This Excel file was our original AEM report. As you can see, it showed high-level figures for each mode by month, but no detail was able to be shown here.

CASE AE Metrics Monthly Report

	FY 19-20					FY 20-21				
	Philanthropic	Volunteer	Experiential	Digital Communication	Total (Distinct)	Philanthropic	Volunteer	Experiential	Digital Communication	Total (Distinct)
July	111	53	0	5	157	67	97	95	92	236
August	283	53	20	13	347	181	97	122	146	475
September	418	54	137	23	556	274	100	139	374	747
October	576	65	416	35	927	470	101	241	445	974
November	708	88	436	43	1073	704	114	282	488	1247
December	998	92	448	48	1343	1242	131	311	603	1799
January	1068	101	453	150	1468	1360	142	319	637	1936
February	1112	124	470	240	1580	1398	144	354	646	1968
March	1141	126	501	256	1632					
April	1561	133	524	334	2004					
May	1620	133	524	385	2084					
June	1735	133	524	448	2206					
GOAL						1789	140	550	471	2316
% to GOAL						78.14%	102.86%	64.36%	137.15%	84.97%

This is the new summary page of the dashboard built using SKY API, Power BI, and Power Automate. YoY data is displayed, by day, by category, against goals for the selected fiscal year. A rolling 7-day engagement counter highlights any significant upticks in engagements in any particular category.

FRANKLIN COLLEGE
Office of Development and Alumni Engagement

Note: data on this dashboard is refreshed on a pre-defined schedule and may not represent live figures.

Fiscal Year

2021

Denominator

9037

New Engagements Last 7 Days

Total (Unique)

0

Philanthropic   Volunteer

0   0

Experiential   Communication

0   0

Total (Unique)

2919

Goal: 3710

(-21.32%)

Philanthropic

1183

Goal: 1807

(-34.53%)

Volunteer

167

Goal: 222

(-24.77%)

Experiential

877

Goal: 550
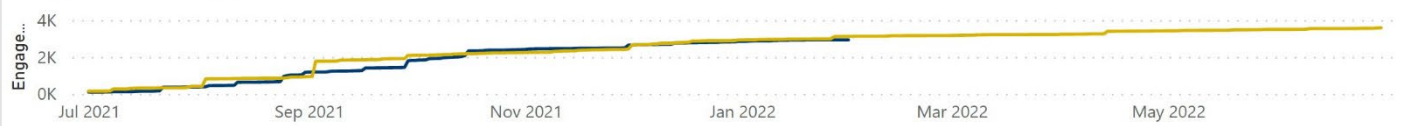
(+59.45%)

Communication

1893

Goal: 2711

(-30.17%)
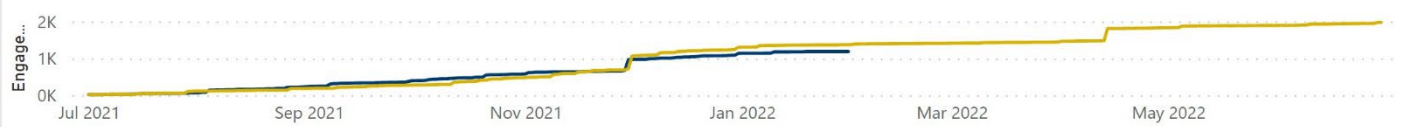
Alumni Engagement Metrics (AEM)

Total (Unique) Engagement vs STLY
● Engagements YTD ● Engagements STLY

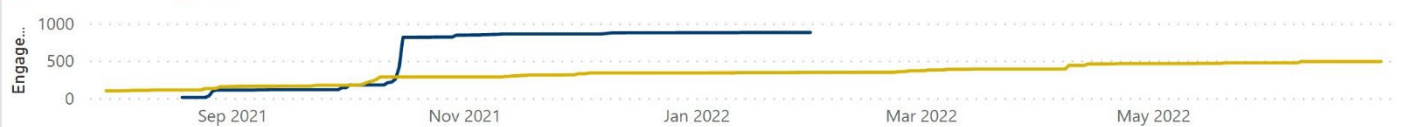**Philanthropic Engagement vs STLY**
● Engagements YTD ● Engagements STLY

Volunteer Engagement vs STLY
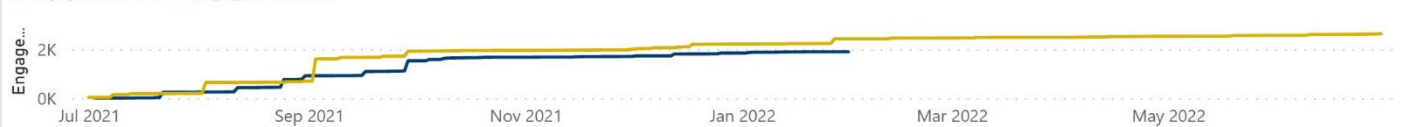● Engagements YTD ● Engagements STLY

Experiential Engagement vs STLY
● Engagements YTD ● Engagements STLY

Communication Engagement vs STLY
● Engagements YTD ● Engagements STLY

The detail page of the new dashboard allows users to see deeper analytics on the AEM data, such as distribution by gender across location or class year, as well as filters for data points like gender and ethnicity. The fiscal years and categories can be adjusted to focus on specific areas of the project.

FRANKLIN COLLEGE
Office of Development and Alumni Engagement

Note: data on this dashboard is refreshed on a pre-defined schedule and may not represent live figures.
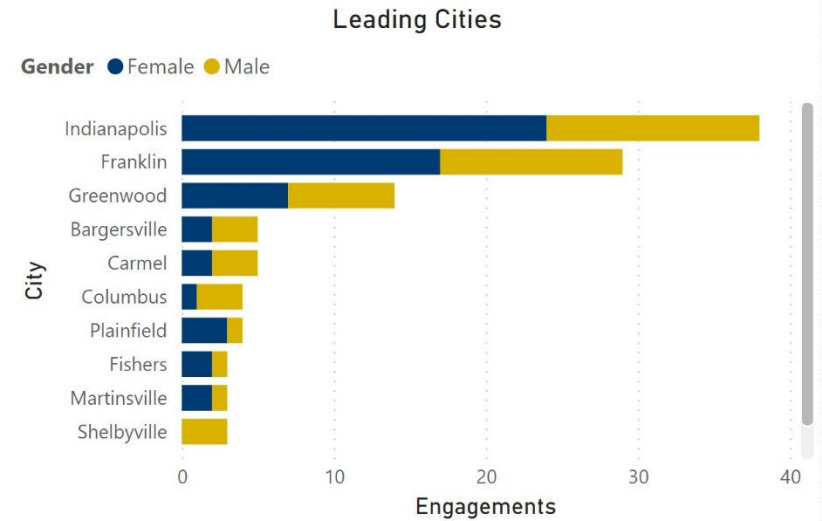
Denominator

9037

Fiscal Year

2021

Category

Volunteer (AEM)

Gender

☐ Female
☐ Male
☐ Unknown

Ethnicity

☐ American Indian or Alaska Native
☐ Asian
☐ Black or African American
☐ Hispanic or Latino
☐ Multiracial
☐ Native Hawaiian or Other Pacific Islander
☐ None Specified
☐ White - Non Hispanic

Participation Rate vs STLY

● Participation Rate ● Participation Rate STLY

Leading Cities

Gender ● Female ● Male

Participation Rate Detail

Month		Engagements FYTD	Engagements LFYTD	Participation Rate	Participation Rate STLY
July	▼	85	95	0.94%	1.06%
August	▼	87	98	0.96%	1.10%
September	▼	95	104	1.05%	1.16%
October	▲	114	106	1.26%	1.18%
November	▲	151	135	1.67%	1.51%
December	▲	156	137	1.73%	1.53%
January	▲	167	146	1.85%	1.63%
February			155		1.73%
March			170		1.90%
April			195		2.18%
May			218		2.44%
June			218		2.44%
Total			**218**		**2.44%**

Leading Classes

Gender ● Female ● Male