ALUMNI CLUB LEADERS FORUM

November 20, 2024

Purdue Alumni Clubs Forum

Reminders & Instructions

- **This forum is being recorded to share along with slides and chat content**

- **Participants will be muted**

- **Questions should be submitted using the chat function**

Purdue Alumni Clubs Forum

Agenda

- **University Updates**

- **Purdue for Life Foundation Updates**

- **Jillian Henry, Vice President of Engagement**
  - Engagement Scores

- **Alumni Clubs Updates**
  - Game Watches
  - Reminders

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University Updates

- **Top 10 for International Students**

  - Purdue ranks #9 for international student enrollment

  - Ranks #24 among U.S. universities in the number of study abroad students

- **Purdue Memorial Union Welcomes the Holiday Season!**

  - The tree will arrive on November 22nd to the Great Hall

  - Tree lighting is 5:30 pm

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Purdue for Life Updates

- **Day of Service - hosted by Purdue and Purdue for Life**

  - 33 trees were planted and mulched by McCutcheon Residence Hall

  - Additional mulching at Horticulture Park

  - This was the fifth day of service on campus and 894 trees were planted by volunteers

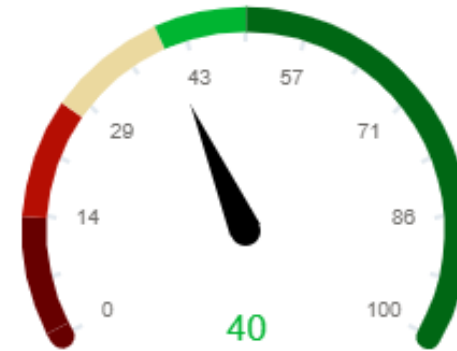- **Holiday Silent Auction coming November 29 – December 6**

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What is the Engagement Score?

Jillian Henry, VP of Engagement

Engagement Score

40

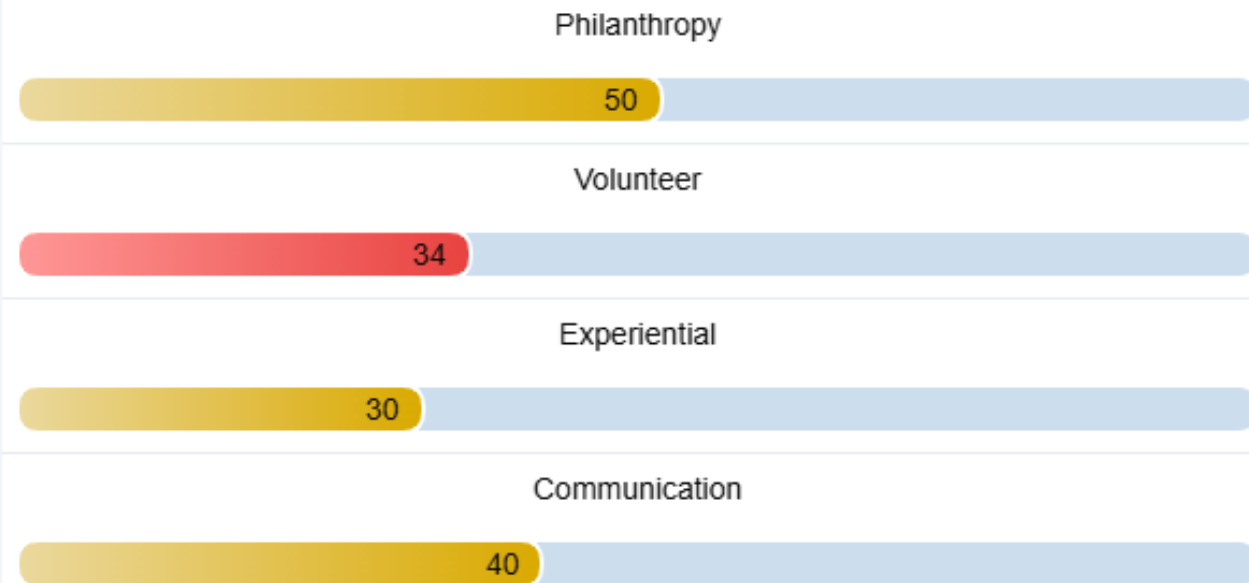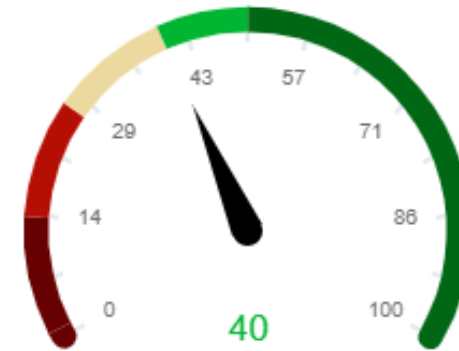Philanthropy
50

Volunteer
34

Experiential
30

Communication
40

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What is the Engagement Score?

Jillian Henry, VP of Engagement

- **Philanthropy** — 40%
- **Volunteer** — 25%
- **Experiential** — 25%
- **Communication** — 10%

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Engagement Score

40

Category	Score
Philanthropy	50
Volunteer	34
Experiential	30
Communication	40
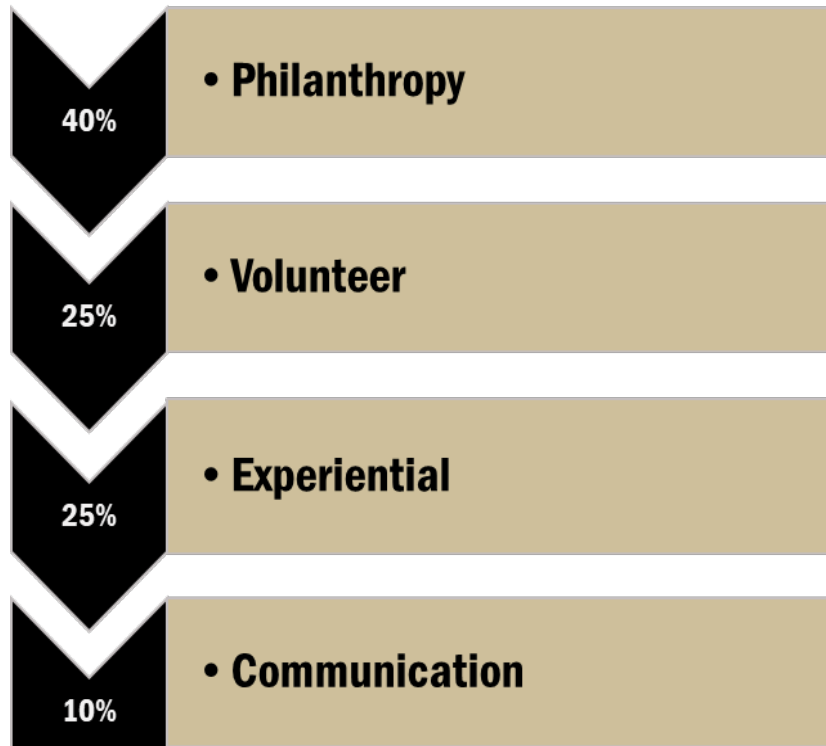
Recency
Frequency
Velocity
Consistency
Commitment

Philanthropy

- Diverse opportunities for alumni to make philanthropic investments that are meaningful to the donor and support the institution's mission and strategic goals. - CASE

Experiential

Meaningful experiences that inspire alumni, are valued by the institution, promote its mission, celebrate its achievements and strengthen its reputation. - CASE

Season Tickets
Events
Travel
Purdue degrees

Volunteer

- Formally defined and rewarding volunteer roles that are endorsed and valued by the institution and support its mission and strategic goals. - CASE

Volunteer activities

Communication

- Interactive, meaningful and informative communication with alumni that supports the institution's mission, strategic goals and reputation. - CASE

Email statistics
Substantive contacts

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CONSIDERATIONS

- **Populations of alumni**
  - By College
  - By Zip Code (Clubs)
  - By Affinity (gender, ethnicity, affinity network)
  - By Country

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Engagement Score Updates – West Lafayette Campus

Alumni, West Lafayette campus *only*

ALL Alumni & Friends, ALL Campuses (including members)

Reporting Date	Average Engagement Score	Average Philanthropy Score	Average Volunteer Score	Average Experiential Score	Average Communication Score
Search for values...					
Show Selected (1)					
○ 2024 - 10 625K					
○ 2024 - 09 625K					
● 2024 - 06 623K	5.6	5.2	0.39	12	7.1

ALL Alumni, West Lafayette Campus (including members)

Reporting Date	Average Engagement Score	Average Philanthropy Score	Average Volunteer Score	Average Experiential Score	Average Communication Score
Search for values...					
Show Selected (1)					
○ 2024 - 10 419K					
○ 2024 - 09 419K					
● 2024 - 06 418K	6.4	7	0.54	12	7.4

ONLY PAA Members (Life & Annual)

Reporting Date	Average Engagement Score	Average Philanthropy Score	Average Volunteer Score	Average Experiential Score	Average Communication Score
Search for values...					
Show Selected (1)					
○ 2024 - 10 37K					
○ 2024 - 09 37K					
● 2024 - 06 37K	16	27	2.5	14	17

AVERAGE ENGAGEMENT SCORE

— PAA Average Summary Score — Alumni Average Summary Score — All Constituent Average Summary Score
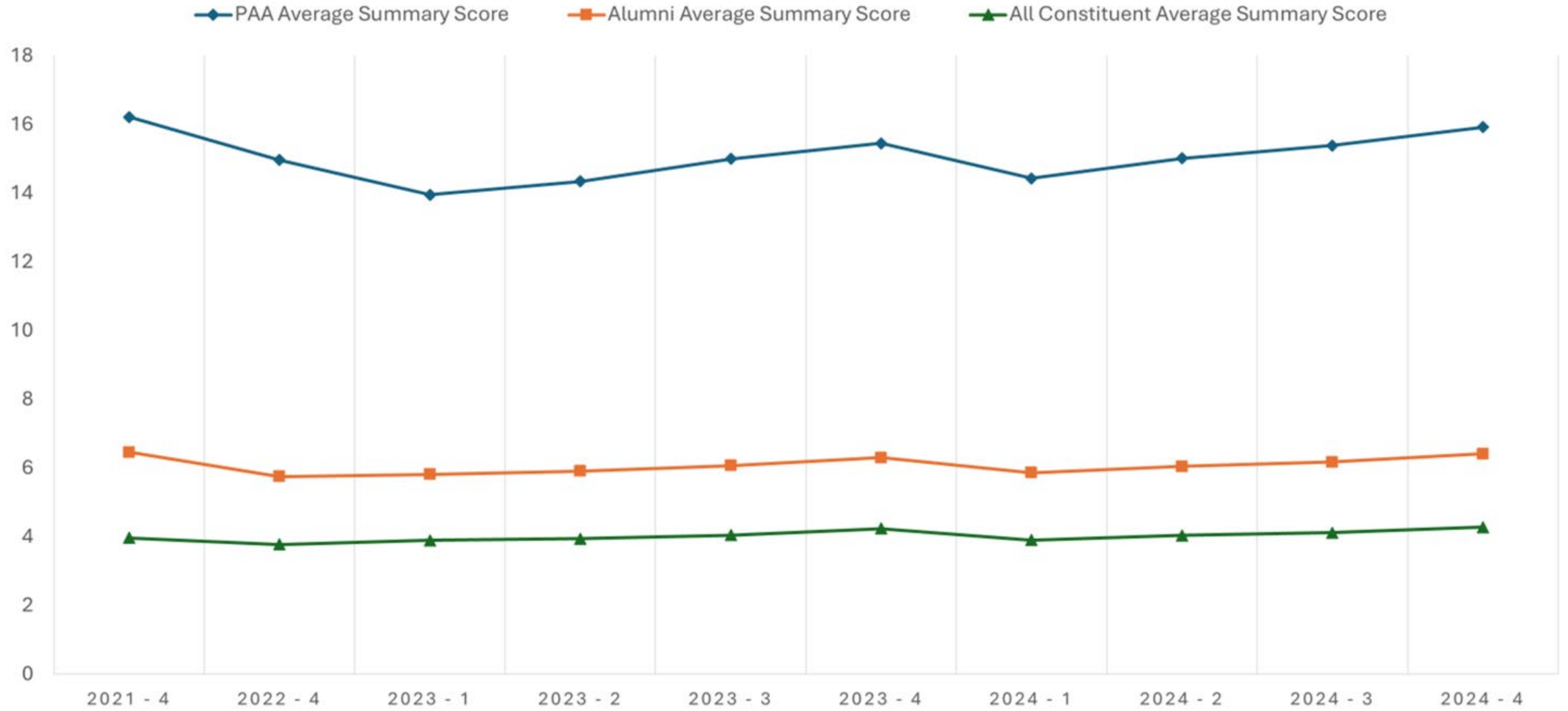
Game Watch Reminders

Basketball

- **Game watch request form is updated for basketball season**

- **Game times and TV broadcast stations are posted on the schedule**

- **Emails will go out on Wednesdays: December 4; December 18; January 8; January 22; February 19**

  - Requests need to be submitted the Monday prior to be included in the email

Scholarships

- **Email was sent to club presidents/treasurers/scholarship chairs**

  - Application will be posted December 1: https://www.purdueforlife.org/alumni-leaders/student-guide-to-scholarships/

  - January 15 – deadline to donate additional funds to the support account to increase projected award amount

  - January 25 – deadline for incoming freshmen to apply

  - March 1 – deadline for current Purdue students to apply

  - Questions? Email Susie Saberniak: slsaberniak@purdueforlifeorg

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Final Reminders

- Friday, December 13 by 5:00 pm ET is the last day to submit email/event requests to go out before break

- Gift Cards – gift cards are not an allowable expense due to IRS reporting. Gift cards are considered a cash gift which is not allowed

- Club webpage updates

- No forum in December – a newsletter will go out

THANK YOU!

- The next forum will be Wednesday, January 15, 2025

- Recordings of past forums are available on the Alumni Club Resource Library website: *https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/*