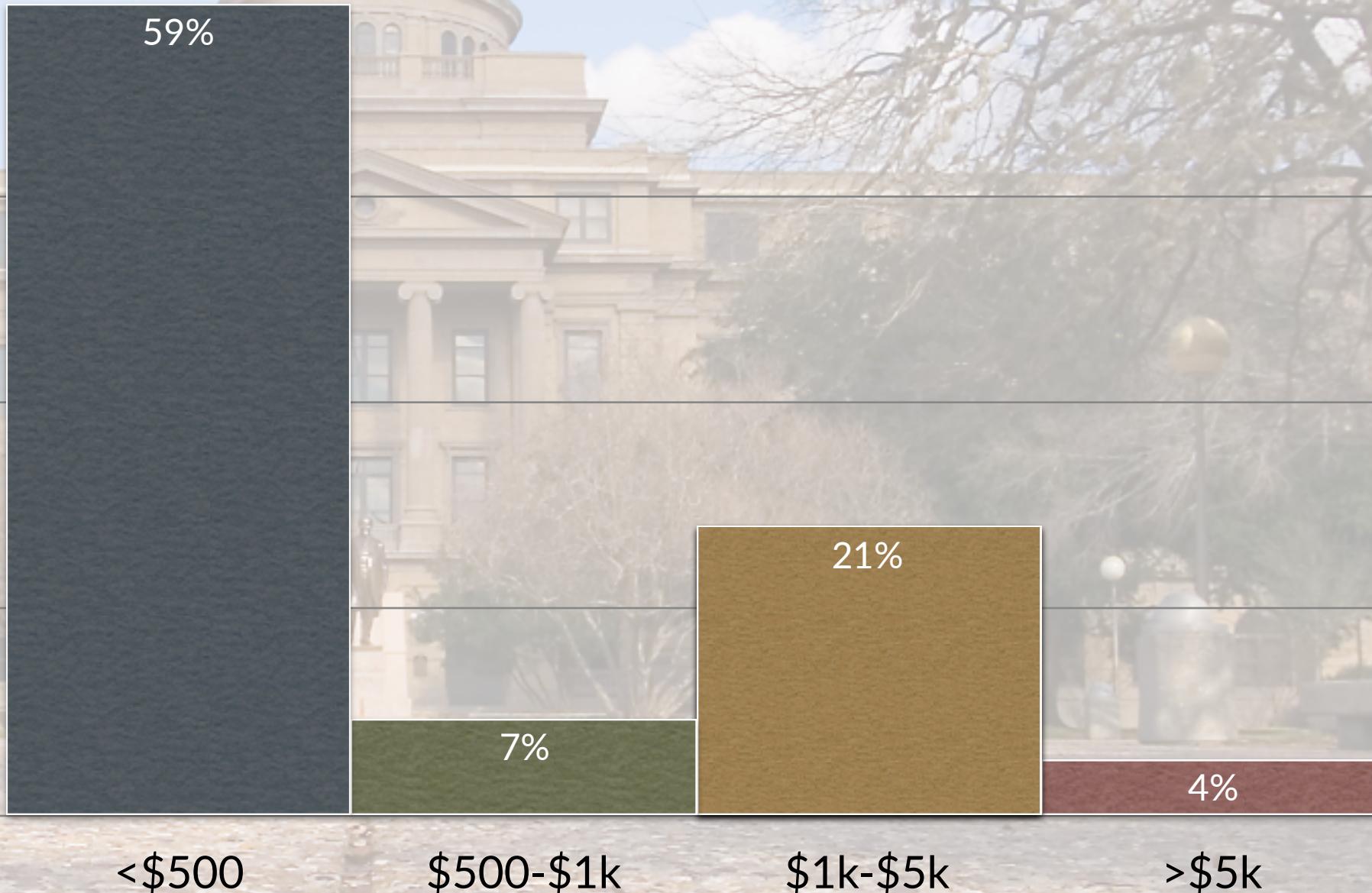
Leaders

Funding

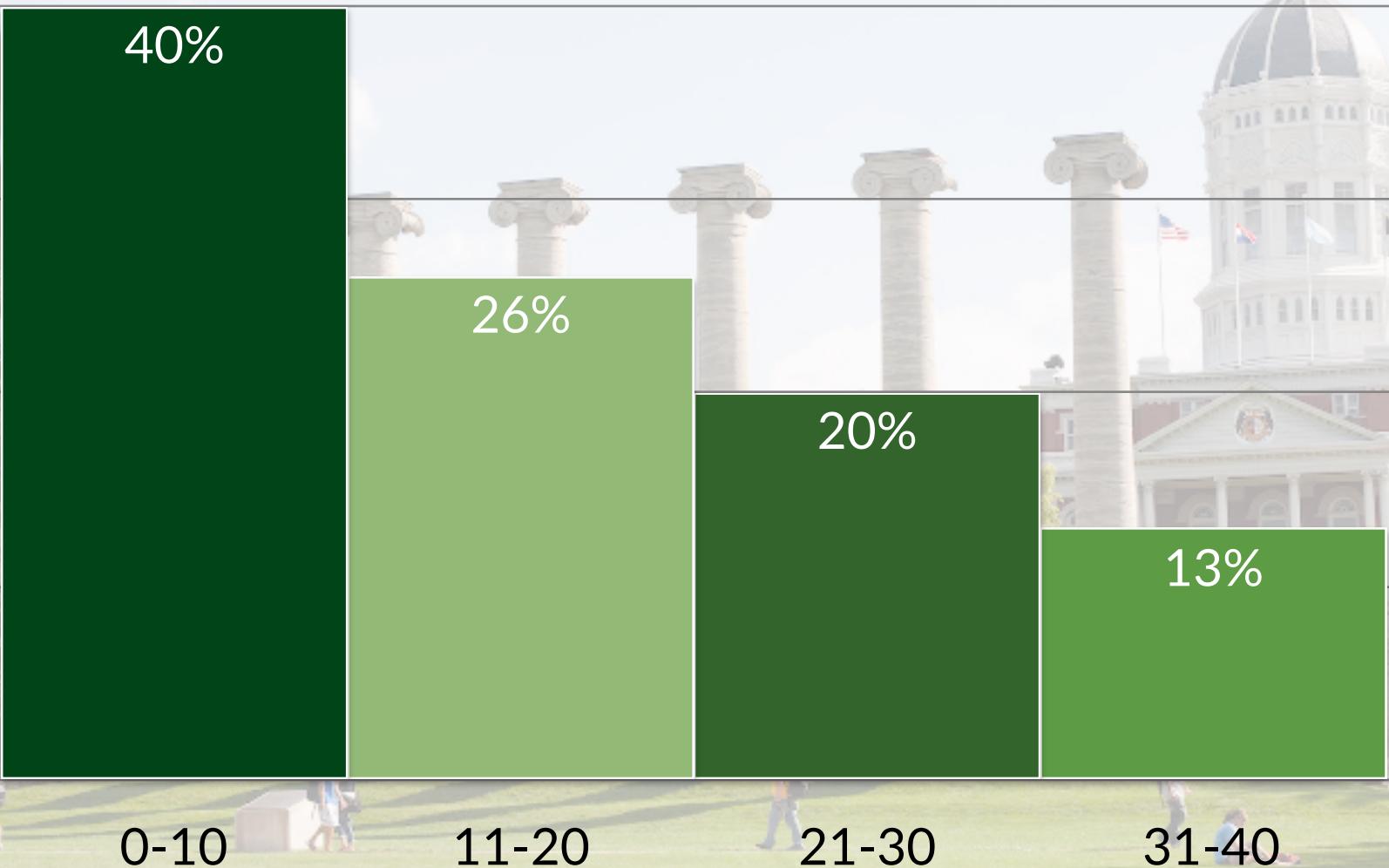
Digital

Topic

Group Funding

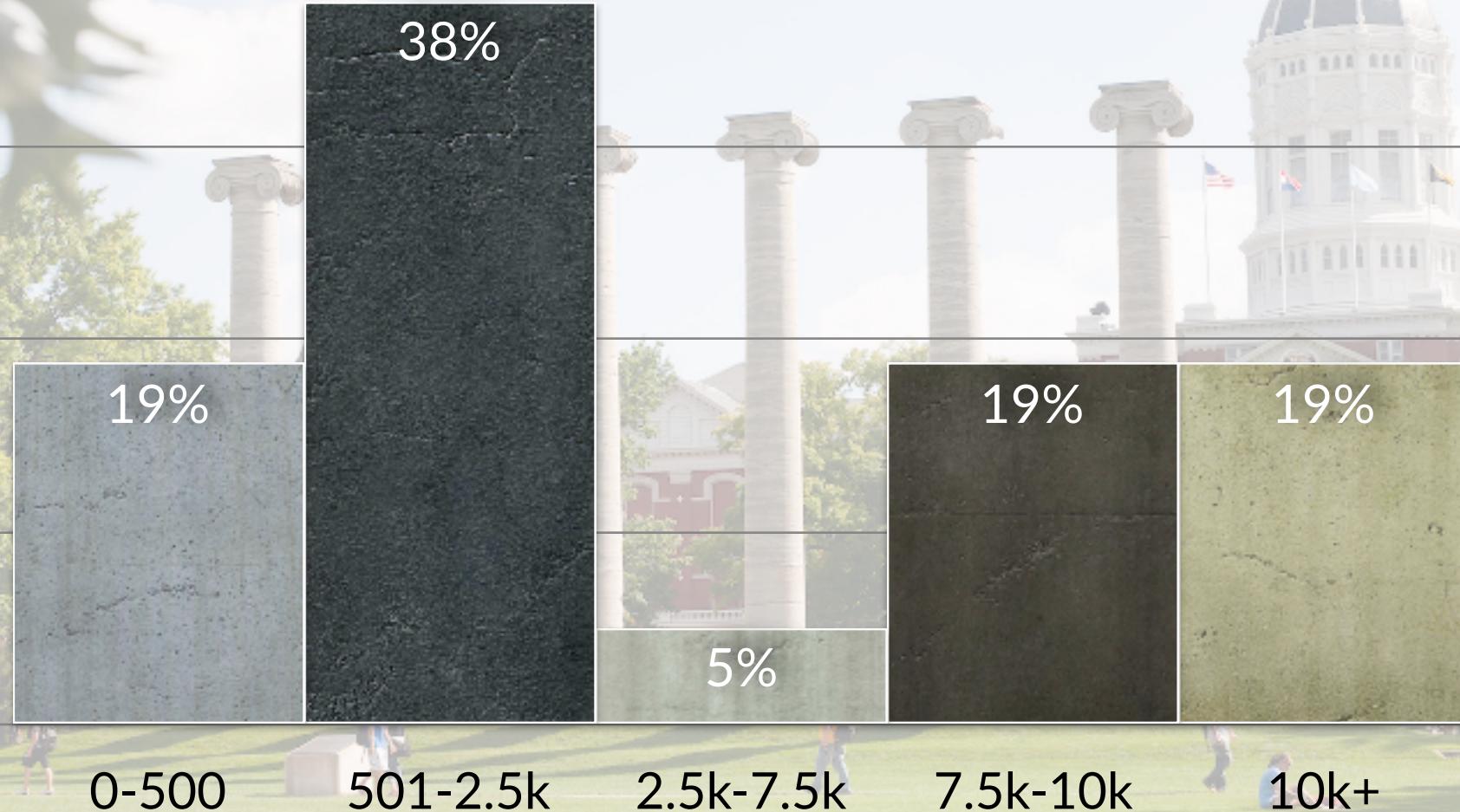


Activities

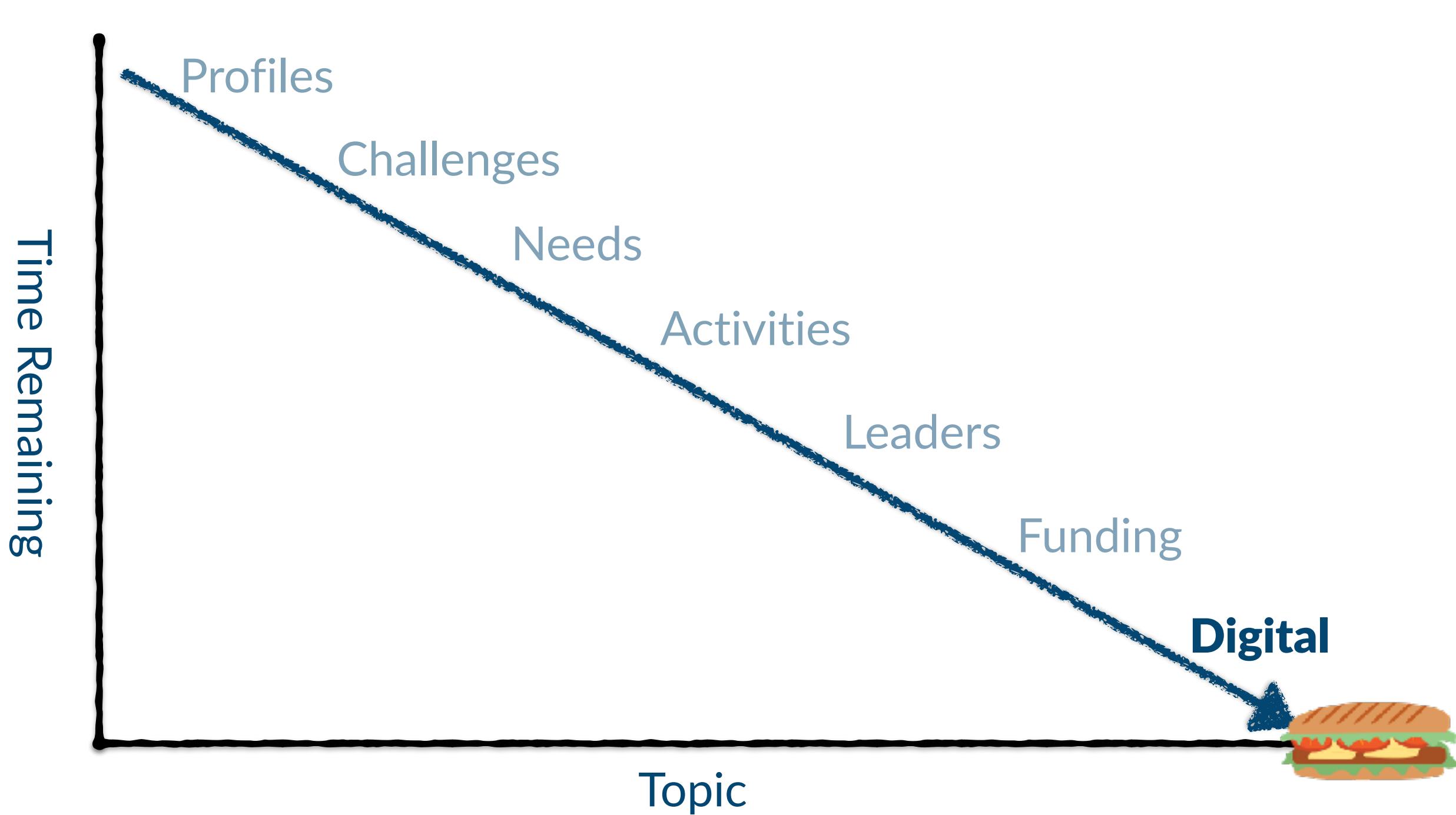


Highly Funded Groups: >\$5k /year

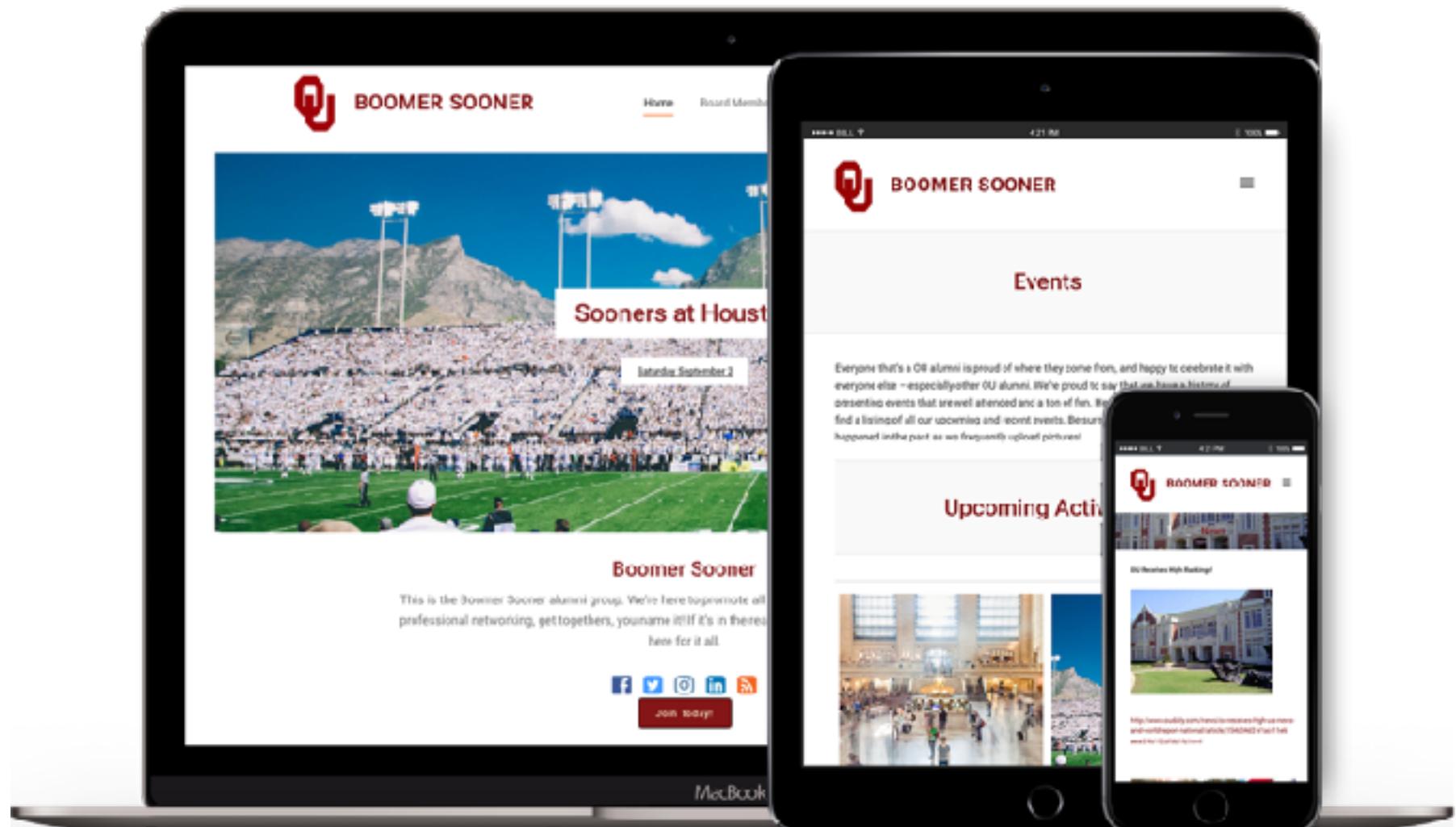
Alumni Market Size



Highly Funded Groups: >\$5k /year

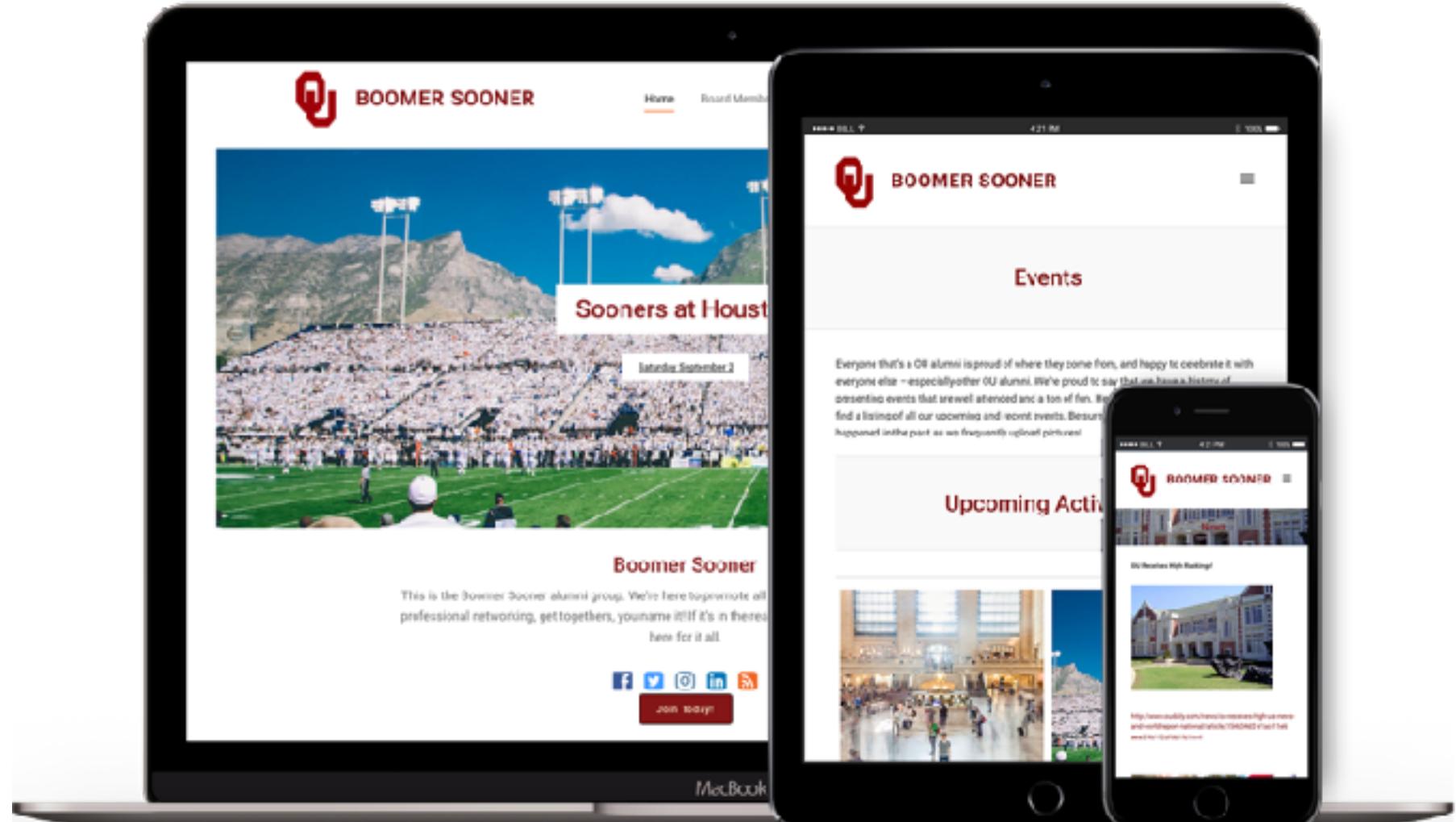


53% have a dedicated website



Of those who do not have a site, “Website and Social Media Tools” was the most commonly listed need.

44% of groups want this help from their association.



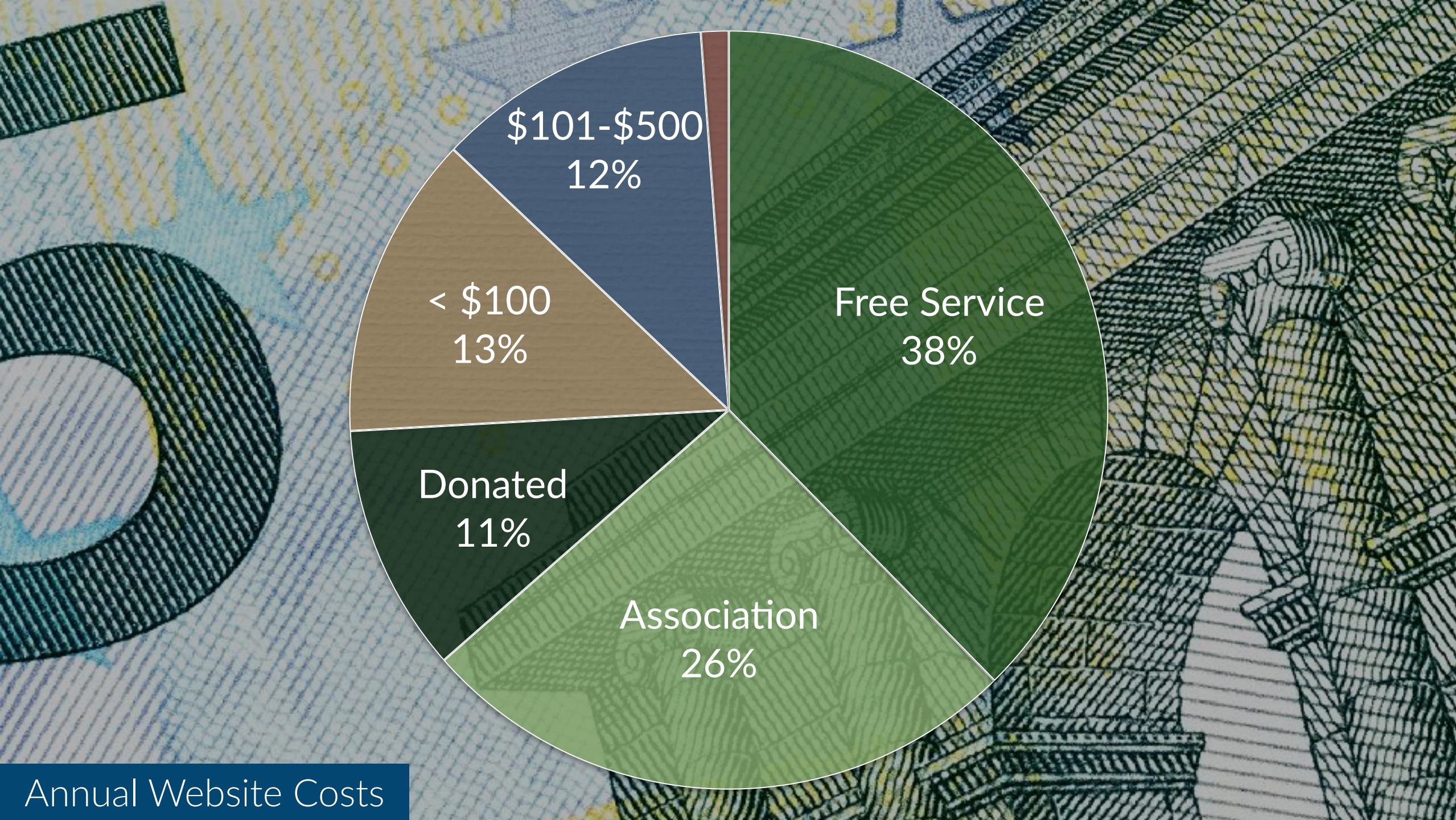
53% update their sites at least monthly.

53% update their site

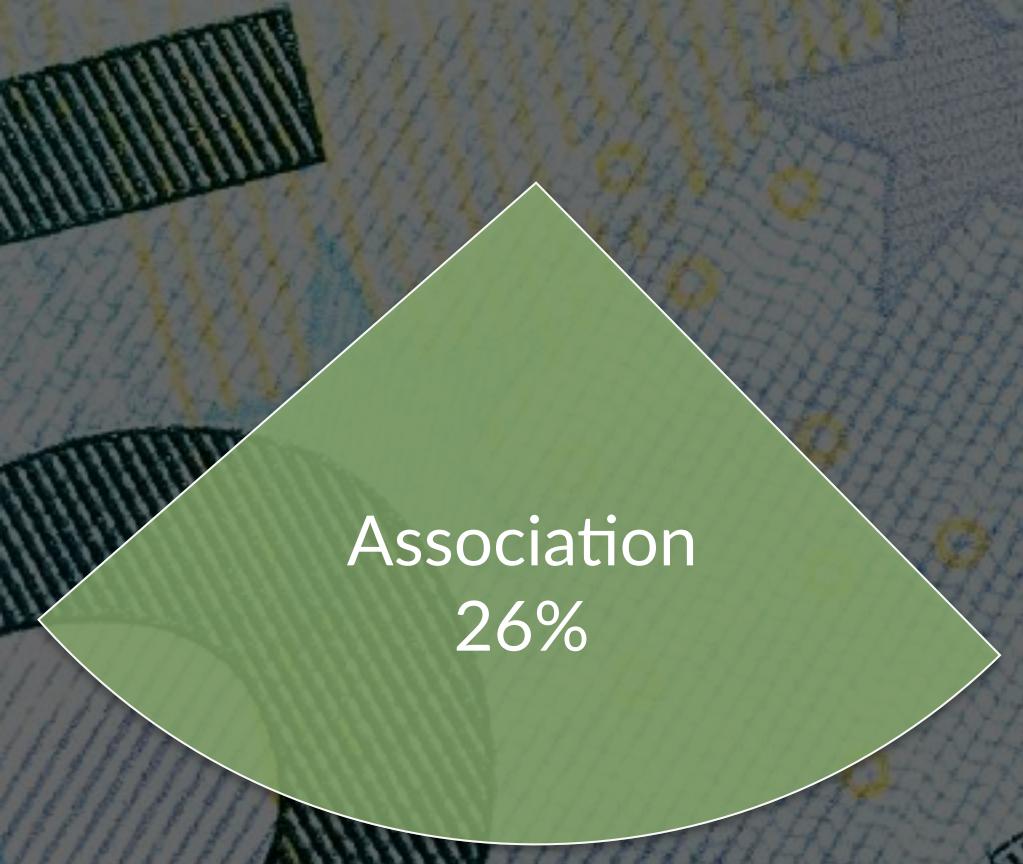
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For 94% of groups, fewer than 3 people have access to edit.



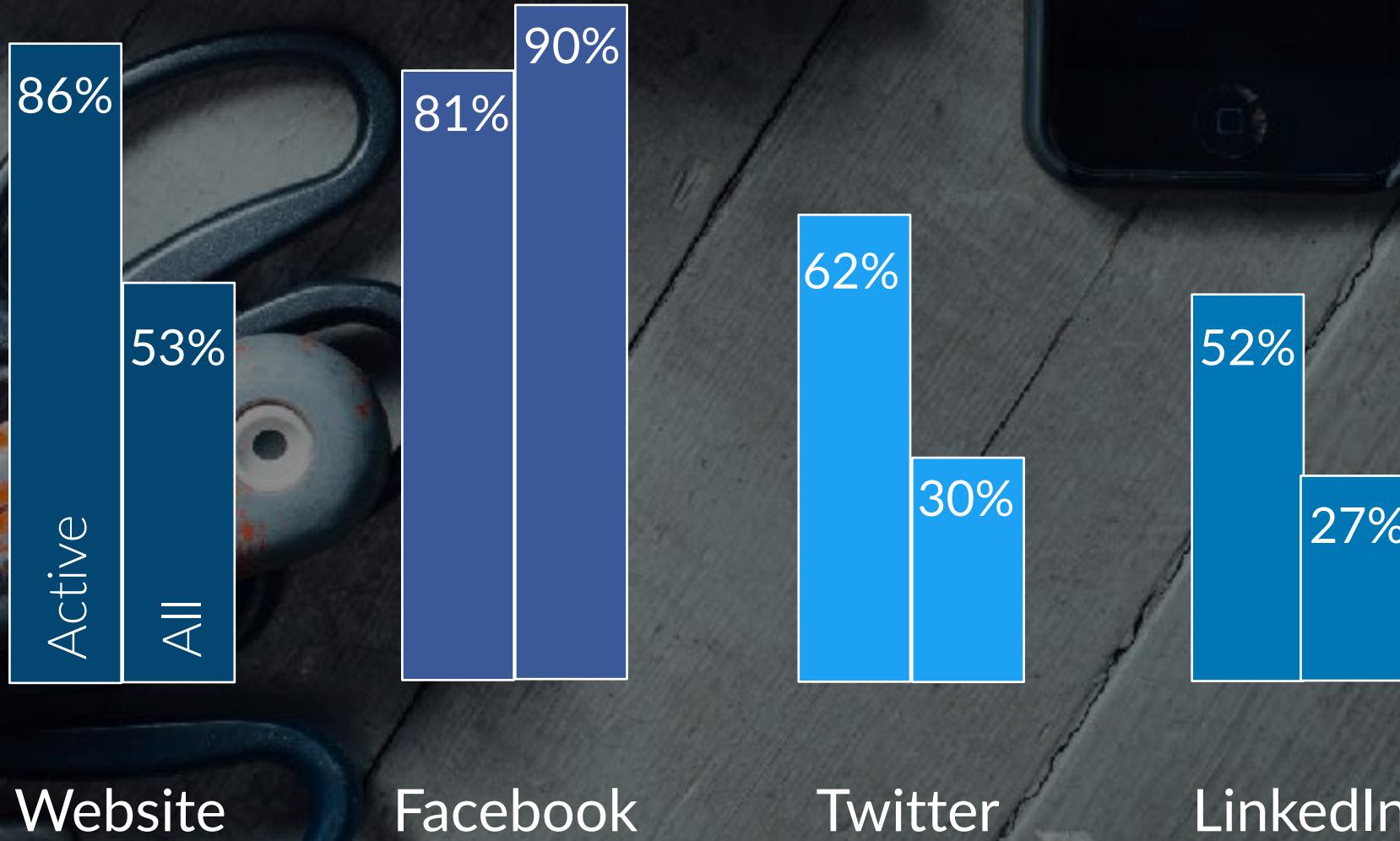
Annual Website Costs

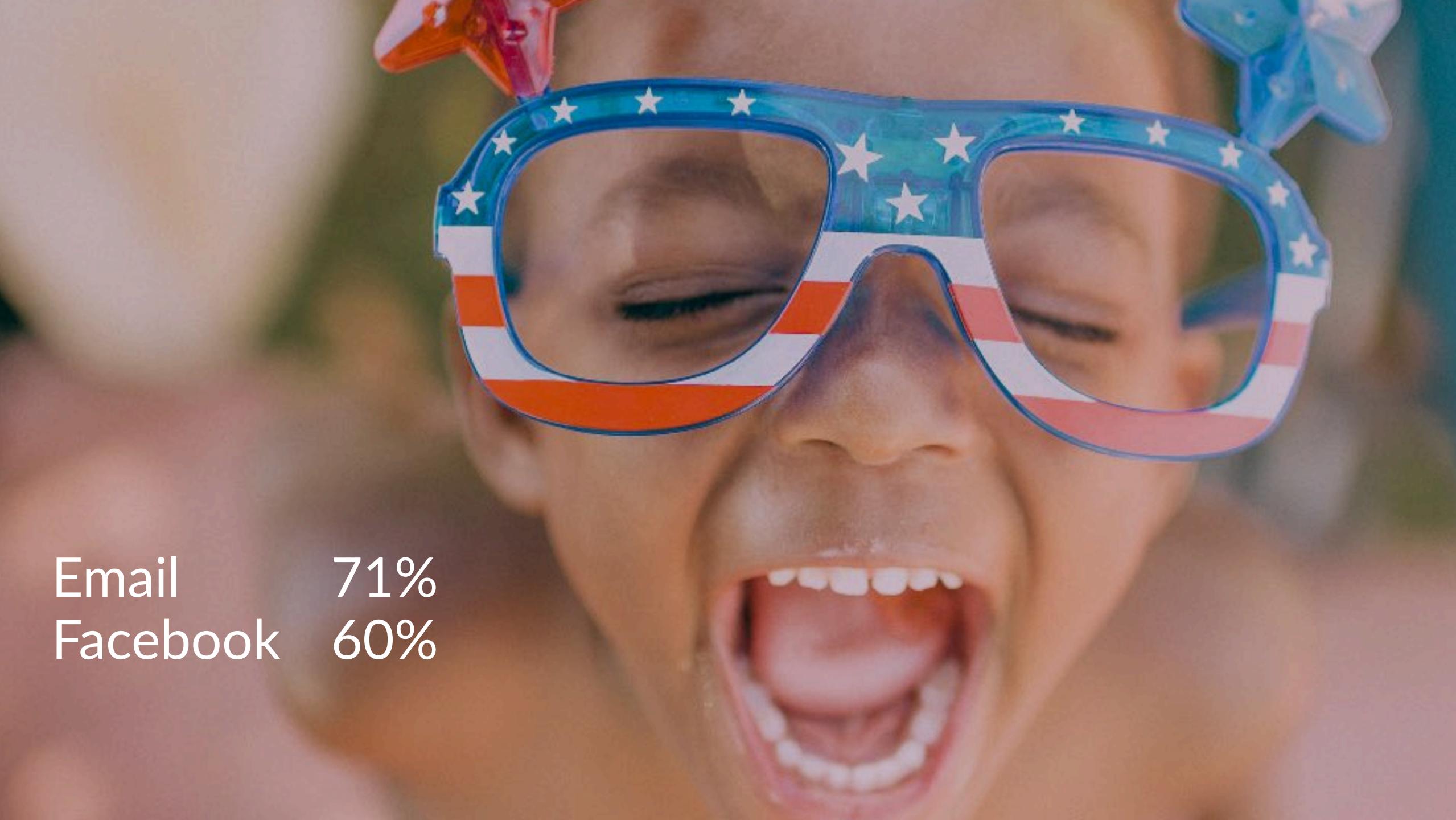


Association
26%

36% of groups who's associations provide their site are unhappy

Digital Tools

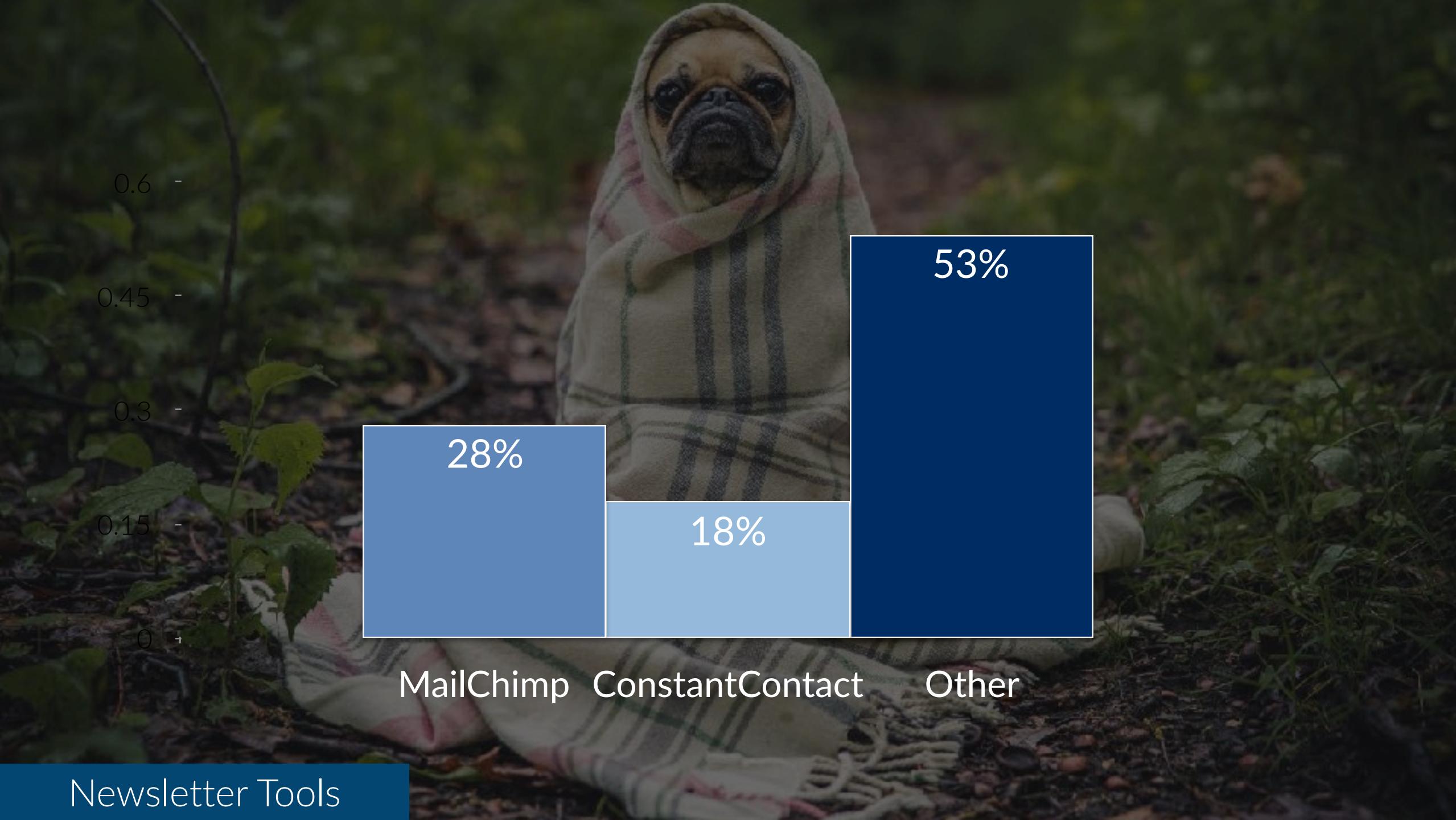


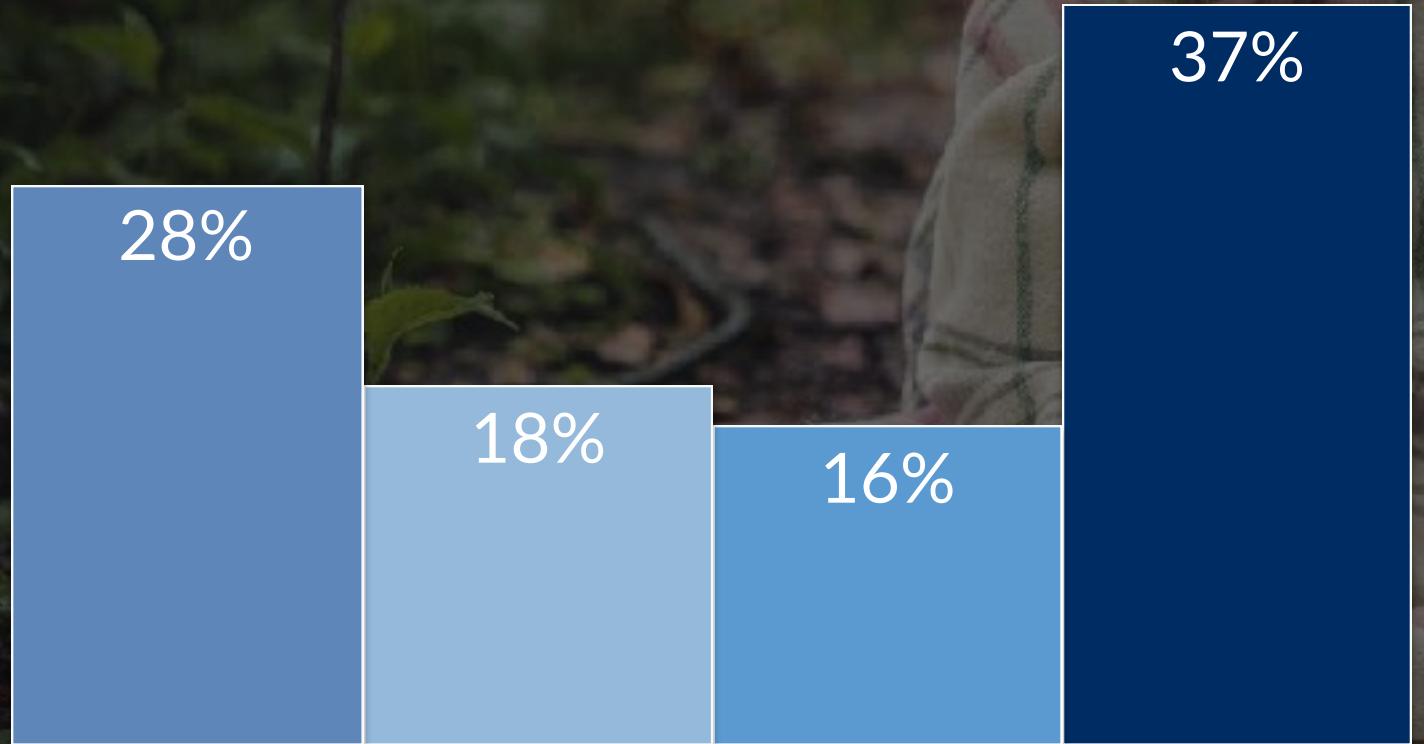


Email 71%
Facebook 60%

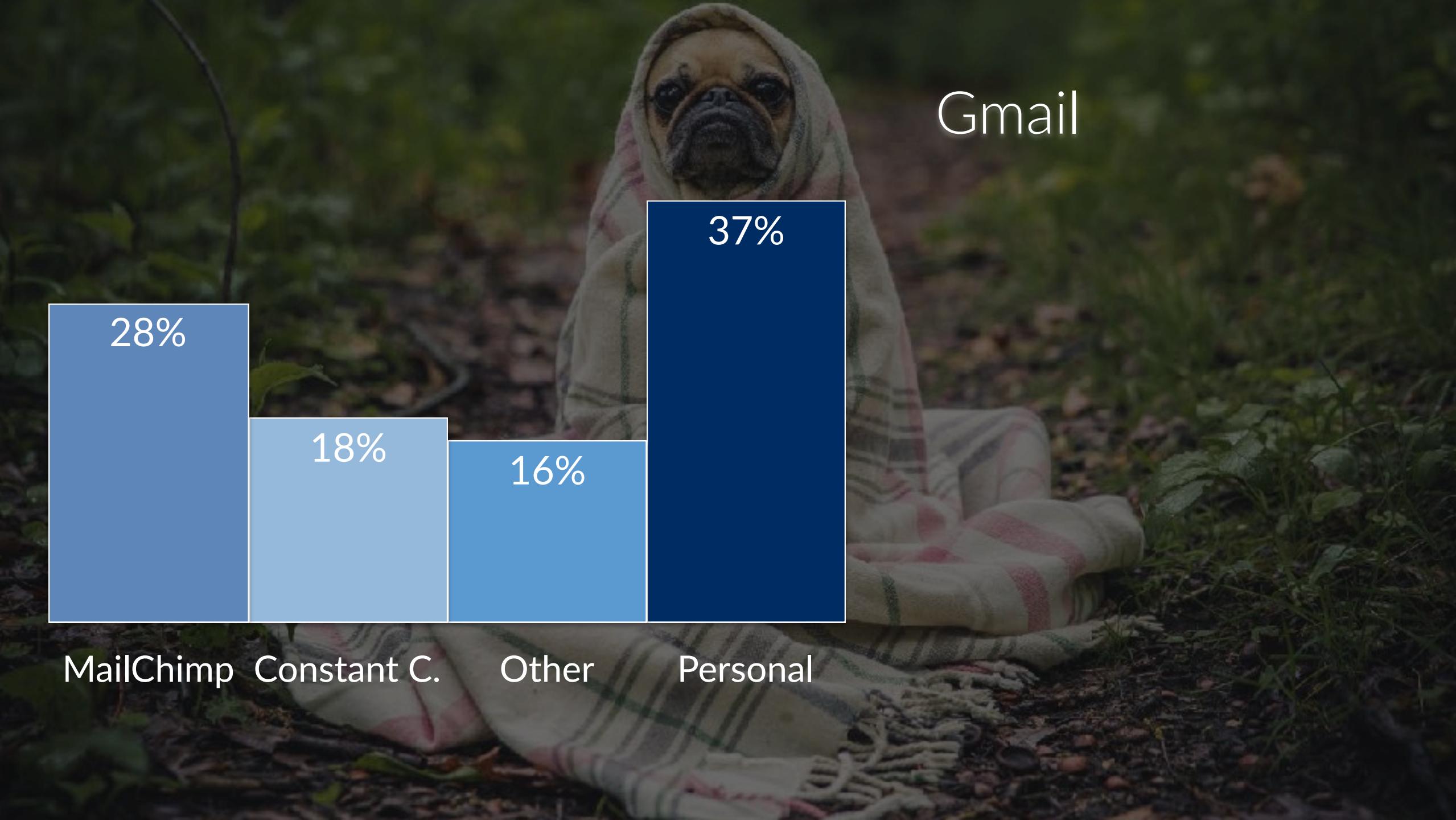
A pug dog is sitting on a path covered in fallen leaves and grass. It is wrapped from head to toe in a large, light-colored plaid blanket. The dog's dark brown face and ears are visible through the opening in the center of the blanket. The background is a soft-focus green, suggesting a park or garden setting.

54% have their
own database

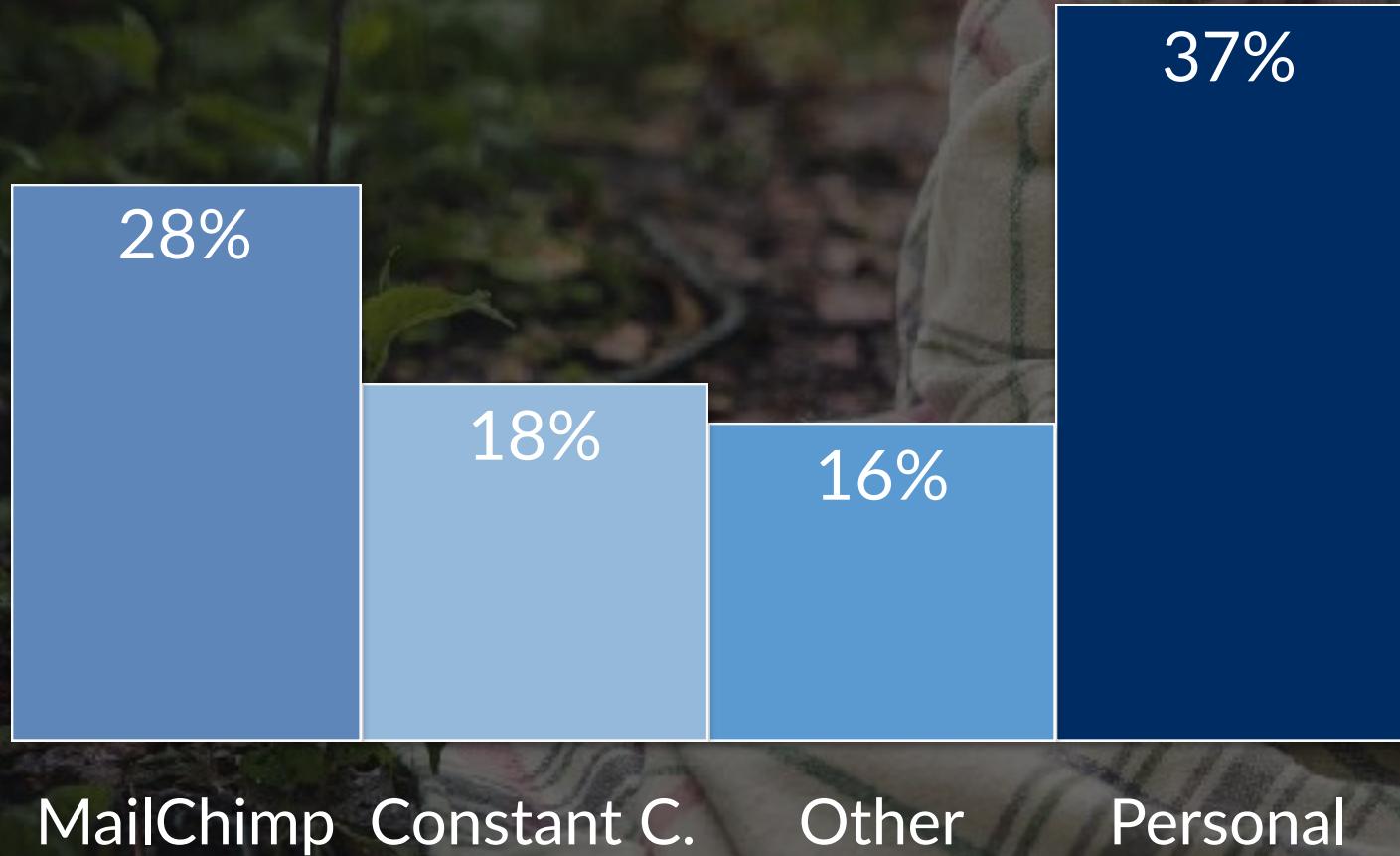


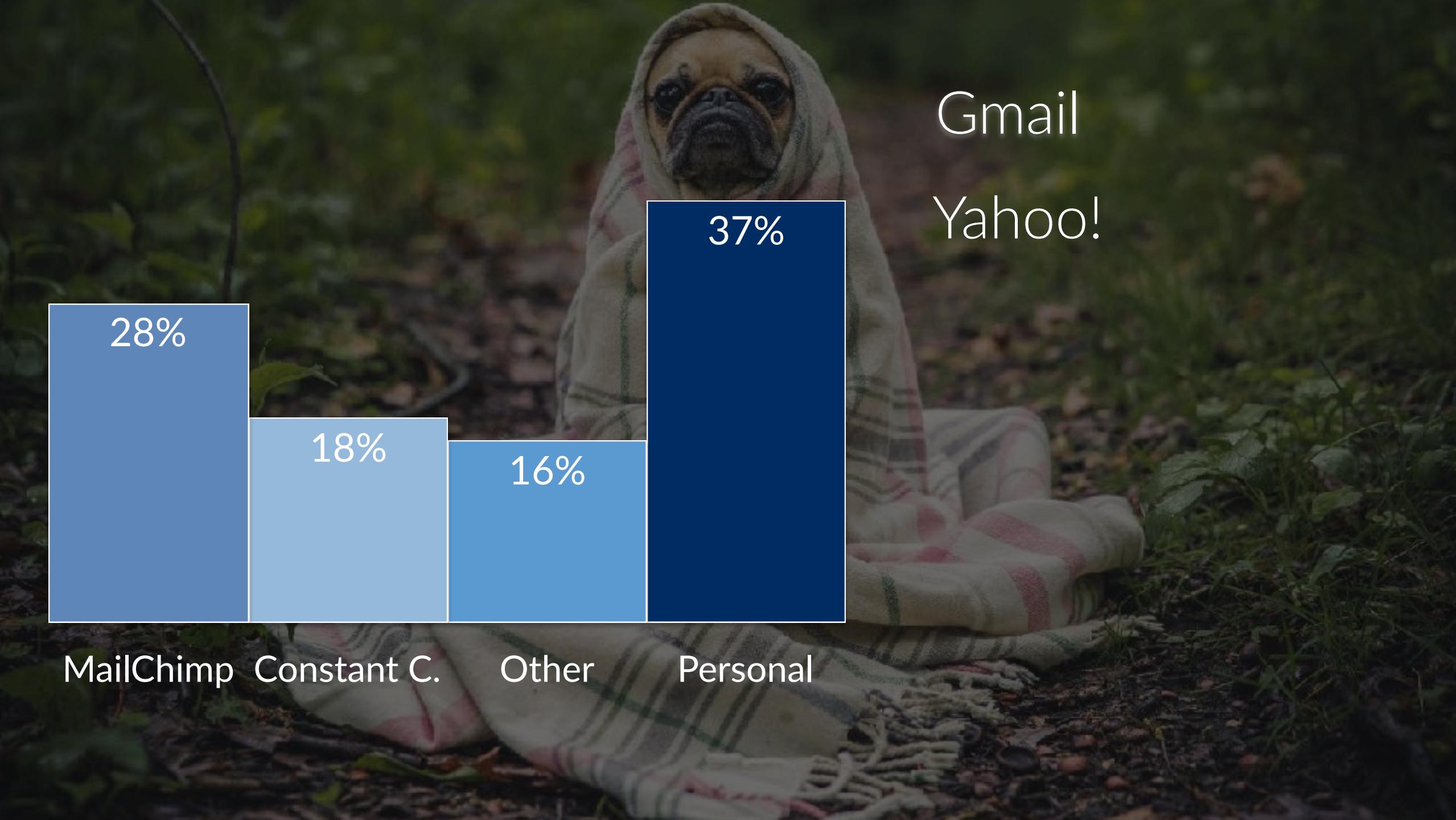


MailChimp Constant C. Other Personal

A pug dog is sitting on a light-colored blanket with red and green stripes in a park setting. The dog is looking directly at the camera. The background is blurred green foliage.

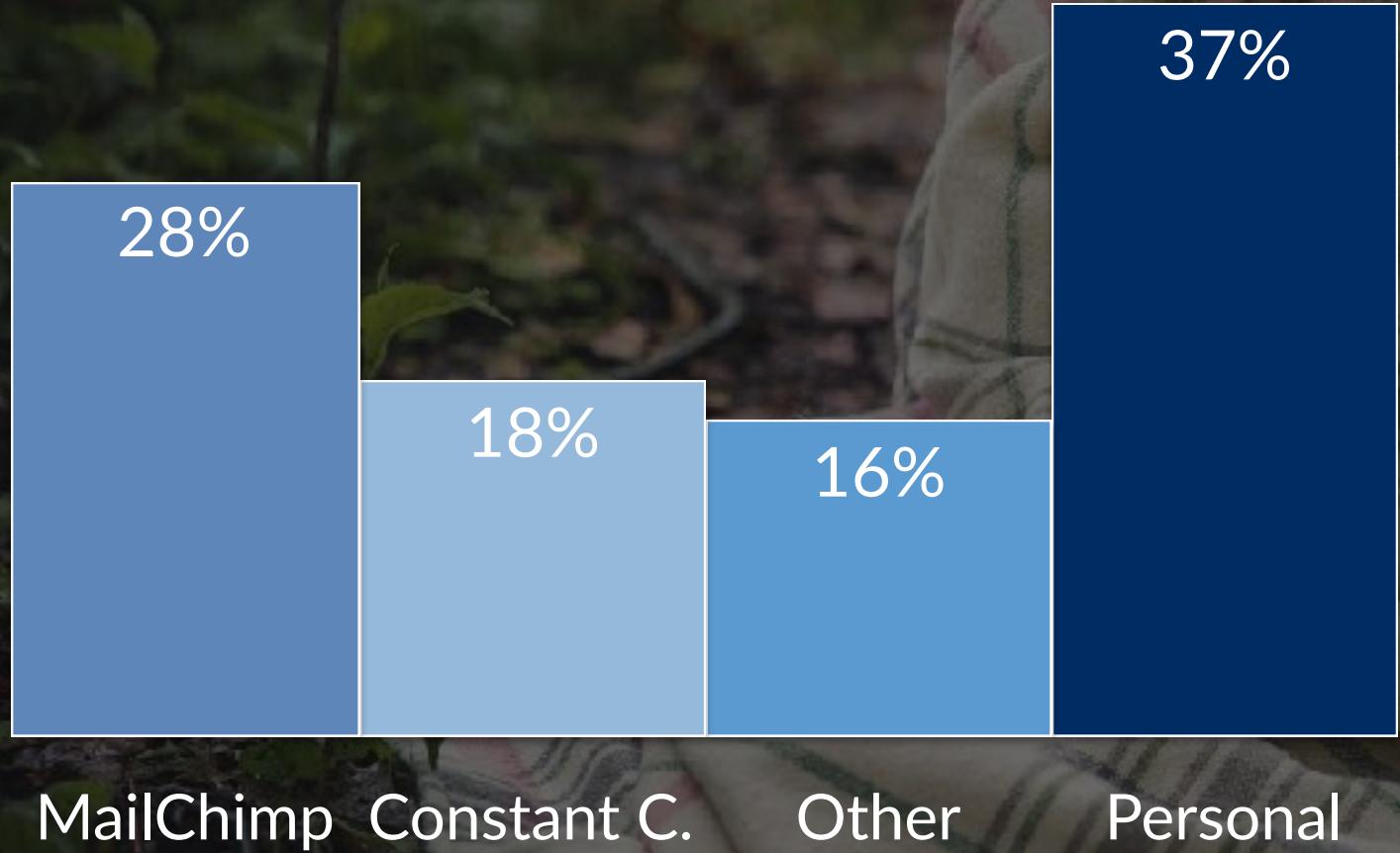
Gmail

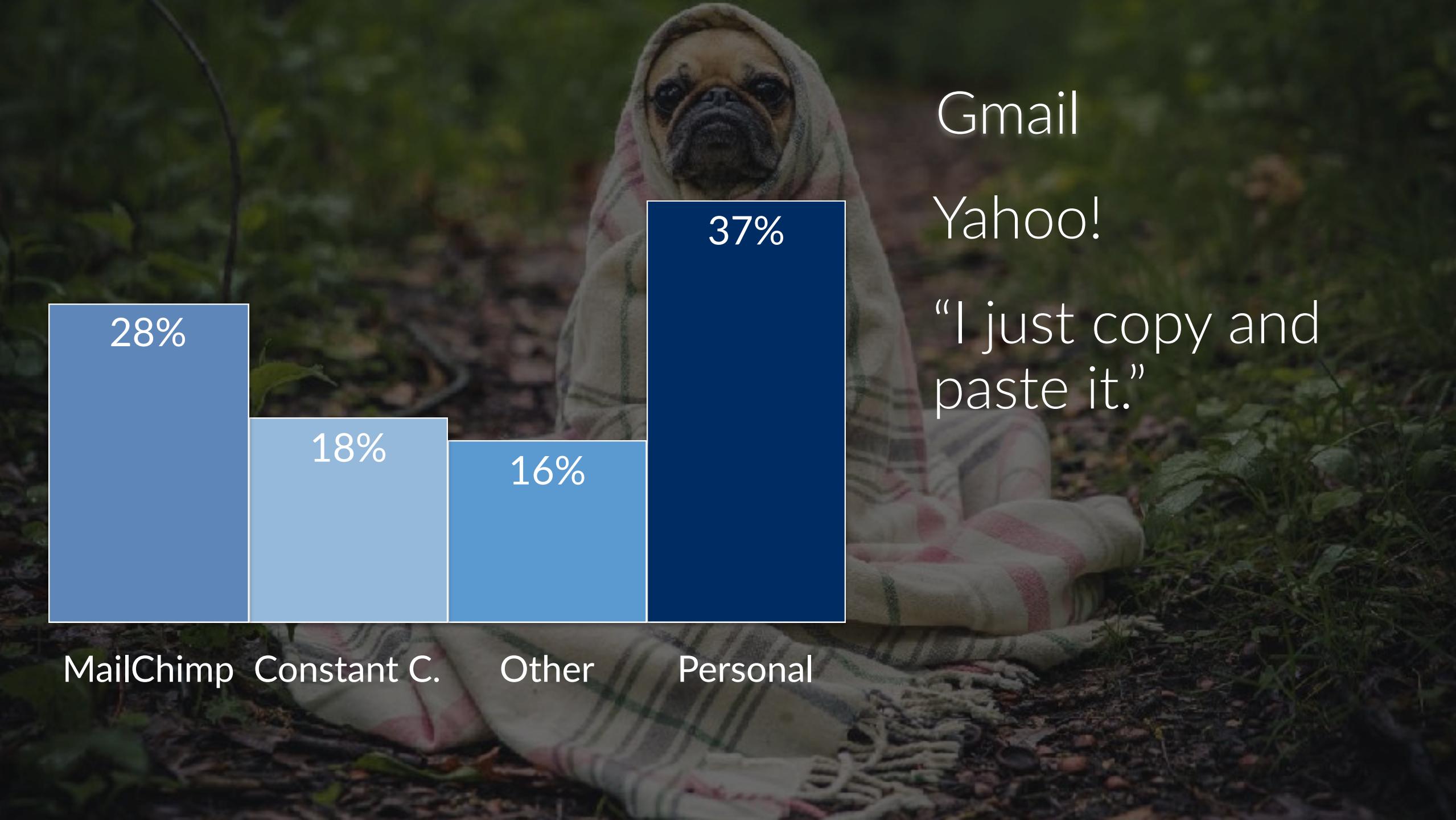


A pug dog is sitting on a light-colored blanket with red and green stripes in a park setting. The dog is looking directly at the camera. The background is blurred green foliage.

Gmail

Yahoo!

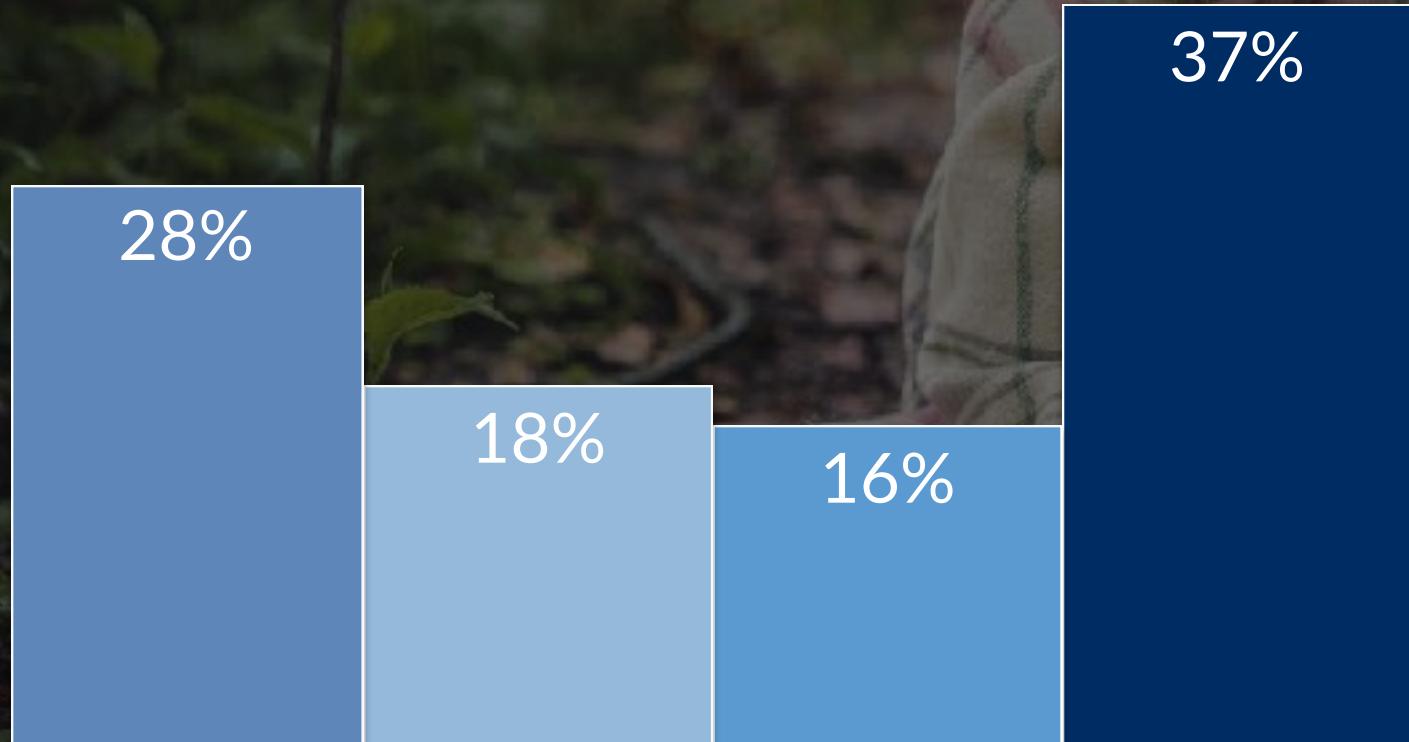


A photograph of a pug dog sitting on a striped blanket in a park. The dog is looking directly at the camera with a slightly weary expression. The background is filled with green foliage and trees.

Gmail

Yahoo!

“I just copy and
paste it.”

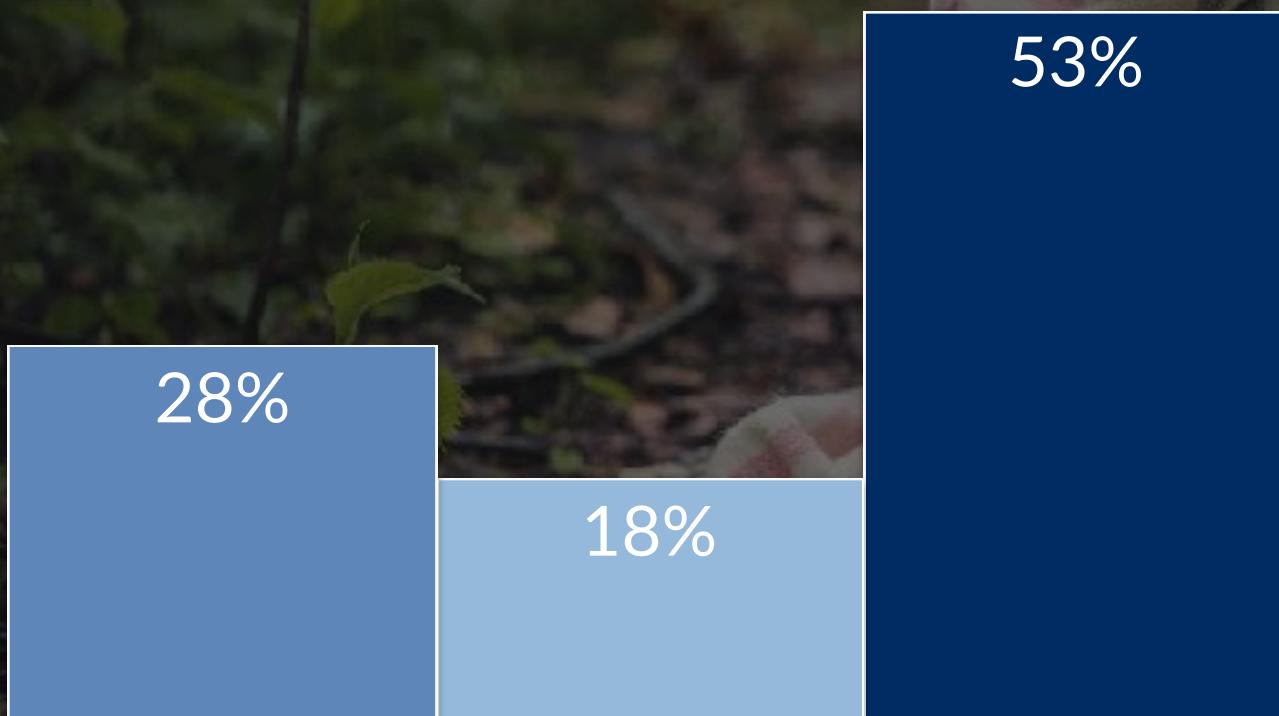


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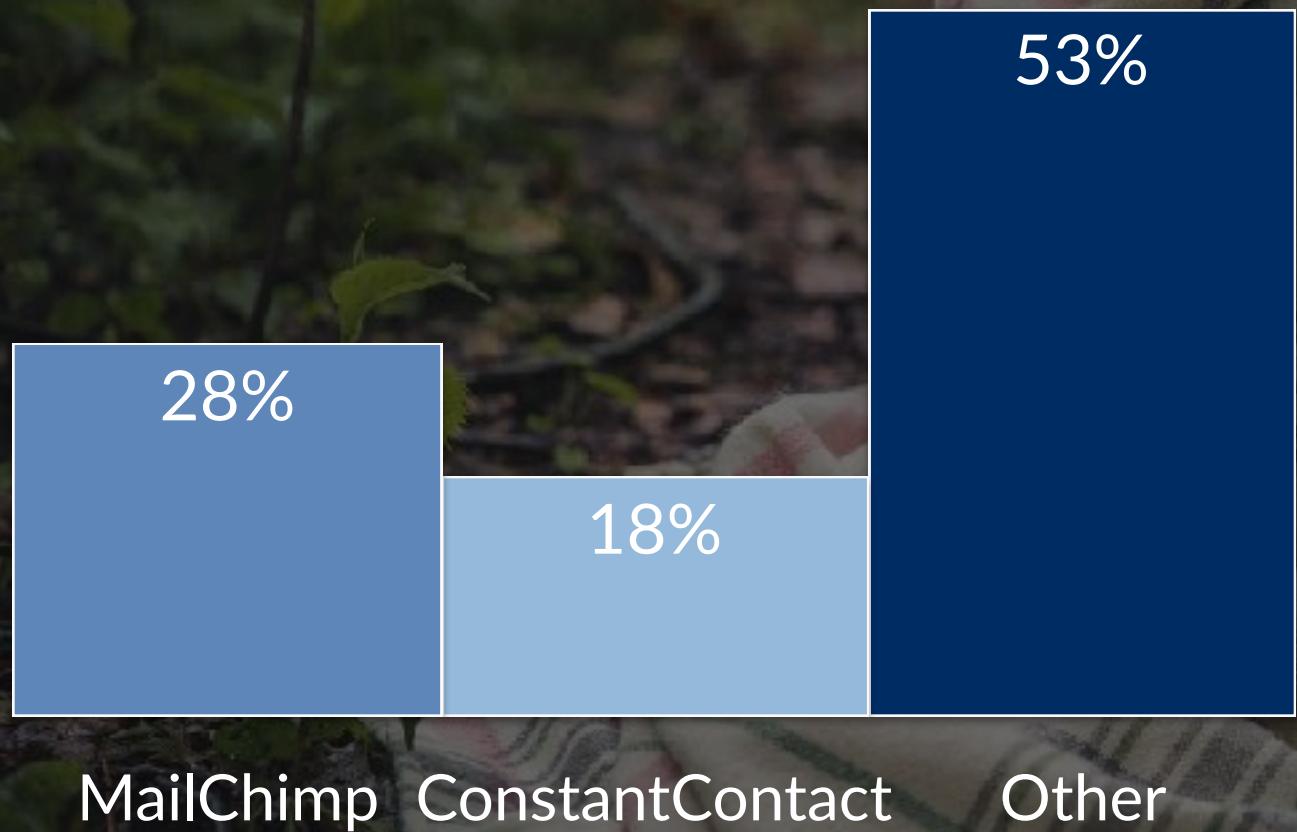
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Yahoo!

“I just copy and
paste it.”

“I do it manually.”



Gmail

Yahoo!

“I just copy and
paste it.”

“I do it manually.”

“They don’t let us
use a newsletter,
so I send from my
own.”

Newsletter content, tools and strategies

Social media content

External activities

“Playbooks”

Leader profiles

A black fountain pen is shown in the upper left corner, its nib touching a sheet of white paper with light blue horizontal ruling. The pen is angled downwards. Handwritten text in black ink is visible on the paper, though mostly illegible, it appears to begin with "How to write a blog post".

Upcoming:
7 Part Blog Series

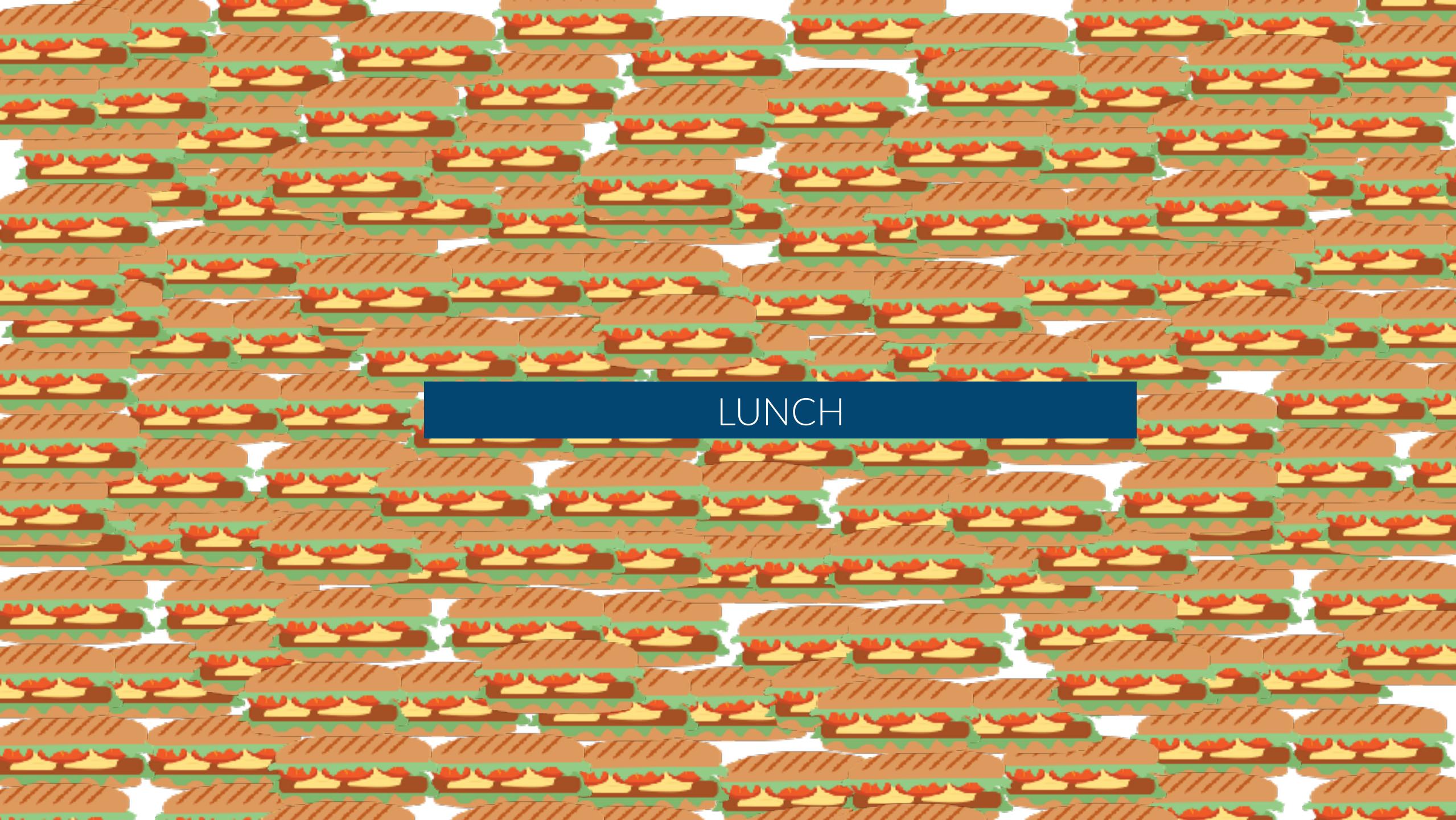
School-specific research





Andrew Cafourek

andrew@
alumnispaces.com



LUNCH

The background of the slide is a dark, atmospheric photograph of an industrial or workshop setting. It features several large, glowing pendant lights hanging from the ceiling by long black cables. In the background, there's a large window with a grid pattern, through which some light is visible. The overall mood is mysterious and focused.

Icons:

NounProject.com

Maps:

FreeVectorMaps.com

Mapchart.net

Unsplash.com

Comic:

XKCD: XKCD.com/552

THANK YOU