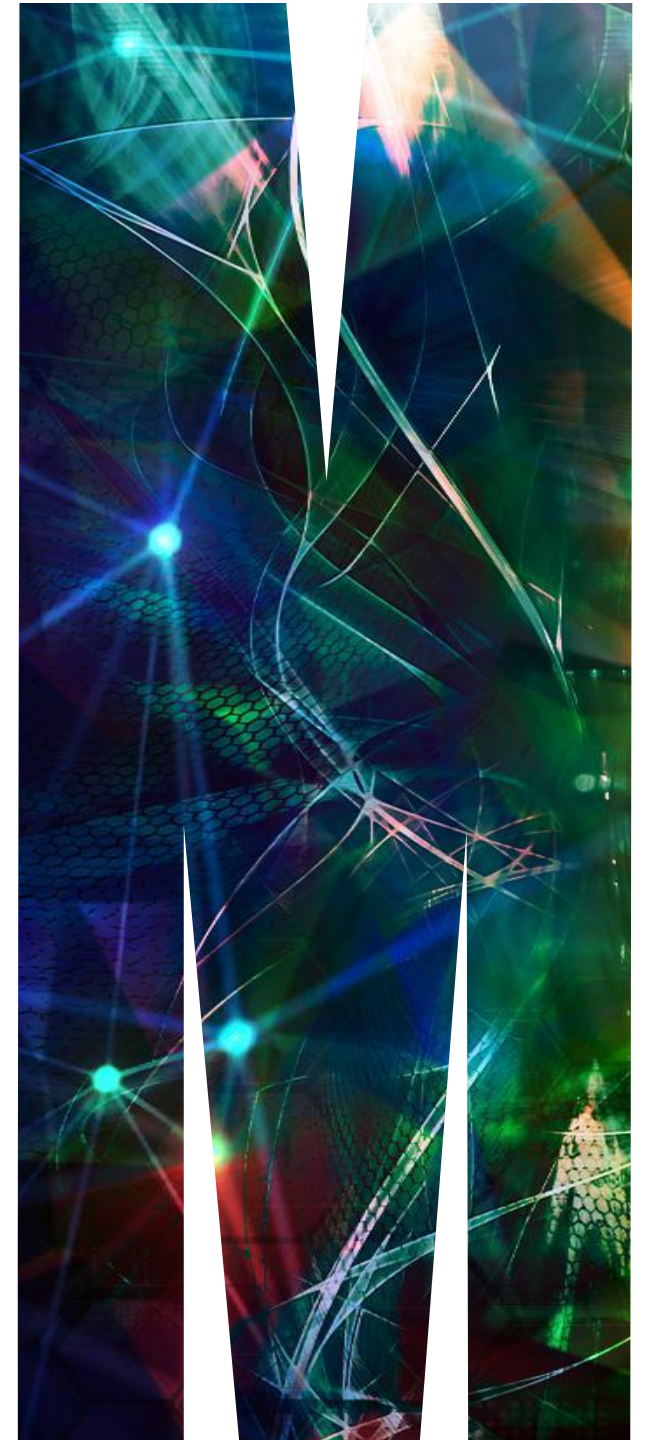


Alumni Engagement Plan (AEP) Dashboard

Embedding data driven decision making

MONASH UNIVERSITY

2025 CIRCLE OF EXCELLENCE AWARDS



MONASH ALUMNI ENGAGEMENT PLAN 2024-26



AEP 2024-26
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The Plan

AEP 2024-26

Every Day / Everywhere
Engage. Record. Report.

AEP 2024-26
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Every Day / Everywhere
Engage. Record. Report.

Objectives



Connection

We source and maintain high quality, meaningful data to inform the design and provision of exceptional alumni opportunities



Communication

We communicate with the right people, for the right activities, at the right time, in a way that feels authentic to alumni



Participation

We offer benefits, deliver inspiring events with intellectual content, and facilitate alumni-to-alumni networking to meet the needs of alumni at each life-stage



Involvement

We create engaging opportunities for alumni to contribute their time, talent, and industry connections for the benefit of themselves, Monash, its students and their fellow alumni



Giving

We build awareness of the impact of donating to research and education through Monash to help solve the challenges of the age

Success Measures

Maintain contactability by email above 65% of living alumni
(Baseline: 64% in 2023)

Maintain accurate employment records for at least 25% of living alumni
(Baseline score: 110,027 alumni, or 22.4% of living alumni in 2023)

15% increase in the number of engaged alumni
(Baseline: 122,762 in 2023; CASE AEM)

Move alumni positively through the engagement levels - 30,000 from Unengaged, 8,000 from Open to Engagement, and 3,000 from Engaged
(Baseline: Open to Engagement 36,494; Engaged 6,143; Highly Engaged 24,980; Alumni Engagement depth metric in 2023)

15% increase of alumni awareness of the University's fundraising campaign
(Baseline: 27% 2022 alumni survey)

15% increase of alumni awareness of opportunities to donate to Monash in support research and education
(Baseline: 66% 2022 alumni survey)



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Every Day / Everywhere
Engage. Record. Report.

The Alumni Engagement Plan (AEP) sets the direction for data driven decision making.

PROJECT OBJECTIVES

This project was undertaken with a view to

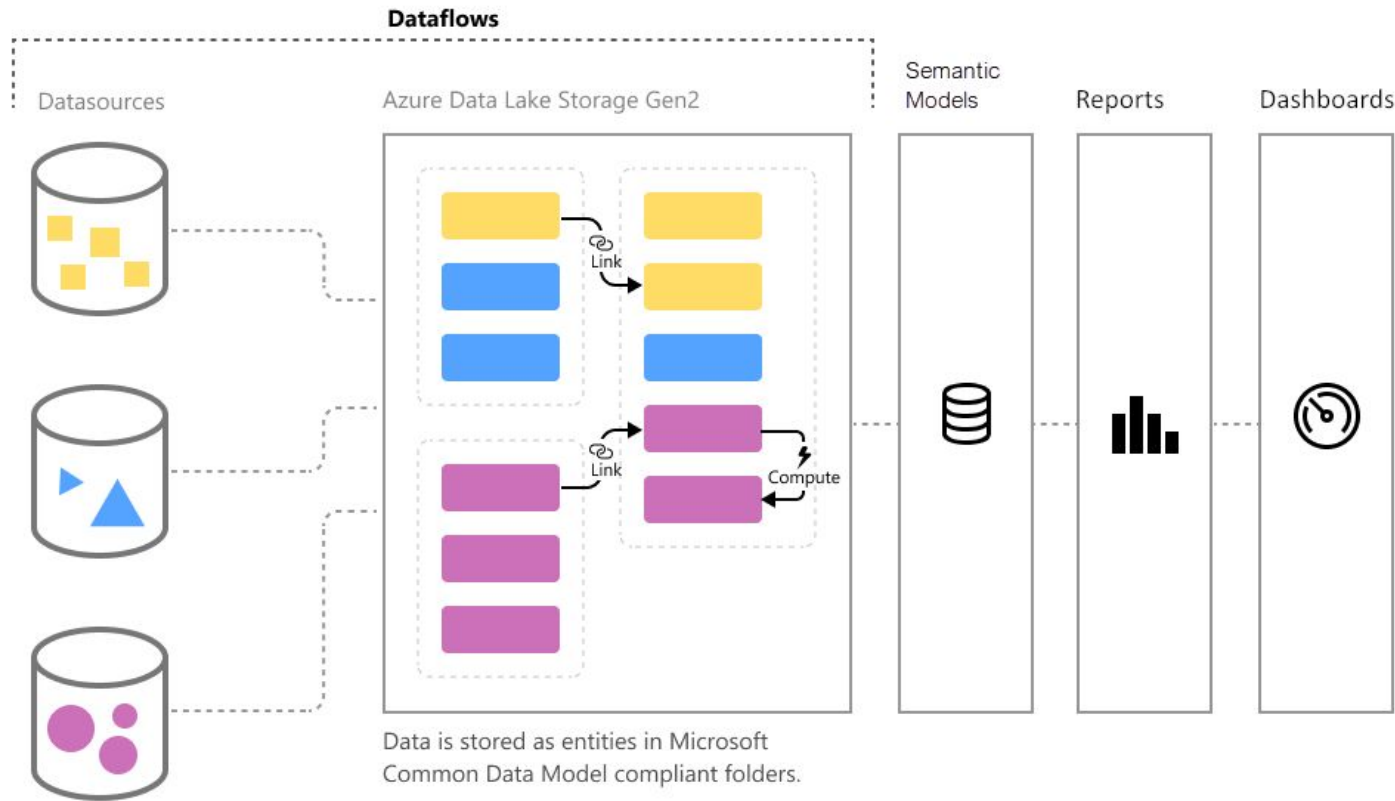
- a) Create a singular dataset upon which to base all future engagement reporting, whether at the overarching level, within a single engagement mode, or at an individual program level.
- b) Provide increased visibility and analysis of the engagement profile of any alumni cohort, and to identify gaps and opportunities.
- c) Allow for modular data appends for any data sets that are surfaced outside our Salesforce CRM.
- d) Focus the attention of all Alumni Engagement professionals across the institution on the impact of their program offerings on the successful delivery of the AEP.

Usage DataFlows in PowerBI

Data refreshed daily

Provide agility in strategy

Improved visibility on performance

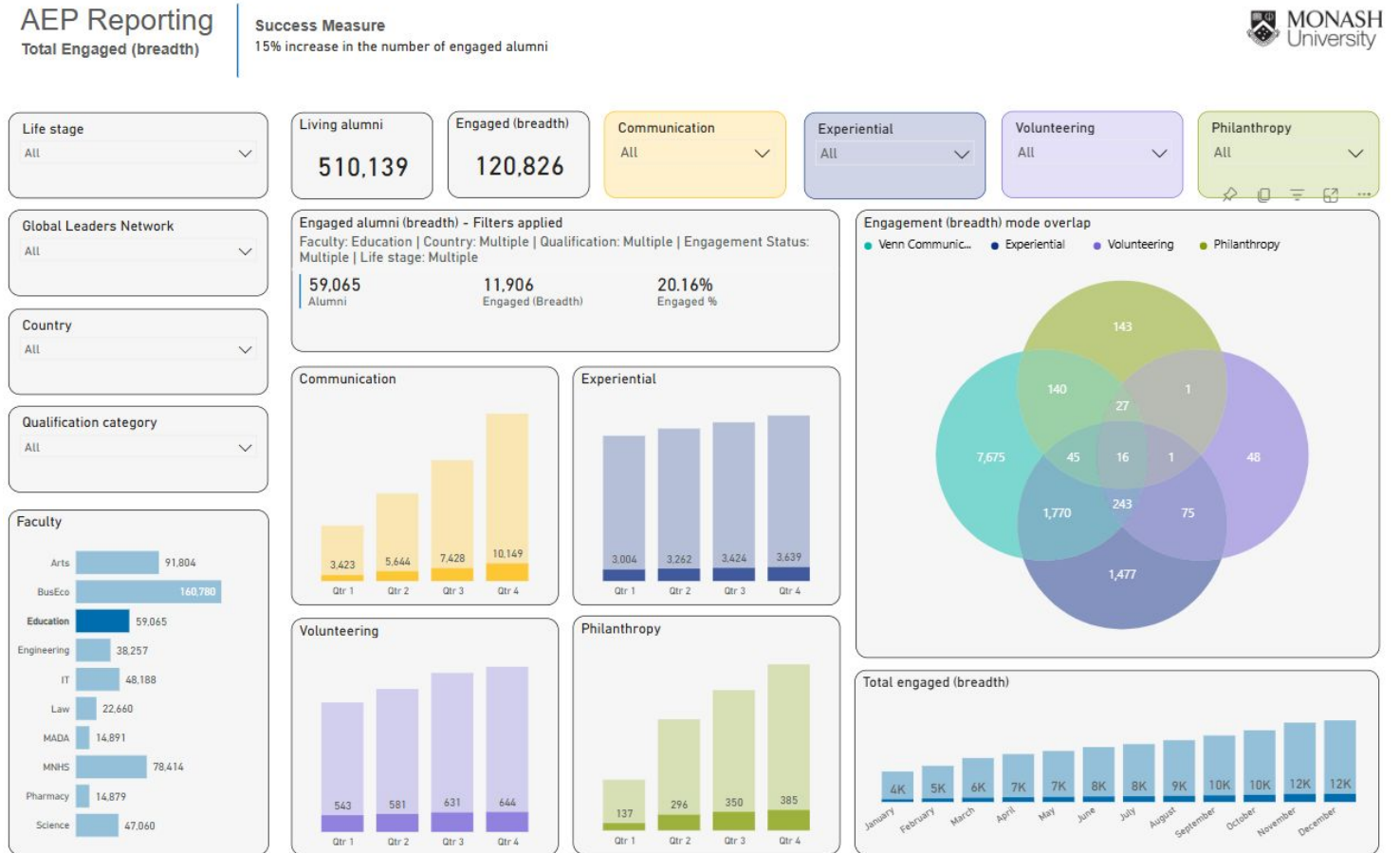


Enhanced interactivity and design language

Less reliance on mass-filters, more interactive slicing

More call-out numbers, improved aesthetics

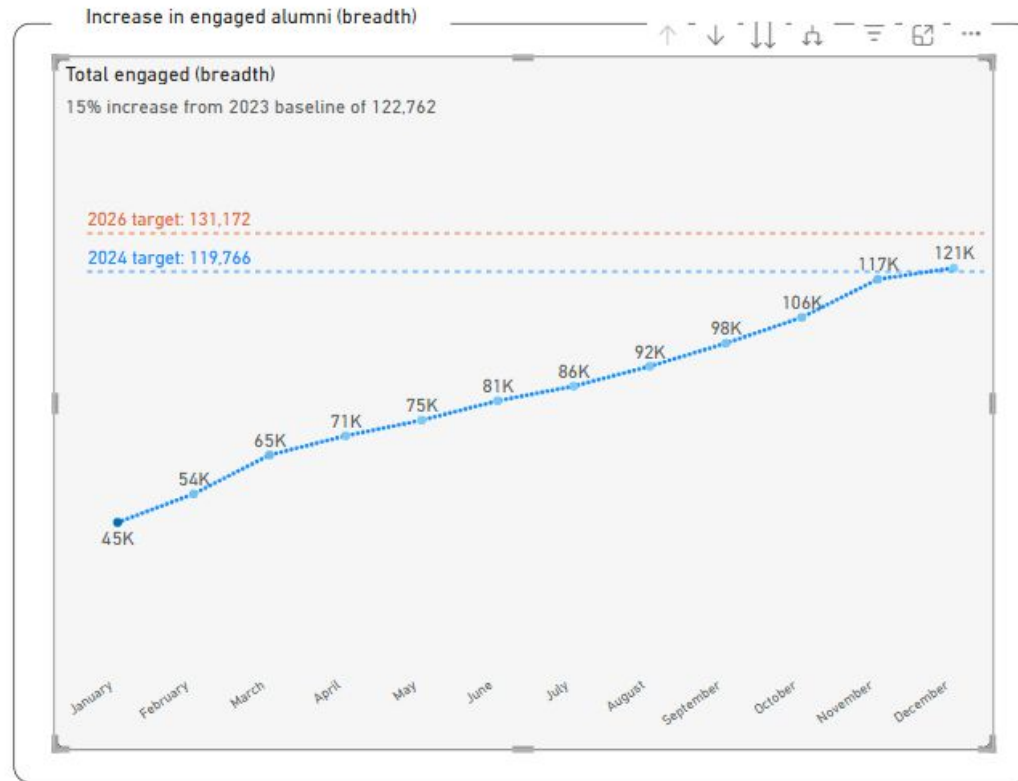
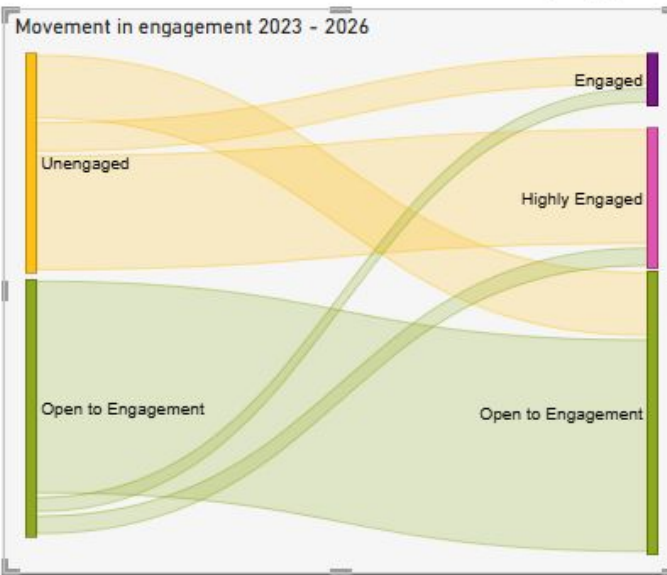
Simple, clear visuals to enhance understanding



Identify trends and 'over-time' performance

Trends over time

Call outs and KPI measures are front and centre



PRE VS POST AEP DASHBOARD

Previous reporting

- *Static/Slow reporting*
- *Heavy use of mass-filtering*
- *Reliance on shadow databases*
- *Single-use reporting*
- *Limited capability to identify and react to shifts in activity*
- *Limited ability to identify gaps and opportunities in programming and activities, at scale.*

AEP Dashboard

- *Modular dashboard design, standardised visual aesthetic*
- *Timely updates allow for identification of opportunities and gaps that can be addressed rapidly*
- *Ability to append data quickly, with a view to integrating into CRM permanently.*
- *Increased interactivity in dashboard, promoting secondary and tertiary questions to be raised from active investigations.*
- *Increasing 'crossover' audiences and unique characteristics*