The Y Impact

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Gen Y Defined

- Typically:
  - Those 29 and under in 2007
  - AKA: Echo Boomers, Millennials
  - Children of Baby Boomers & Older Gen X
  - 70 Million Strong
  - 1 out of 3 is a minority
  - Our Employees and our Students
How are they Different?

- High Performers
- Need to be Coddled
- Question Everything
- Narcissistic
- Personal Lives come 1st
- Job Flippers
Reason for Study

- Future of annual giving (2nd largest generation)
- Determine current and future challenges
- Help develop new strategies
- Tired of “I think” mentality
Survey Breakdown

- Survey Conducted Fall 07
- 27 Questions
- Survey Monkey
- 40 Universities
  - 26 publics and 14 privates
  - 39 U.S. & 1 Canada
- 743 Completed Surveys
- Skip Question
- 2 Areas of Interest
  - Data Integrity
  - Making a Gift
Respondents Demographics

- 21% 1st Generation College Students
- Majority student callers
- 98% of Respondents 18-24
- Class Year
  - Freshman-12.7%
  - Sophomore-26.2%
  - Junior-27.9%
  - Senior-24%
- 60% received scholarships
  - 5% full-ride
‘Catch Me If You Can’

- Cell Phones
  - Current
  - Post Graduation

- Social Networking

- Moving back home
  - Sorry Mom and Dad
  - Lucky Fundraisers?
Cell Phone Industry Trends

- No cell phone directory
  - 96% don’t want it
- Single Adults with unrelated roommates
- 23% of landlines users very or somewhat likely to become cell only
- In 2006, est. 10.5% of households in U.S. are cell only
- 60% of Americans under 30 text message daily
- 70% of users under 30 connect to the internet with phone
- Est. 170 Million Landlines in U.S.
- Est. 250 Million Cell Phones in U.S.
- More spent on cell than landlines in 2007
Cell Phone Usage - All Respondents

- 96% have a cell phone
- 90% use cell as primary phone
- 78% plan on keeping same cell number after graduation
- 75% plan on using cell as primary number after graduation
Cell Phones Usage-Seniors

- 97% have a cell phone
- 92% use their cell as primary number
- 86% plan on keeping same cell number
- 83% plan on using it as their primary number
Cell Phones…So What

- Assume 3,000 Graduating Seniors
- 97% have cell phone (2,910)
- 86% plan on keeping same cell (2,503)
- 83% plan on using as primary number (2,077, only 69% of your graduating class)
Cell Phone Pop Quiz

- How many “good” phone numbers do you have for recent grads?
- What’s your contact rate for recent graduates?
- Do you solicit recent grads?
- Is your Annual Giving office collecting cell phones?
- Is anyone (i.e. Alumni Assoc.) else on campus collecting cell phones?
- Do you code a cell phones as cell phones in your alumni database?
- Do you know what % of your preferred phone numbers are actually cell phones?
Social Networking

- 90% use social networking
  - 91% for Seniors
- 91% use Facebook
- 40% use Myspace
Social Networking Pop Quiz

- Are you using for Annual Giving or Communication?
- How are you using it?
- How many “friends” do you have?
- Is it invasive?
Headed Home

- 21% plan on moving back in with family after graduation
  - 9% did not answer
- Females slightly more likely to move back in with parents
- 19% plan to be home less than a year

*Studies show up to 32% move back home
**Debt was primary reason
Ideas to Track Down Gen Y

- Create Recent Grad Data Integrity Plan
- Update Cards
  - Multiple uses
- Update Emails
- Capture info as Seniors
- Cell Phone Identification Research
- Use Social Networking
  - InCircle
  - Facebook
Will Y Give Back?

- Will they give?
- When will they give?
- What will they support?
- Why will they give?
- What deters giving?
- Do these factors play a role:
  - Gender
  - Scholarships
  - 1st Generation College Students
  - Level of Financial Aid
Timeline for Giving

![Giving Timeline Graph]

- **6+ Years**: 60% Yes, 10% No, 30% Maybe
- **1 to 5 Years**: 50% Yes, 20% No, 30% Maybe
- **Within 1 Year**: 40% Yes, 30% No, 30% Maybe

Legend:
- Blue: Yes
- Red: No
- Yellow: Maybe
Reasons Y Will Give

- Help students: 10%
- Alumni support helped me: 24%
- Increase value of degree: 15%
- Tax write off: 2%
- Help hire better profs: 12%
- Enjoyed experience: 11%
- Increase university's prestige: 9%
- Keep tuition from rising: 9%
- Other: 2%
Who Gets the $
Reasons for Not Supporting

- Student Loans: 55%
- Not in budget: 24%
- My support won't make a difference: 7%
- Felt I was treated unfairly by faculty: 6%
- Did not enjoy my time at school: 3%
- I will give to other charities: 1%
- School has enough money already: 0%
- Upset with school's administration: 0%
- Other: 4%
Gender Impact

Male
- Help students: 22%
- Alumni support helped me: 9%
- Increase university's prestige: 15%
- Keep tuition from rising: 11%
- Enjoyed experience: 11%
- Tax write off: 12%
- Help hire better profs: 10%
- Other: 1%
- Increase value of degree: 9%

Female
- Help students: 25%
- Alumni support helped me: 13%
- Increase university's prestige: 15%
- Keep tuition from rising: 8%
- Enjoyed experience: 9%
- Tax write off: 9%
- Help hire better profs: 11%
- Other: 2%
Gender Impact

**Female**
- General University: 38%
- School/Unit: 31%
- Department: 6%
- Athletics: 4%
- Other: 2%

**Male**
- General University: 39%
- School/Unit: 36%
- Department: 15%
- Athletics: 6%
- Other: 4%
Gender Impact

**Male**
- Student Loans: 19%
- School has enough money already: 12%
- Did not enjoy my time at school: 0%
- Felt I was treated unfairly by faculty: 0%
- I will give to other charities: 0%
- Upset with school’s administration: 5%
- Other: 6%

**Female**
- Student Loans: 26%
- School has enough money already: 5%
- Did not enjoy my time at school: 4%
- Felt I was treated unfairly by faculty: 0%
- I will give to other charities: 0%
- Upset with school’s administration: 3%
- Other: 5%
Scholarship Recipients

### Giving within 1 Year

- **No Scholarship**
  - Yes: 0%
  - No: 20%
  - Not Sure: 80%

- **Scholarship**
  - Yes: 20%
  - No: 40%
  - Not Sure: 40%

### Giving within 5 Years

- **No Scholarship**
  - Yes: 40%
  - No: 60%
  - Not Sure: 0%

- **Scholarship**
  - Yes: 60%
  - No: 20%
  - Not Sure: 20%

### Giving 6+ Years

- **No Scholarship**
  - Yes: 80%
  - No: 10%
  - Not Sure: 10%

- **Scholarship**
  - Yes: 100%
  - No: 0%
  - Not Sure: 0%
Scholarship Recipient

Scholarship

- Help students: 15%
- Alumni support helped me: 25%
- Increase value of degree: 7%
- Tax write off: 1%
- Help hire better profs: 12%
- Enjoyed experience: 9%
- Increase university's prestige: 9%
- Keep tuition from rising: 9%
- Other: 1%

No Scholarship

- Help students: 16%
- Alumni support helped me: 3%
- Increase value of degree: 23%
- Tax write off: 9%
- Help hire better profs: 13%
- Enjoyed experience: 11%
- Increase university's prestige: 9%
- Keep tuition from rising: 10%
- Other: 6%
Scholarship Recipient

Scholarship

- 32% General University
- 3% School/Unit
- 6% Department
- 38% Athletics
- 21% Other

No Scholarship

- 35% General University
- 3% School/Unit
- 6% Department
- 39% Athletics
- 17% Other
1st Generation Impact

Giving within 1 Year

- Not 1st Generation:
  - Yes: 20%
  - No: 40%
  - Not Sure: 40%

- 1st Generation:
  - Yes: 60%
  - No: 20%
  - Not Sure: 20%

Giving within 5 Years

- Not 1st Generation:
  - Yes: 60%
  - No: 40%
  - Not Sure: 0%

- 1st Generation:
  - Yes: 80%
  - No: 20%
  - Not Sure: 0%

Giving 6+ Years

- Not 1st Generation:
  - Yes: 80%
  - No: 20%
  - Not Sure: 0%

- 1st Generation:
  - Yes: 100%
  - No: 0%
  - Not Sure: 0%
1st Generation

1st Generation

- 1% General University
- 9% School/Unit
- 34% Department
- 34% Athletics
- 22% Other

Not 1st Generation

- 32% General University
- 3% School/Unit
- 5% Department
- 40% Athletics
- 20% Other
1st Generation

- Student Loans: 15%
- Not in budget: 5%
- My support won’t make a difference: 4%
- Did not enjoy my time at school: 1%
- Felt I was treated unfairly by faculty: 0%
- I will give to other charities: 1%
- School has enough money already: 5%
- Upset with school’s administration: 0%
- Other: 4%

69%

Not 1st Generation

- Student Loans: 27%
- Not in budget: 8%
- My support won’t make a difference: 0%
- Did not enjoy my time at school: 0%
- Felt I was treated unfairly by faculty: 4%
- I will give to other charities: 5%
- School has enough money already: 0%
- Upset with school’s administration: 4%
- Other: 52%

52%
Other Trends

- Direct Correlation to Financial Aid
- 41% prefer Web Giving
- 93% felt small contributions have impact

![Graph showing giving within 1 year of graduation](chart.png)
Giving Pop Quiz

- Who does student surveys with seniors?
- Who does Young Alumni Surveys or focus groups with young alumni?
- Who targets 1st generation college students?
- Who targets scholarship recipients?
- Who is testing different asks to young alumni?
Giving Recommendations

- Listen to Students & Young Alumni
- Don’t Assume what Young Alumni will Support
- Focus on “helping students” and “college experience” in messaging
- Understand that student loans will play a factor
- Target Specific segments based on interest
Next Survey

- Multi-Year Study
- IP Address Change
- Additional Survey Questions
- Capture email addresses
- Separate Survey for recent graduates
- Data=New Solutions
- Expand to more schools
- Expand to larger student population
- Fall Launch