

AEP 2024-26 (2024 Q4)

Performance against success measures

Living alumni

510,139

Contactability by email

Maintain alumni contactability by email above 65% of living alumni

330,059

64.7%

Target

65%

Employment details

Maintain accurate employment records for at least 25% of living alumni

119,449

23.4%

Target

25%

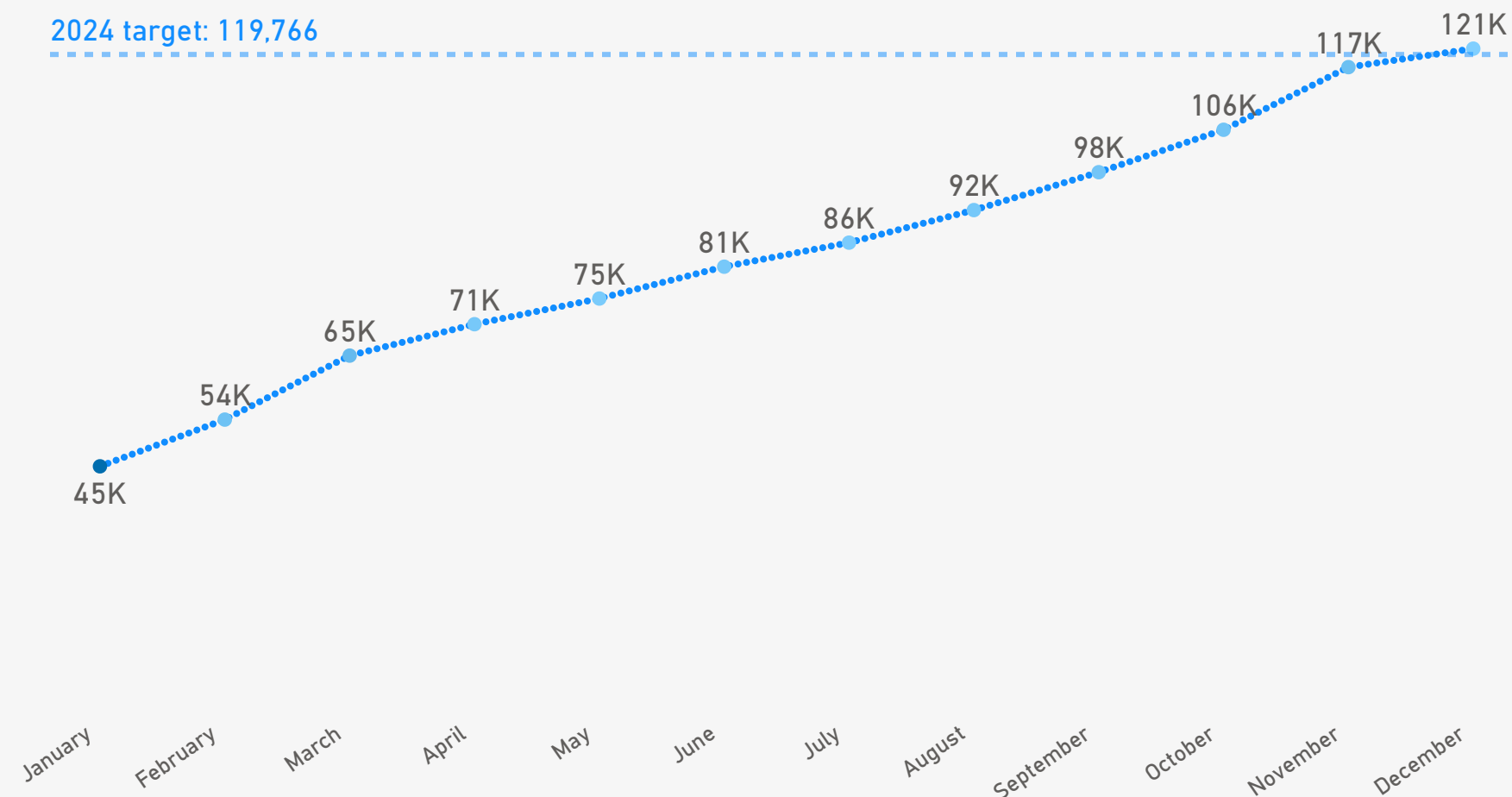
Increase in engaged alumni (breadth)

Total engaged (breadth)

15% increase from 2023 baseline of 122,762

2026 target: 131,172

2024 target: 119,766



Movement in engaged alumni (depth)

Baselines (2023)

6,173

Engaged

36,325

Open to Engagement

442,785

Unengaged

Moved up from Unengaged in 2023

2024 target: 10,000

2026 target: 30,000

21,832

Moved from Open to Engagement in 2023 to Engaged or Highly Engaged in 2026

2024 target: 2,667

2026 target: 8,000

3,038

Moved from Engaged in 2023 to Highly Engaged in 2026

2024 target: 1,000

2026 target: 3,000

1,137

Campaign awareness

27.0%

2022 Survey baseline

Target

15% Increase

2025 Survey results TBC

Philanthropic awareness

66.0%

2022 Survey baseline

Target

15% Increase

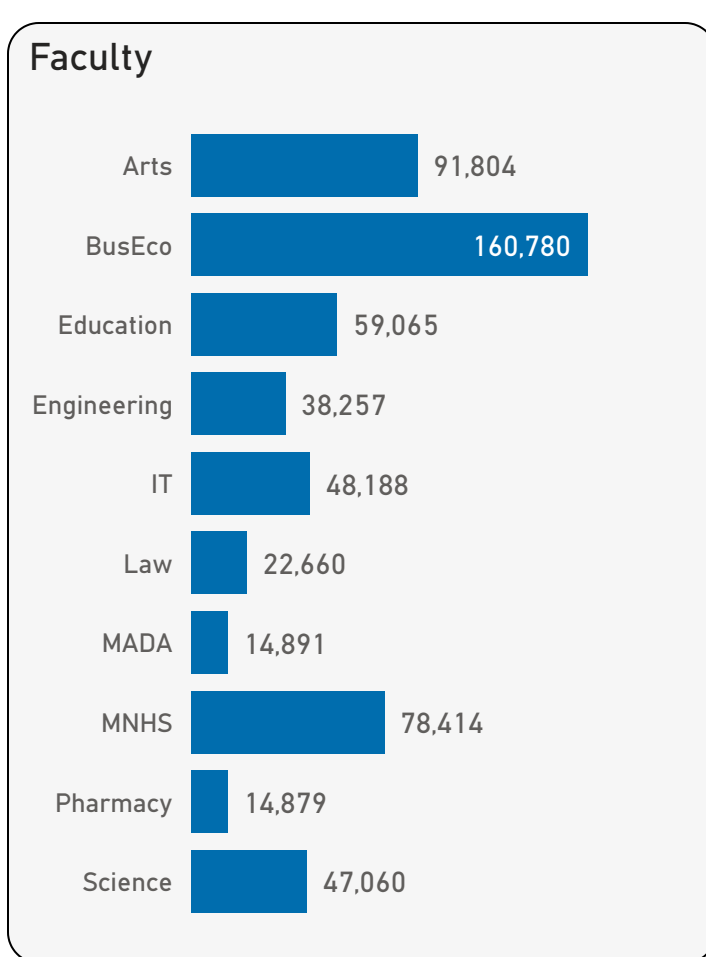
2025 Survey results TBC

Life stage

Global Leaders Network

Country

Qualification category



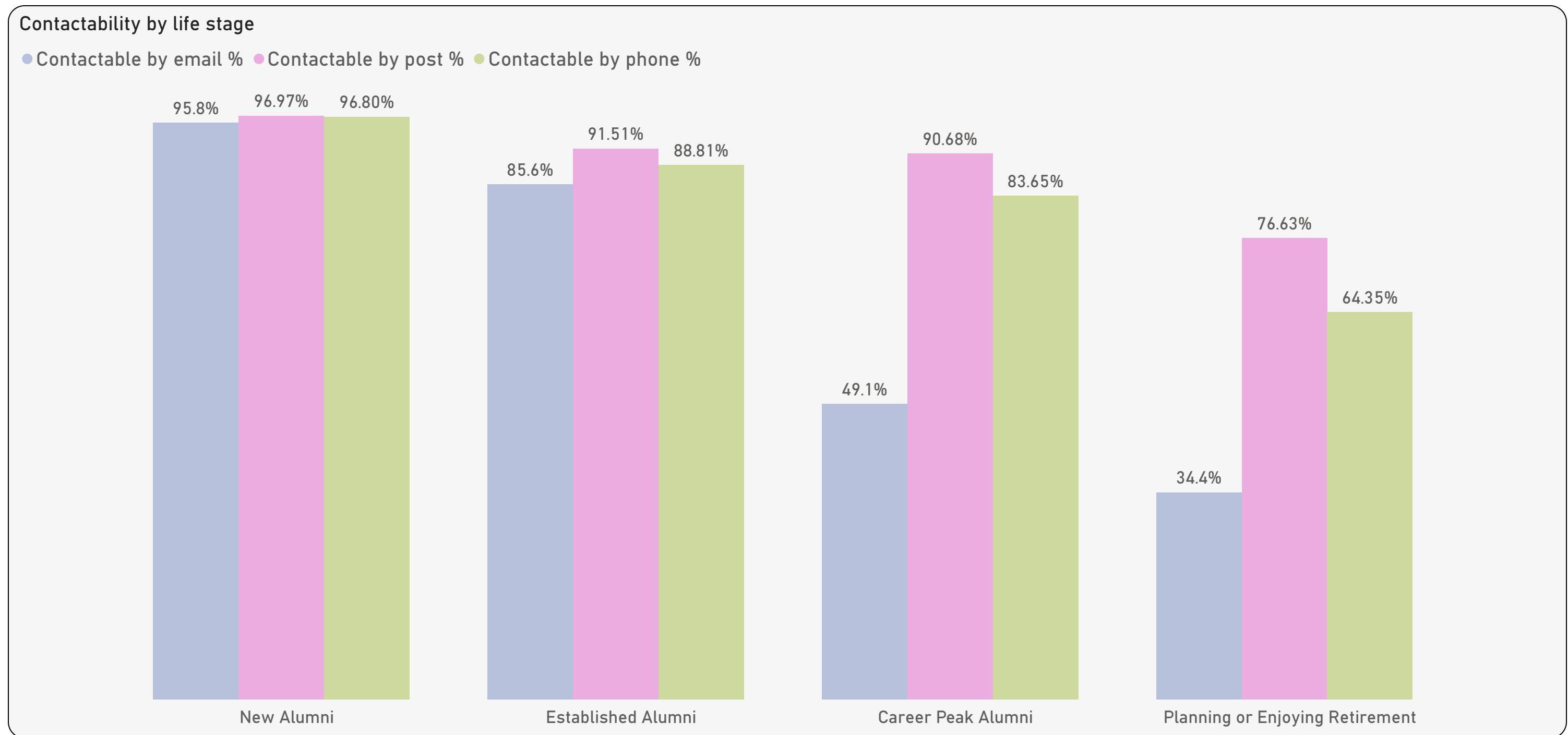
Living alumni
510,139

Contactable by email
330,059

Contactable by email %
64.7% Target 65%

Contactability - Filters applied
Faculty: Multiple | Country: Multiple | Qualification: Multiple | Engagement Status: Multiple | Life stage: Multiple

510,139 Alumni	96.05% Contactable by email, phone or post %	330,059 Contactable by email	64.7% Contactable by email %
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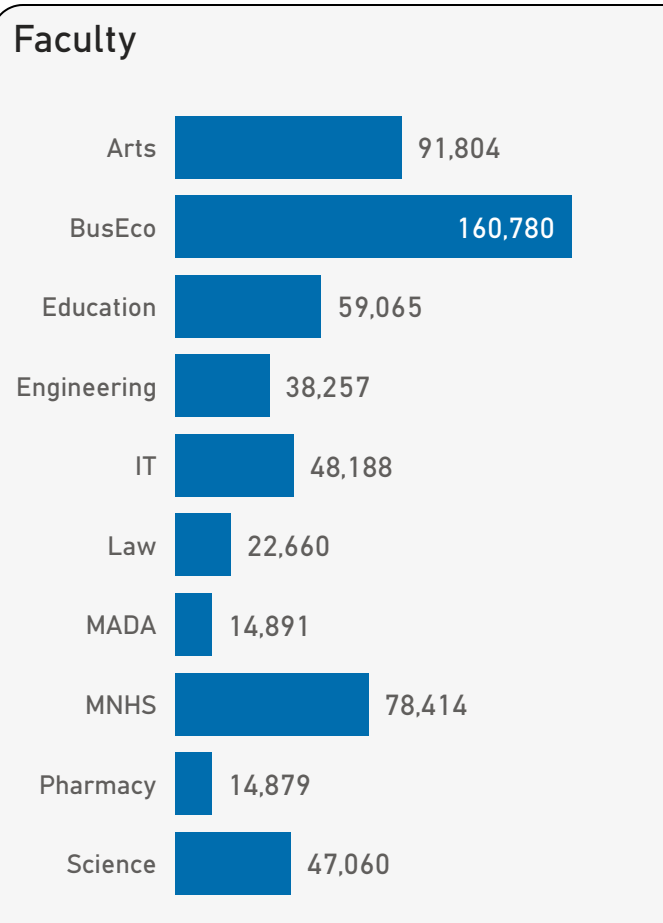


Life Stage

Global Leaders Network

Country

Qualification Category



Living Alumni
510,139

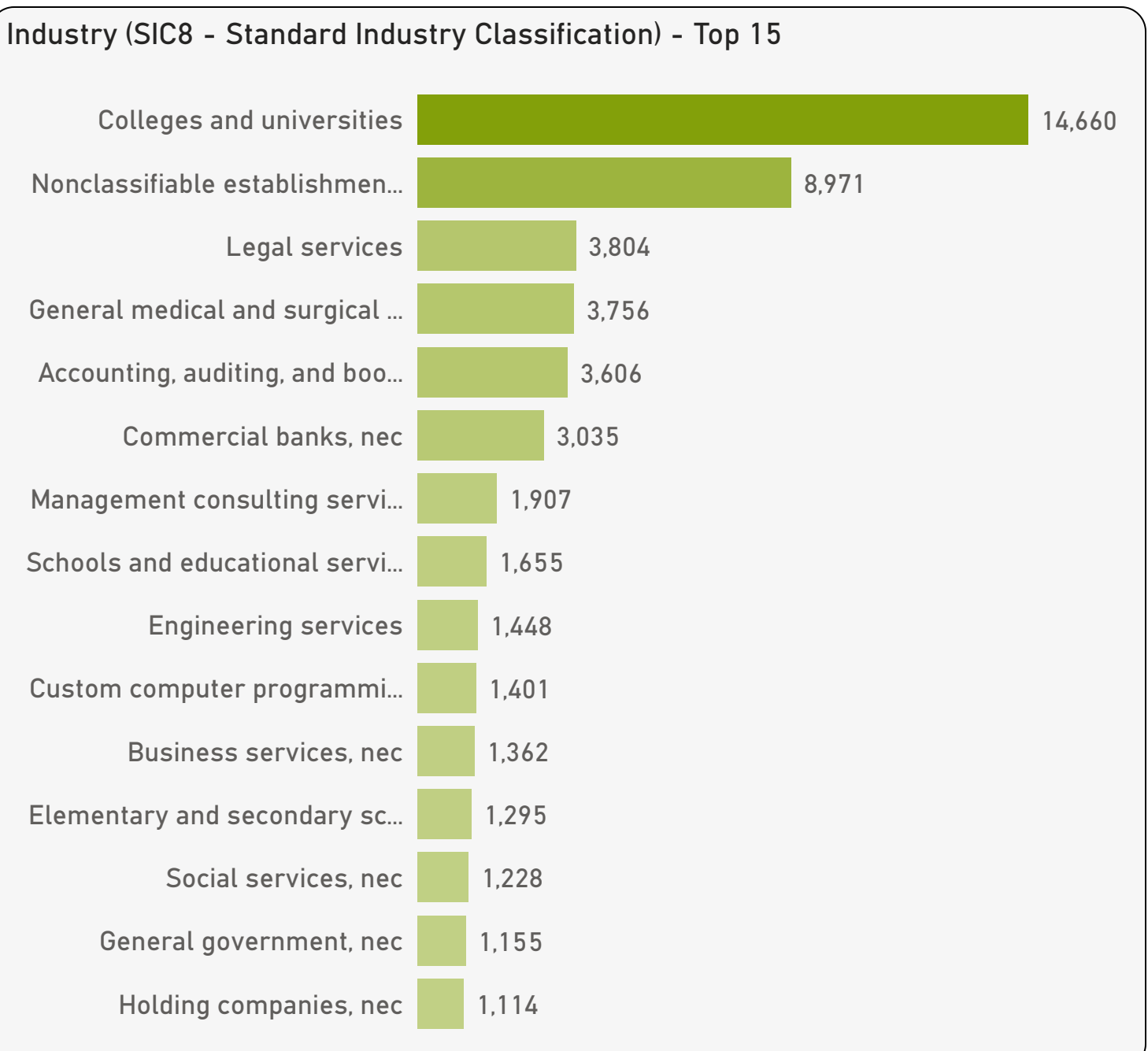
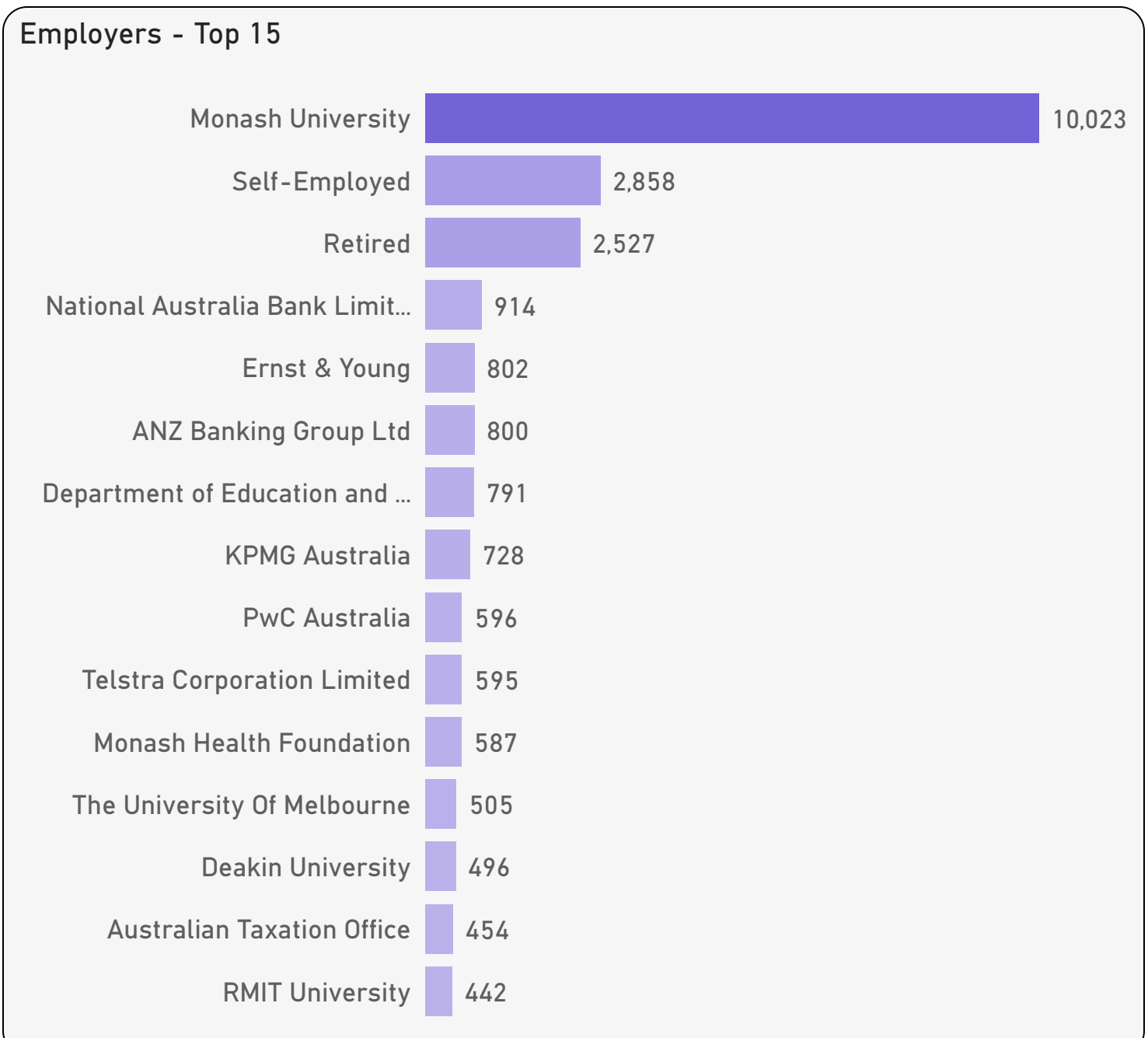
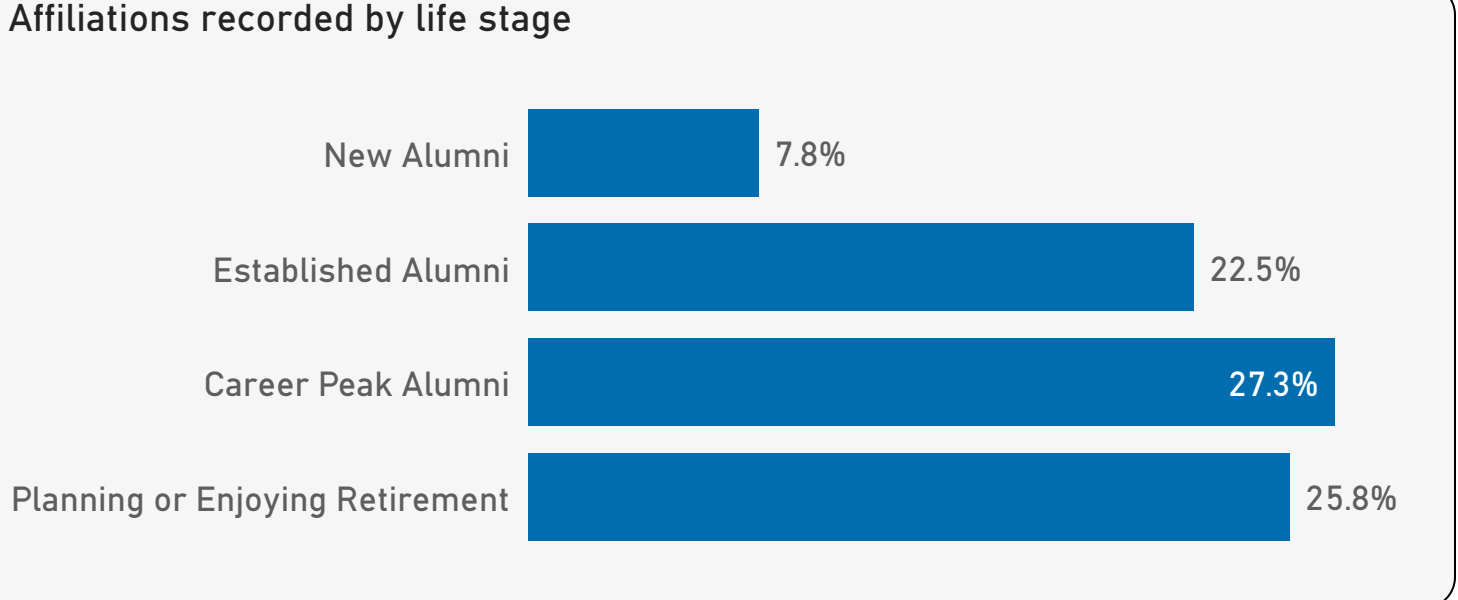
Alumni with employment details
119,338

Employment details
23.4% Target 25%

Employment - Filters applied

Faculty: Multiple | Country: Multiple | Qualification: Multiple | Engagement Status: Multiple | Life stage: Multiple

510,139	119,338	23.4%
Alumni	Alumni with affiliations	Alumni with affiliations %



Life stage

All

Global Leaders Network

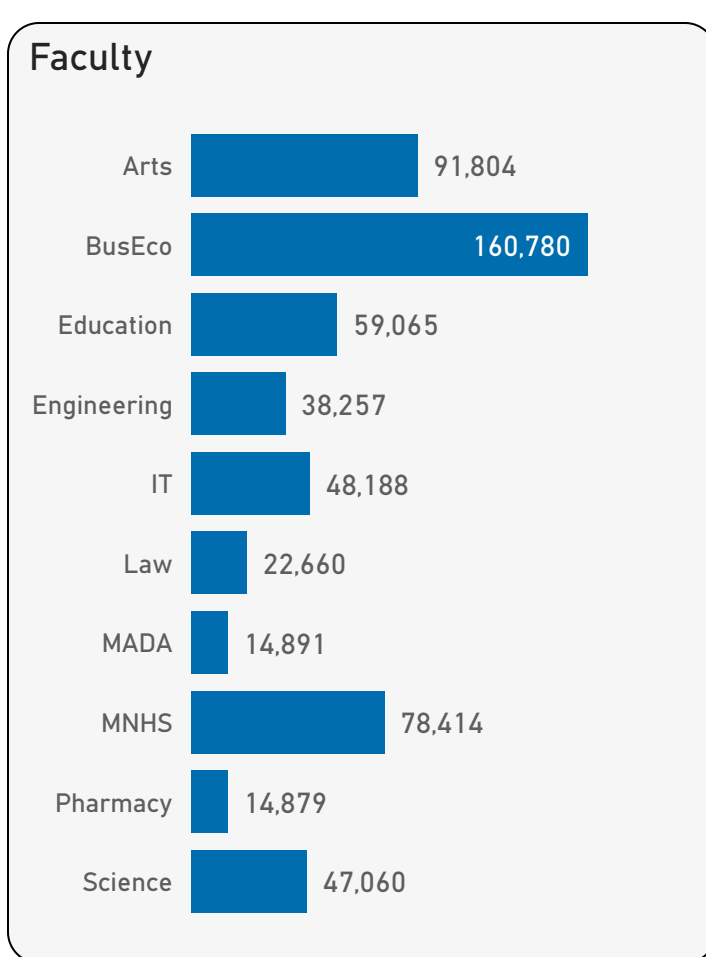
All

Country

All

Qualification category

All



Living alumni

510,139

Engaged (breadth)

120,826

Communication

All

Experiential

All

Volunteering

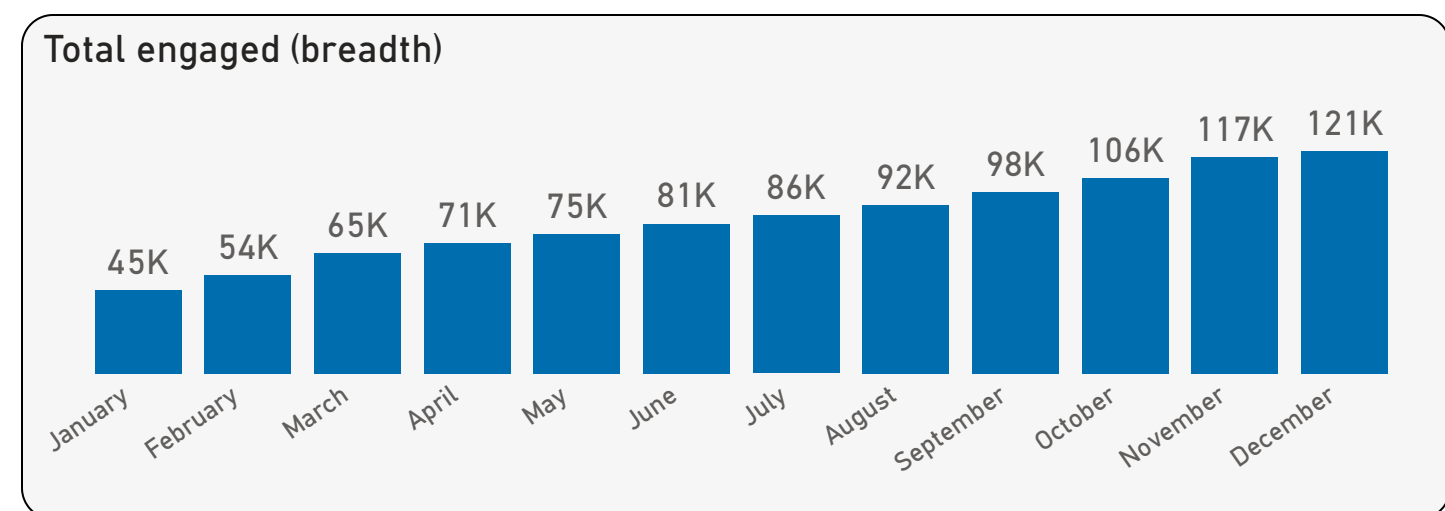
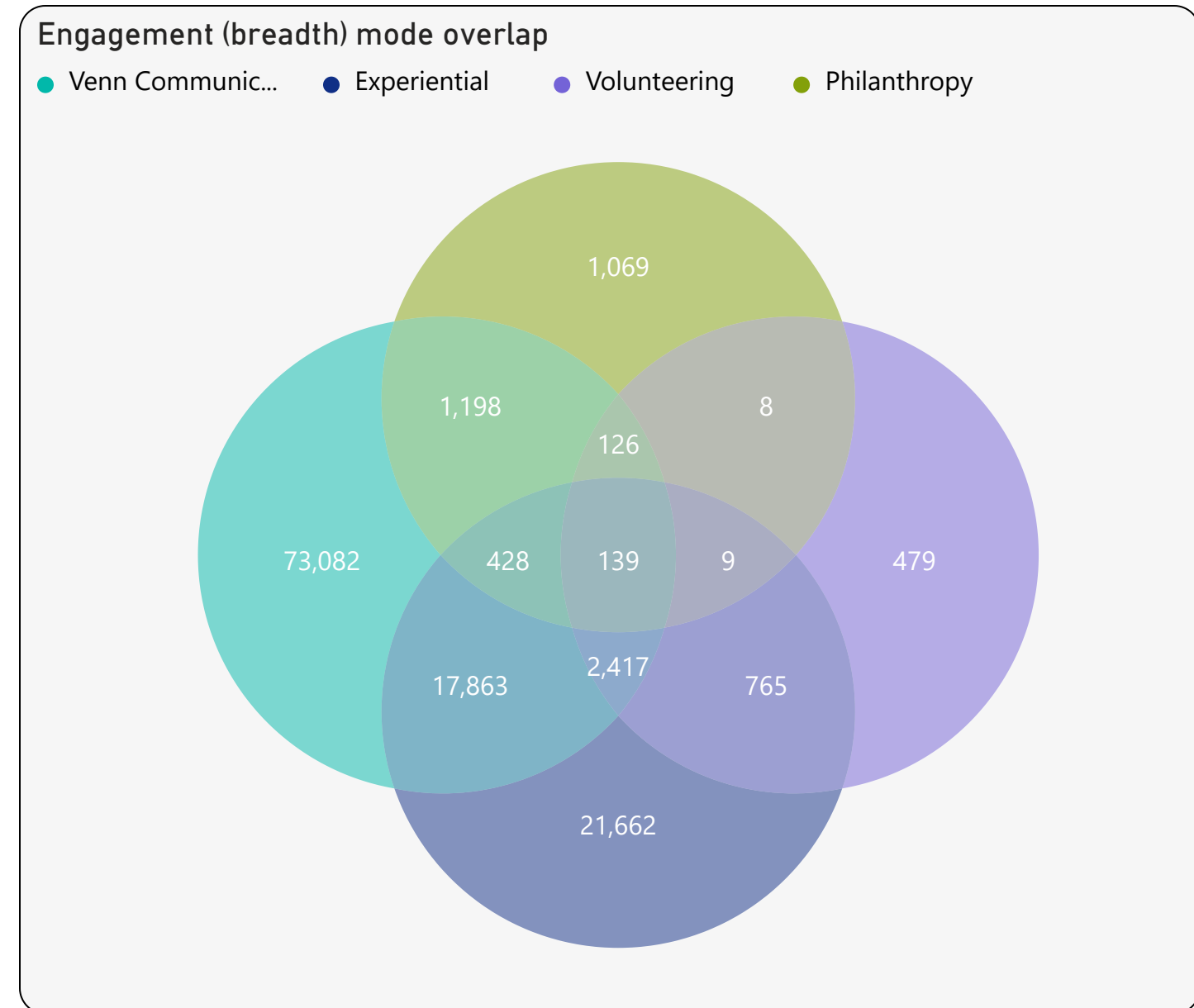
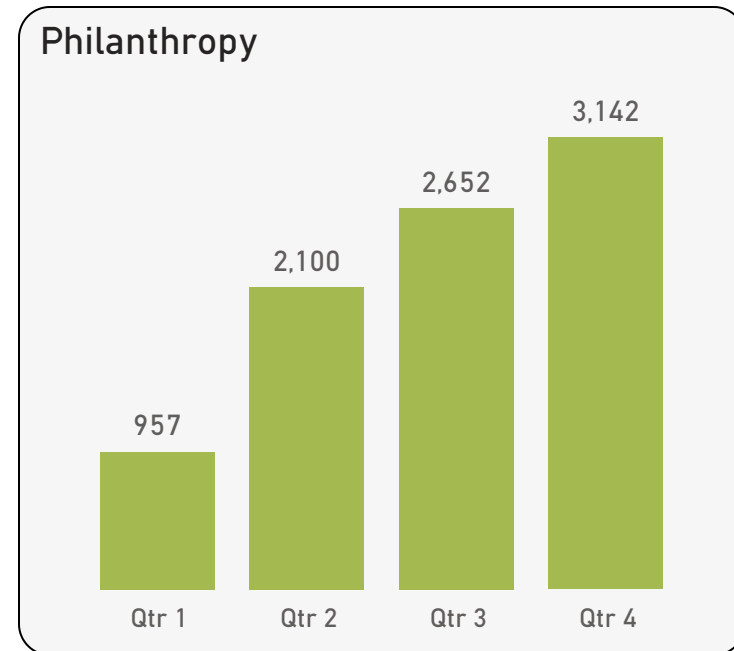
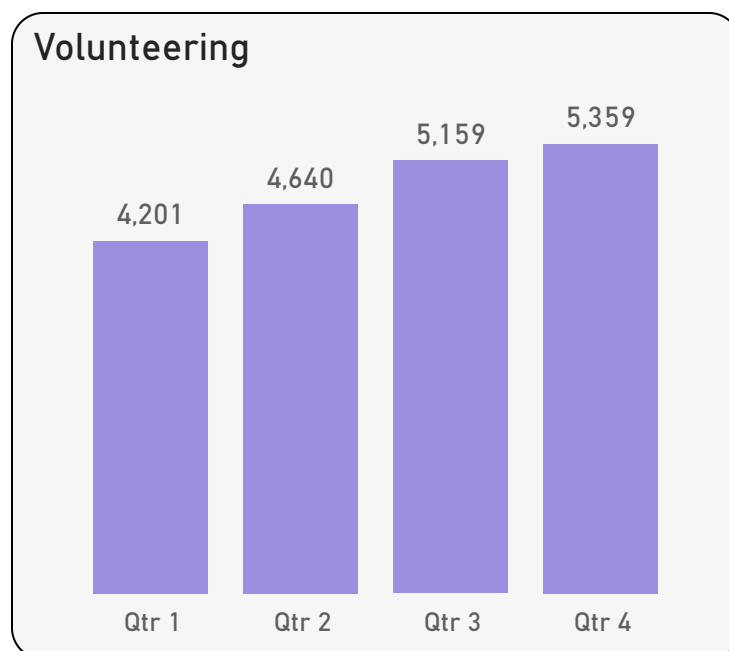
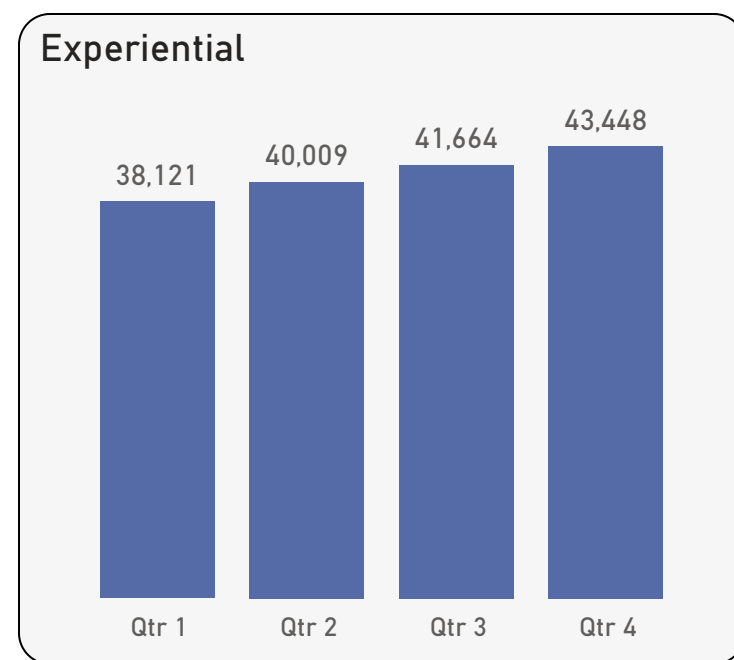
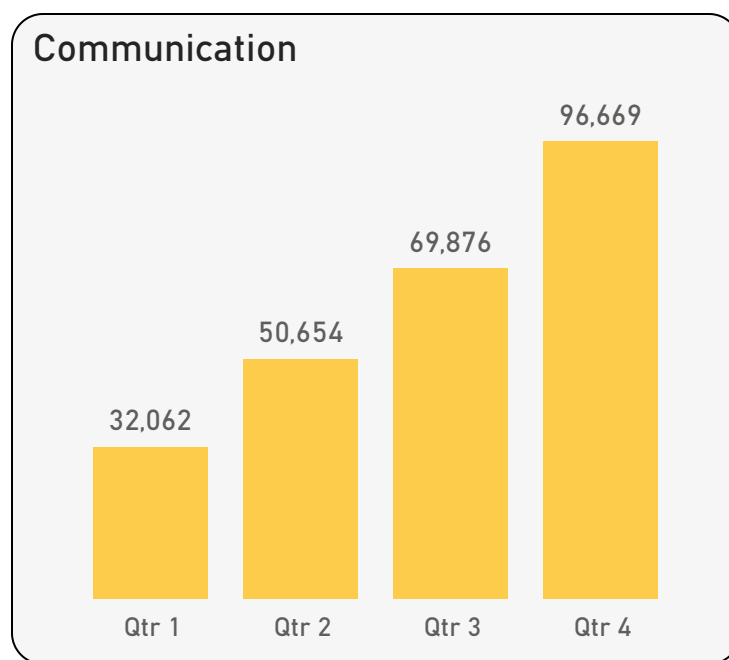
All

Philanthropy

All

Engaged alumni (breadth) - Filters applied
Faculty: Multiple | Country: Multiple | Qualification: Multiple | Engagement Status: Multiple | Life stage: Multiple

510,139 Alumni	120,826 Engaged (Breadth)	23.68% Engaged %
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Life stage

All

Living alumni

510,139

Reengaged or newly engaged

21,832

Target 30,000

Increased engagement - Open to Engagement to Engaged or Highly Engaged

3,038

Target 8,000

Increased engagement - Engaged to Highly Engaged

1,137

Target 3000

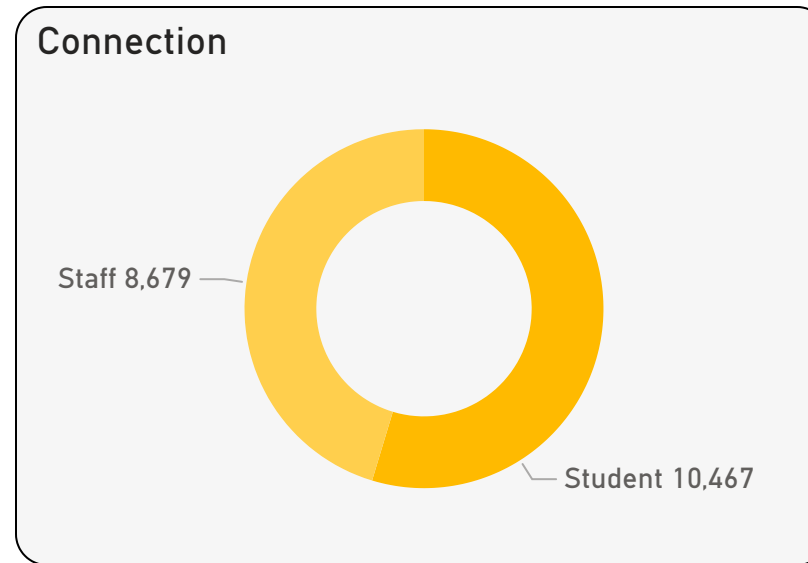
Global Leaders Network

All

Engaged alumni - Filters applied

Faculty: Multiple | Country: Multiple | Qualification: Multiple | Engagement Status: Multiple | Life stage: Multiple

510,139	35,412	6.94%
Alumni	Engaged	Engaged %



Baseline engagement (2023)

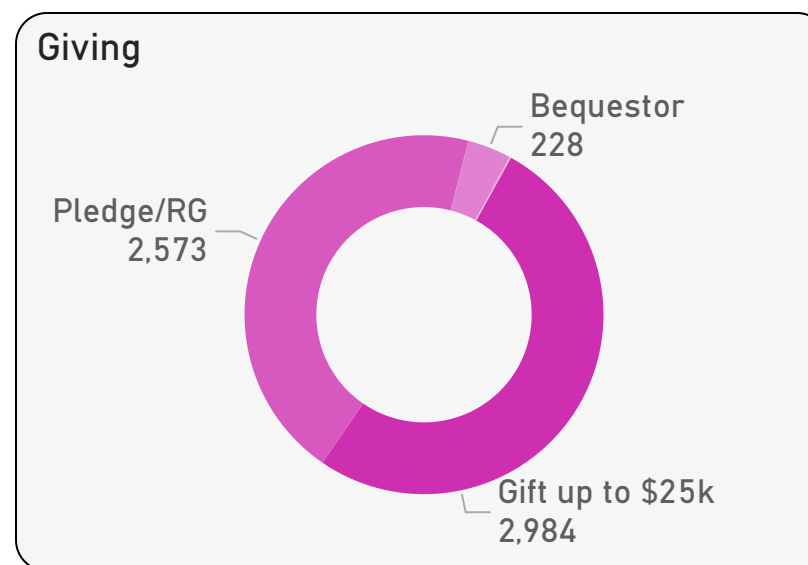
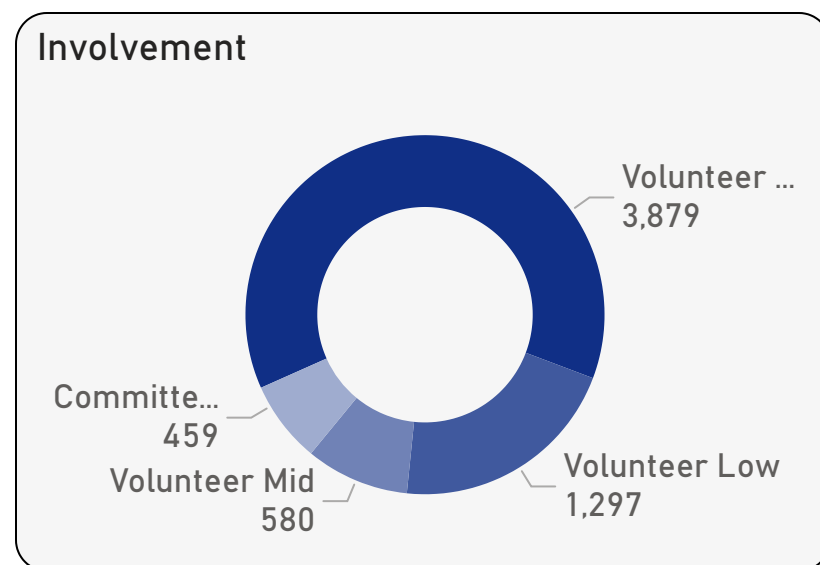
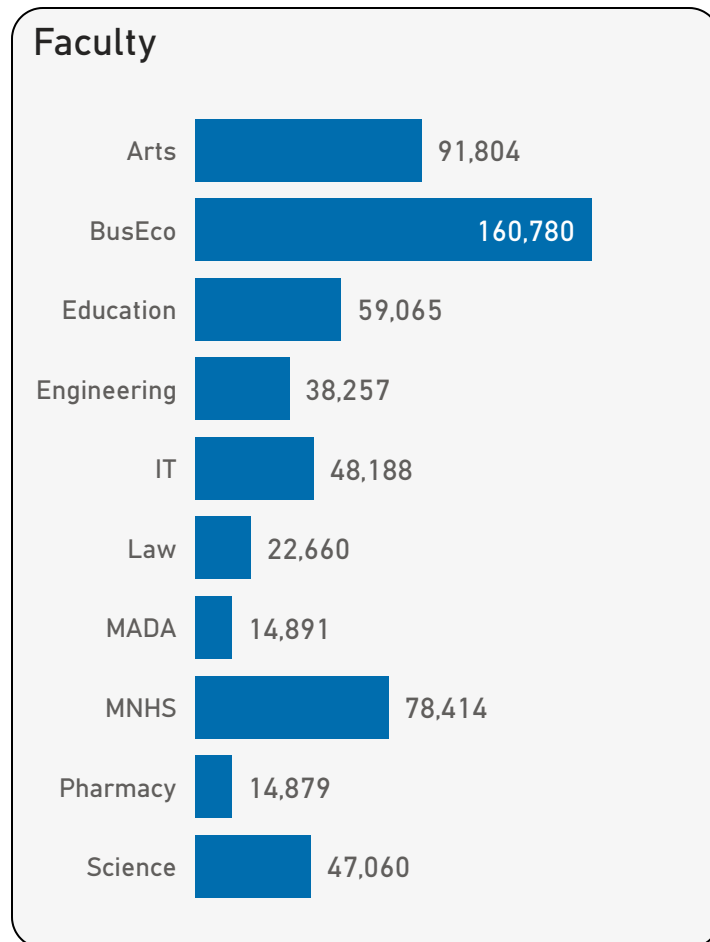
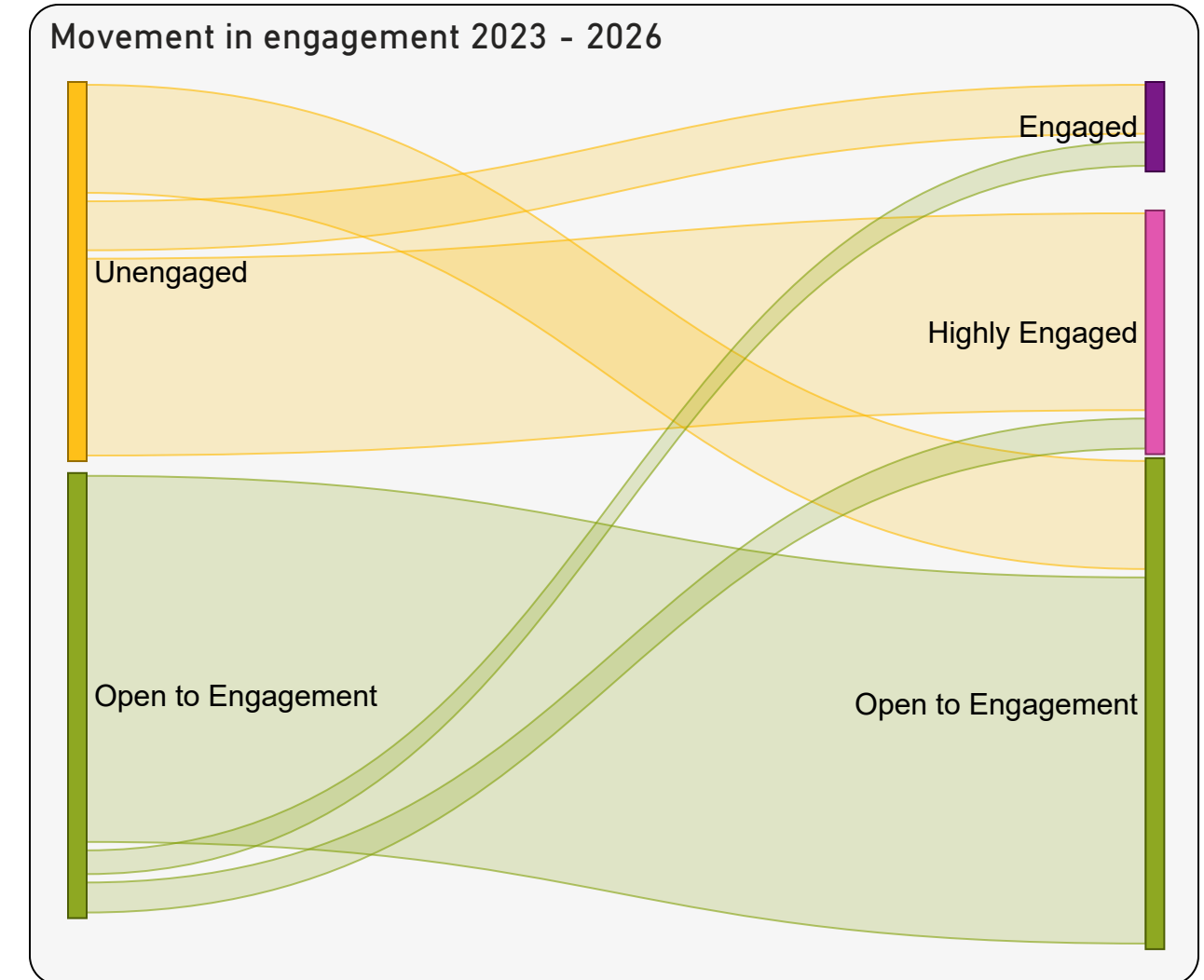
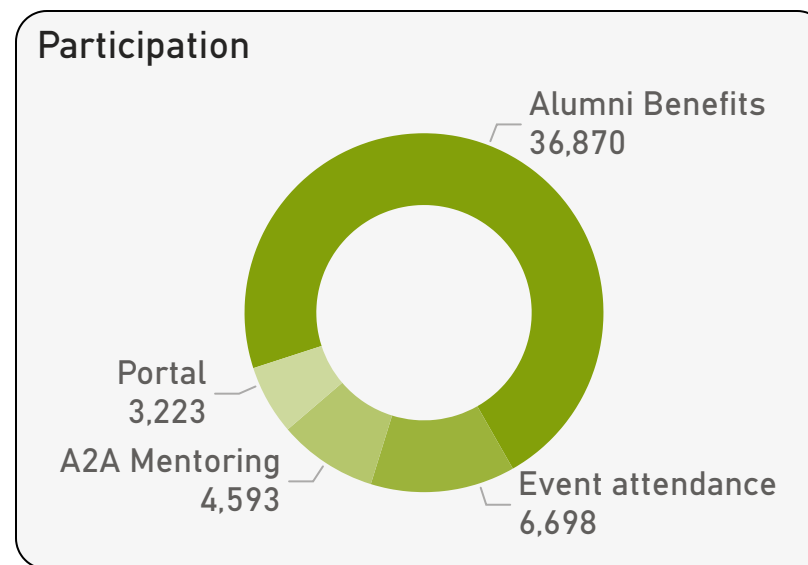
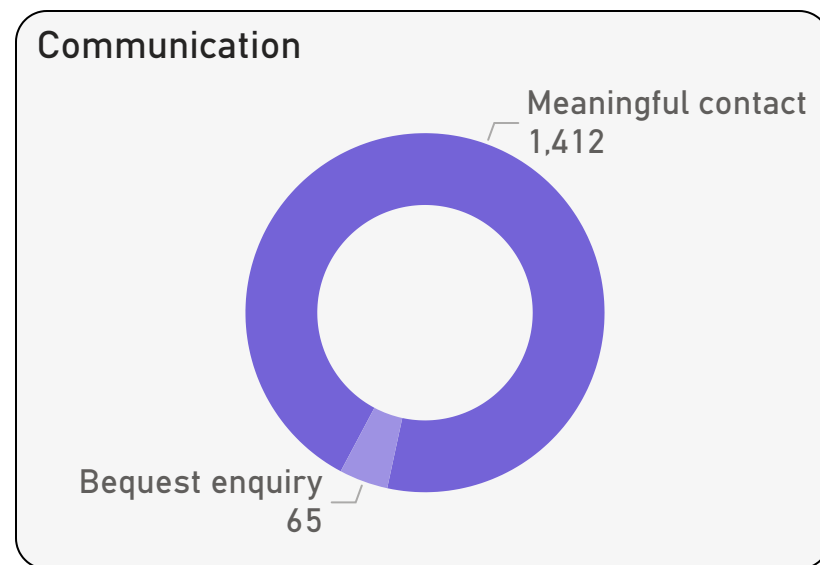
36,325	6,173	24,856
Open to Engagement	Engaged	Highly engaged

Country

All

Qualification category

All



Engagement status (current)

Unengaged	442,960
Open to Engagement	31,767
Engaged	6,950
Highly Engaged	28,462

Contactability

The overarching "contactable alumni" metric refers to an alum who is contactable by at least one of the three communication modes. An alum is recorded as "contactable" by a given mode when we have an active means of contact (ie. address or number) and where they are opted in to receive communication via that mode.

It is important to note that there is a limit to the degree to which we can identify the accuracy of a given address or number as it relates to the specific individual. For this reason, contactability rates should be considered indicative only, particularly in the case of by mail. If you are planning a communication, please seek more detailed advice from the Advancement Operations team as to recommended audience size.

Employment

An alum is represented as having known employment where we hold an active employment affiliation on their record. Industry data is taken from Dun & Bradstreet data stored on the affiliated Account (ie. organisation) record.

CASE AEM Engaged

The CASE Alumni Engagement Metric (AEM) is the accepted industry measure of an alum's engagement with their educational provider. Engagement is represented across four modes: Communication, Experiential, Volunteering, and Philanthropy. It is a binary measure, such that an alum is considered as "engaged" if they meet at least one of the criteria, and as engaged in a given mode if they meet at least one criteria for that mode.

Communication includes: updating contact or personal details, registering for an event, clicking an email, or joining a LinkedIn group in the reporting period.

Experiential includes: attending an event, take up of an alumni benefit (eg. Library membership, postgraduate discount, participation in LinkedIn group)

Volunteering includes: acting in a voluntary role on behalf of Monash

Philanthropy includes: giving a gift in the reporting period

Increased engagement (Monash depth metric)

The Monash depth metric of alumni engagement applies a score to specific activities/actions of an alum, and places alumni into one of four engagement levels: Highly Engaged (≥ 101 points), Engaged ($51 < \leq 101$), Open to Engagement ($0 < \leq 51$), and Unengaged (0). Our depth metric is aligned to the Alumni Engagement pipeline as outlined in the AEP.

Connection includes: updating contact or personal details, being a current student, being a current staff member

Communication includes: updating contact or personal details, registering for an event, clicking an email

Participation includes: uptake of an alumni benefit, event attendance

Involvement includes: volunteer participation

Giving includes: making an outright gift or pledge payment, committing a bequest