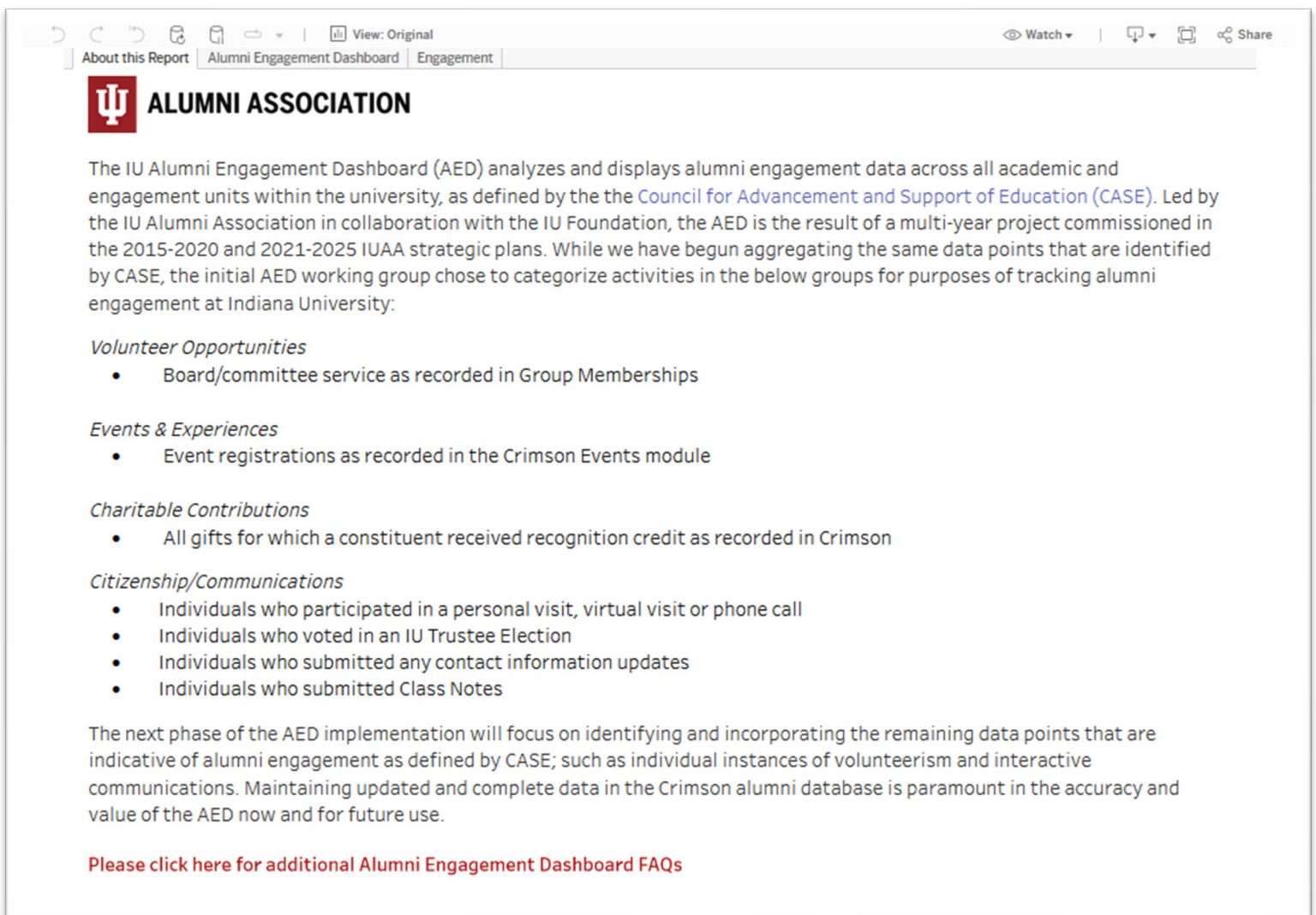


Alumni Engagement Dashboard Screenshots


As of March 15, 2023

Tab 1 – About the Dashboard

Definitions for the categories utilized throughout the report are shared here as well as a quick overview of the purpose of the dashboard.

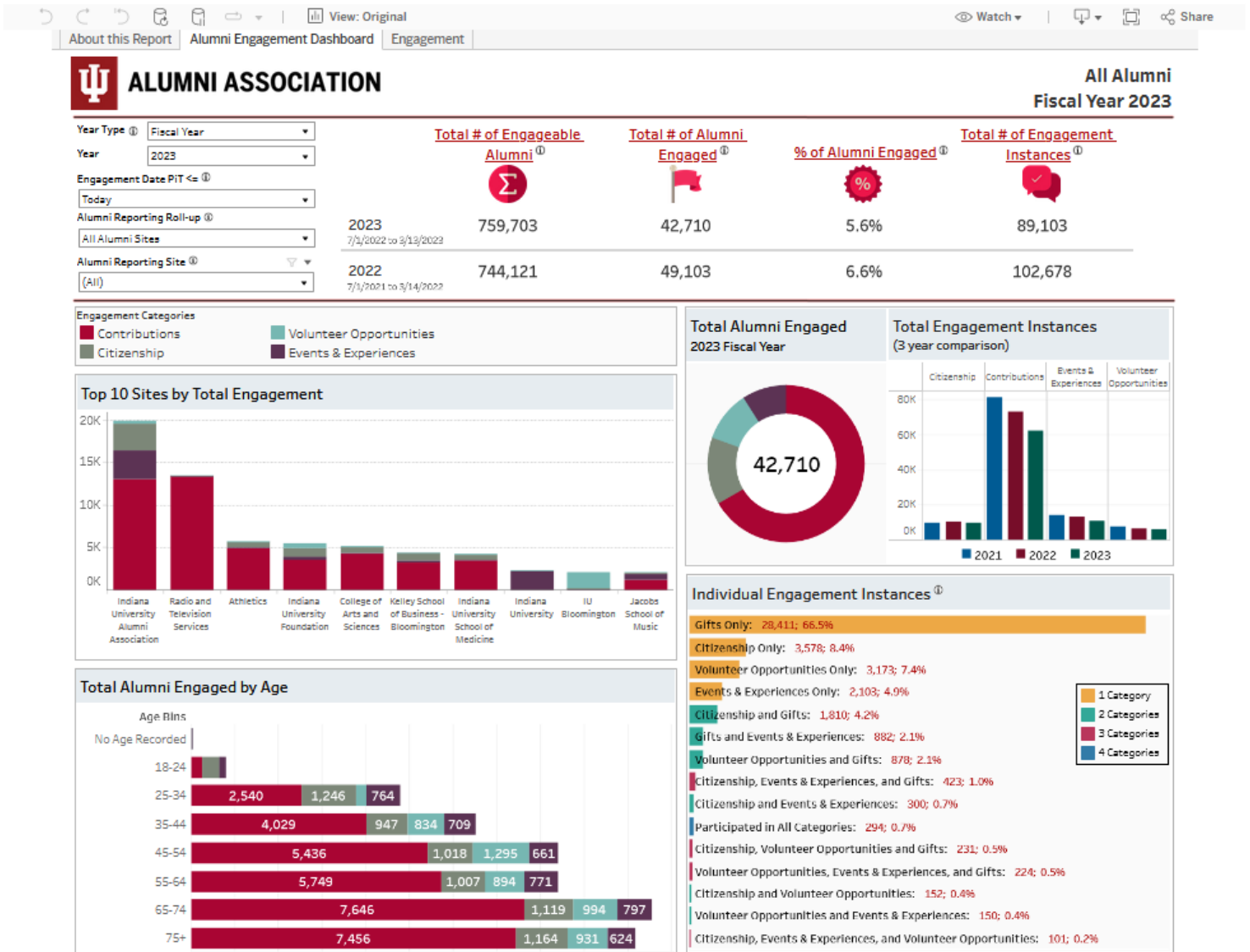


The screenshot shows a web browser window with the following content:

- Browser tabs: "About this Report", "Alumni Engagement Dashboard", "Engagement".
- Page header:  **ALUMNI ASSOCIATION**
- Text: "The IU Alumni Engagement Dashboard (AED) analyzes and displays alumni engagement data across all academic and engagement units within the university, as defined by the the [Council for Advancement and Support of Education \(CASE\)](#). Led by the IU Alumni Association in collaboration with the IU Foundation, the AED is the result of a multi-year project commissioned in the 2015-2020 and 2021-2025 IUAA strategic plans. While we have begun aggregating the same data points that are identified by CASE, the initial AED working group chose to categorize activities in the below groups for purposes of tracking alumni engagement at Indiana University:"
- Section: *Volunteer Opportunities*
 - Board/committee service as recorded in Group Memberships
- Section: *Events & Experiences*
 - Event registrations as recorded in the Crimson Events module
- Section: *Charitable Contributions*
 - All gifts for which a constituent received recognition credit as recorded in Crimson
- Section: *Citizenship/Communications*
 - Individuals who participated in a personal visit, virtual visit or phone call
 - Individuals who voted in an IU Trustee Election
 - Individuals who submitted any contact information updates
 - Individuals who submitted Class Notes
- Text: "The next phase of the AED implementation will focus on identifying and incorporating the remaining data points that are indicative of alumni engagement as defined by CASE; such as individual instances of volunteerism and interactive communications. Maintaining updated and complete data in the Crimson alumni database is paramount in the accuracy and value of the AED now and for future use."
- Text: "Please [click here for additional Alumni Engagement Dashboard FAQs](#)"

Tab 2 – Alumni Engagement Dashboard

This tab of the dashboard is designed to give high-level engagement data of a particular alumni population. Information can be filtered by reporting year and reporting site (the school or campus with which a constituent's record is connected).



Tab 3 – Engagement

This tab is designed to allow users to further explore how alumni engage with different Indiana University sites (schools, units, campuses, etc.). It also allows users to see a geographic representation of where concentrations of alumni tied to these sites live. Users can also view the names of those alumni engaging with that site (bottom right corner under the map shows those columns, but individual constituent data has been removed for privacy).

View: Original
Watch | Share

About this Report | Alumni Engagement Dashboard | Engagement

Year Type: Fiscal Year

Year: 2023

Engagement Date: Month End <= Today

Engagement Site: (All)

Alumni Reporting Site Rollup: All Alumni Sites

Alumni Reporting Site: (All)

Alumni Region: (All)

Country: (All)

State: (All)

Engagement Instances	Alumni Engaged	Total Alumni	% of Total Alumni Engaged
89,041	42,674	759,703	5.6%

2023 Fiscal Year Alumni Participants IU Employee Status: (All)

© 2023 Mapbox © OpenStreetMap

Site	Contributions	Events & Experiences	Citizenship	Volunteer Opportunities	Grand Total
Indiana University Alumni Association	12,994	3,343	3,215	325	19,877
Radio and Television Services	13,459	3	35	13	13,510
Athletics	4,992	5	730	10	5,737
Indiana University Foundation	3,540	371	994	612	5,517
College of Arts and Sciences	4,228	182	603	102	5,115
Kelley School of Business - Bloomington	3,297	140	925	48	4,410
Indiana University School of Medicine	3,534	95	557	62	4,248
Indiana University		2,259		107	2,366
IU Bloomington		196	2	1,934	2,132
Jacobs School of Music	1,284	612	157	41	2,094
School of Education - Bloomington	1,555	38	185	32	1,810
Eskenazi Museum of Art	157	48	151	1,451	1,807
Robert H. McKinney School of Law	900	647	98	47	1,692

Constituent Name	Contribut...	Events & Experiences	Citizenship	Volunteer Opportunities	Grand Total
	59	5	5	2	71
	59	3	5	1	68
	47	13	7		67
	41				41
	30				30
	30		1		31
	26		1	1	28
	26		1		27
	26	1			27
	26				26
	25				25
	25		1		26