

AMAtlas Graphical Program Summary (GPS) prepared for Sample Institution

Compiled from the CASE Alumni Engagement Metrics (AEM)
Survey 2019

This report, along with access to Data Miner, is provided as a CASE member benefit.



About the Alumni Engagement Metrics (AEM) Survey



- In 2019, CASE launched a new Alumni Engagement Metrics survey to enable institutions to measure alumni engagement across four “modes:” Philanthropic, Volunteerism, Experiential, and Communications.
- The survey is open to all educational institutions including colleges, institutes, universities, and independent schools and is the first global survey conducted by CASE.
- Framework was created by a volunteer task force of alumni relations professionals and defines alumni engagement as:
 - Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution’s reputation and involve alumni in meaningful activities to advance the institution’s mission.
- As a new survey, the goal was to start simply and evolve over time. Future years will provide year-over-year trended results.
- Access the [Guidance Document](#) for specific inclusions and exclusions across the four modes.

All comparisons in the following slides are presented as **Medians**.

Comparison Data

AMAtlas peer groups are based on a combination of core data points from the Alumni Engagement Metrics survey and additional appended variables. An algorithm is used to select the five institutions most similar to yours based on data for fiscal year 2019. The following slides show trends in your institution and institutions similar to yours based purely on the selected data points. Your peer group is not necessarily an academic or aspirational peer group. Additionally, due to the different institutions that took part, your peer group will be different than the AMAtlas peers selected by the algorithm in your fundraising survey.

Variables and Weights

Country		Carnegie Classification (if US)	
Institution Type		Public or Private?	
% Engaged Any Mode			Total Living Alumni
Total Contactable Alumni	Alumni Association Dues? Y/N	Alumni Relations Staff	Total Number Engaged Any Mode

Peer A

Peer B

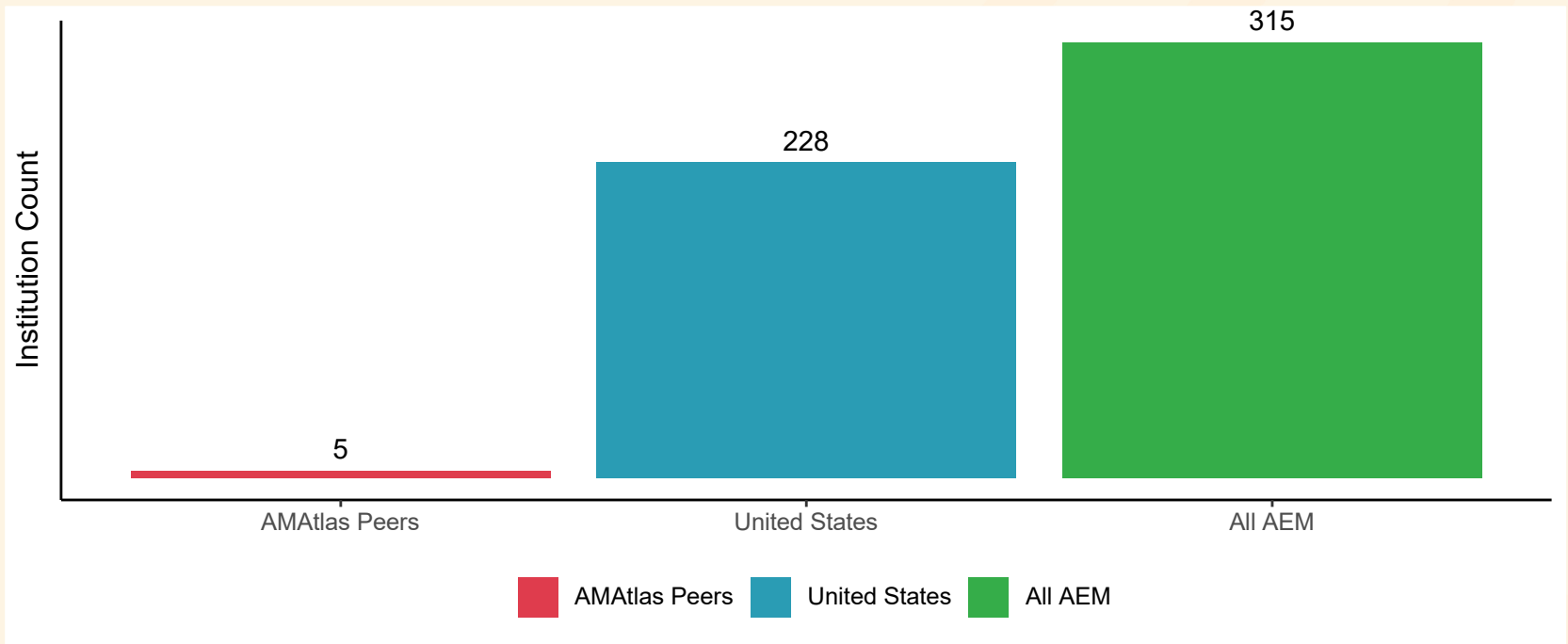
Peer C

Peer D

Peer E

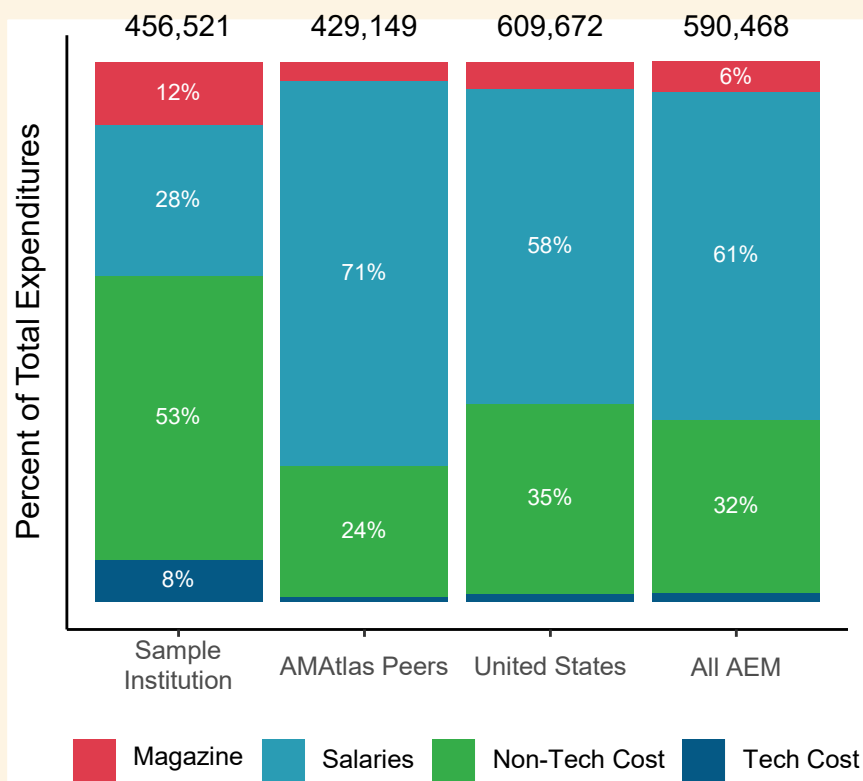
Note: If you did not provide responses for a variable(s), you were not matched based on that particular data point. See slide 10 for information about selecting your own peer institutions for comparison.

Comparative Metrics



The following slides include comparisons to AMAtlas Peers, institutions in your country/region, and all participants in the Alumni Engagement Metrics survey. For your reference, when you see median figures they will be based on the middle data point of these three groups, respectively. The countries/regions are Australia/New Zealand, Canada, United Kingdom, United States, and Other. Other includes Austria, Finland, France, Hong Kong, Hungary, Mexico, Netherlands, Singapore, Sweden, Switzerland, and Vietnam.

Program Size and Expenditures



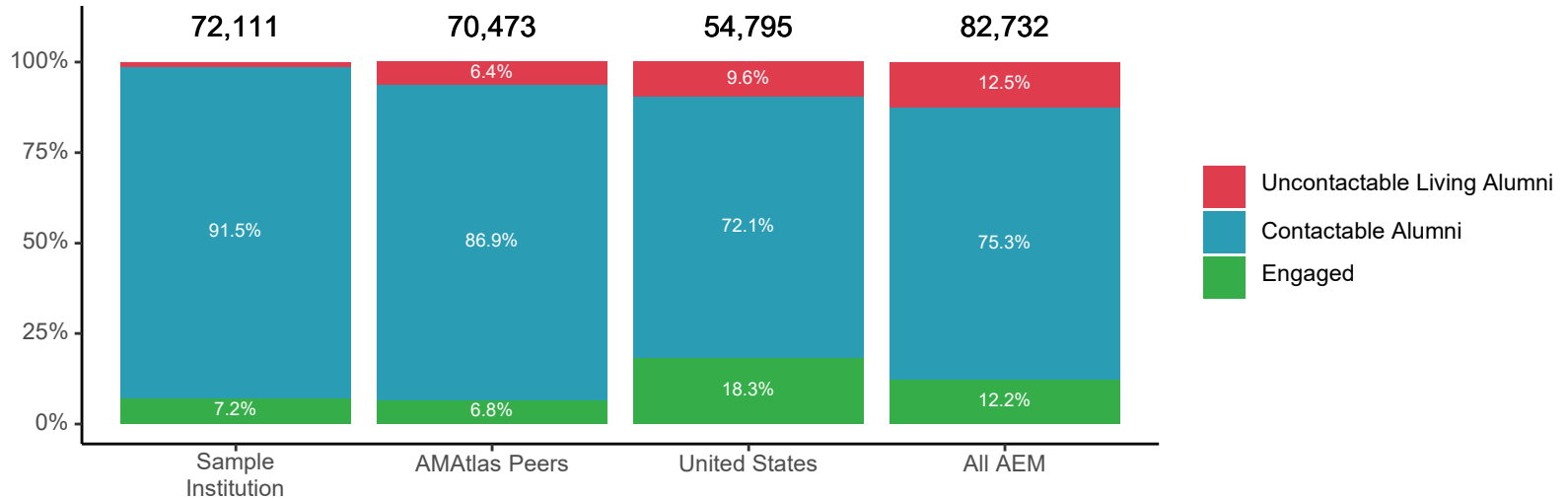
The totals, shown on the top of each graph, are converted to local currency in United States. For grouped data, the median spending for each category was calculated and then were summed to obtain a total. Source of Data: CASE Alumni Engagement Metrics (AEM) Survey, 2019

The expenditures include only the staff and non-staff direct costs involved in alumni relations activities. A response of 0 was still considered a response while a blank response indicated the answer was omitted. Your institution completed 4 out of 4 categories.

% of Institutions by Expenditure Categories Reported			
Categories	AMAtlas Peers	United States	All AEM
0	0%	13.6%	11.4%
1	0%	3.5%	3.8%
2	0%	6.1%	6.0%
3	20.0%	7.0%	7.6%
4	80.0%	69.7%	71.1%

Alumni Relations Median Staff FTE				
	Your Institution	AMAtlas Peers	United States	All AEM
Staff FTE	11.1	4.6	4.9	5.2

Alumni by Category

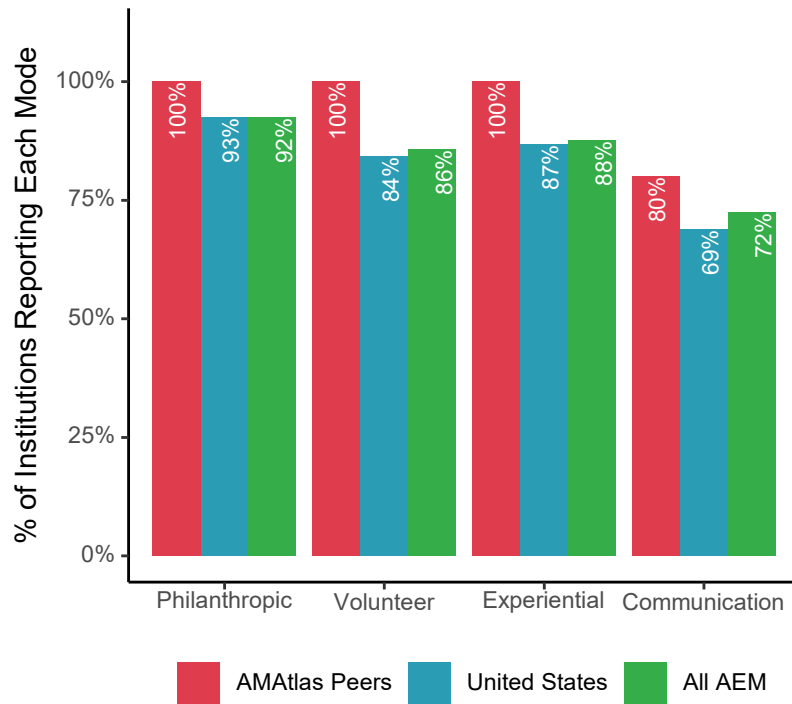


Source of Data: CASE Alumni Engagement Metrics (AEM) Survey, 2019
 Figures will add to 100%.

	Sample Institution	AMAtlas Peers	United States	All AEM
Contactable Alumni per Staff FTE	6,440	14,470	10,107	13,924

Capturing Modes of Engagement

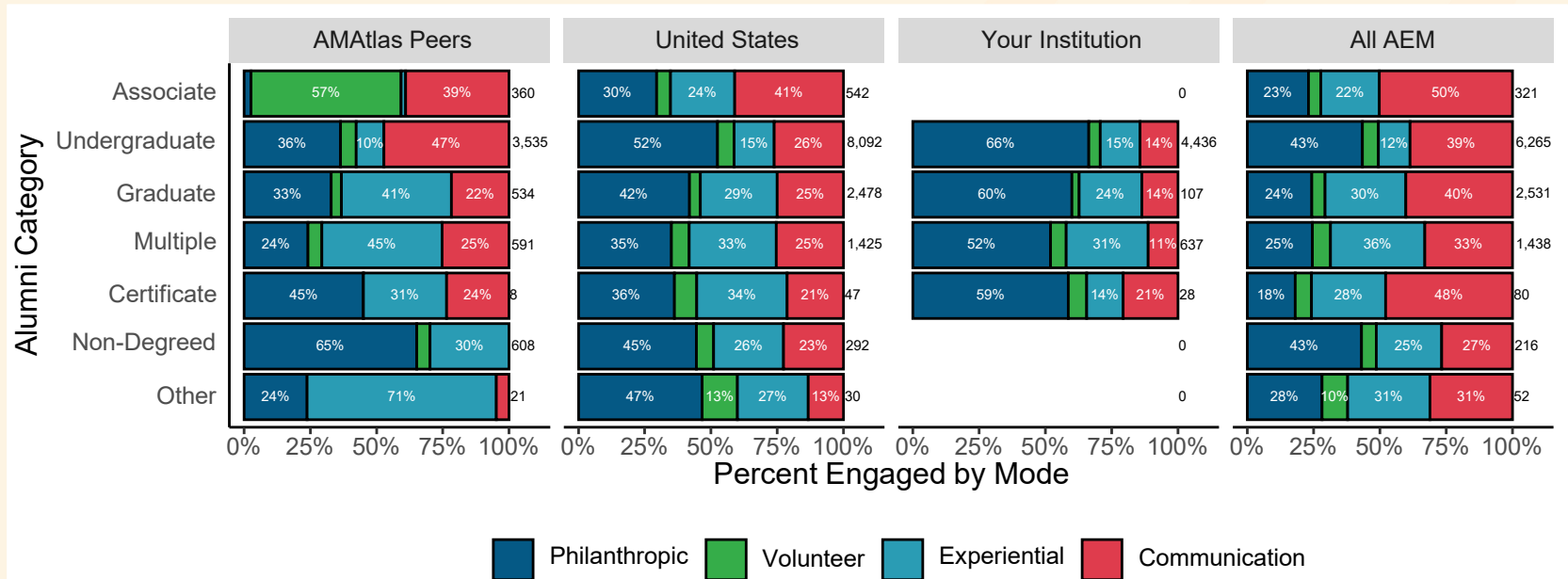
As a new framework, this inaugural survey is first an exercise in establishing counting practices. As you benchmark against peers, ensure you review results for each mode, understanding that not all participating institutions currently capture data across all four modes. Your institution provided responses for 4 modes of engagement: Communication, Experiential, Philanthropic, and Volunteer.



The totals, shown on the top of each graph reflect the percent of each group that reported each mode.
Source of Data: CASE Alumni Engagement Metrics (AEM) Survey, 2019

% of Institutions by Modes Reported			
Modes	AMAtlas Peers	United States	All AEM
0	0%	7.5%	7.0%
1	0%	3.1%	2.2%
2	0%	6.1%	6.0%
3	20.0%	16.2%	15.2%
4	80.0%	67.1%	69.5%

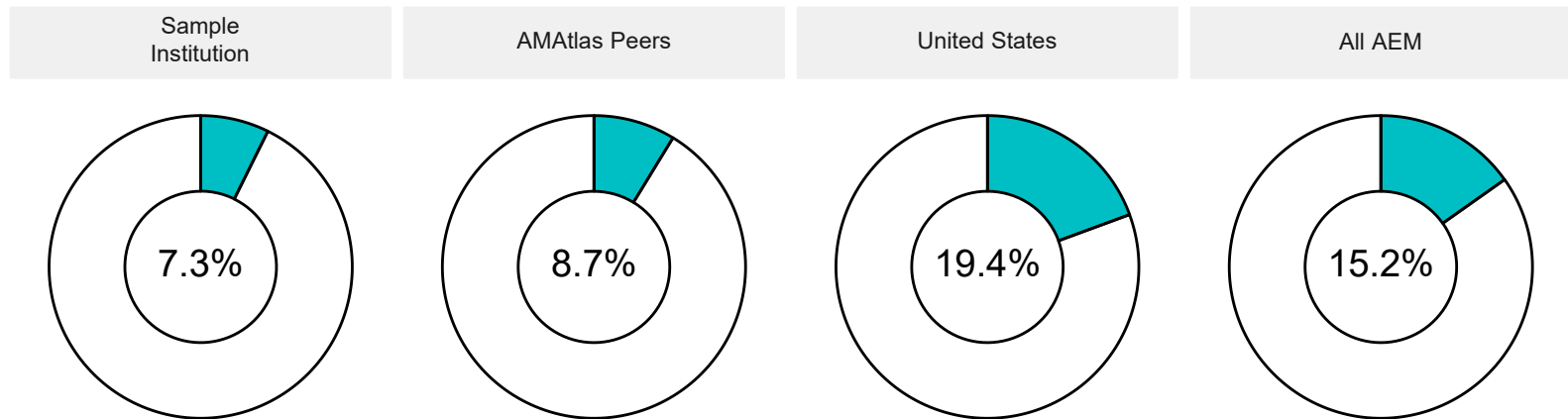
Engagement by Mode



Source of Data: CASE Alumni Engagement Metrics (AEM) Survey, 2019

In what ways are alumni engaged? Does it differ based on alumni category? How does that compare to peers? The charts answer these questions by showing a distribution of engagement across the seven alumni categories and four modes. Each alumni category will add to 100%. In addition, the number to the right of each alumni category is a sum of all alumni engaged across all four modes. Because alumni may be engaged in multiple modes, this is not a discrete count but an engagement health measure. Over time, this number should get larger, meaning that you are either engaging more alumni, engaging alumni in more ways, or both!

Percentage Engaged – by ANY mode



Source of Data: CASE Alumni Engagement Metrics (AEM) Survey, 2019

Percentage Engaged by ANY mode is a metric which divides the number of legally contactable alumni by the number of alumni who were engaged by at least one of the four modes. Your institution-specific results are only displayed if you completed both data points used for the numerator and denominator. The grouped data (AMAtlas Peers, Region, and All AEM) is only calculated for institutions that also reported data for 4 modes, in line with the modes submitted by your institution.

Next Steps: Use results for data-driven decisions

Data Miner

Conduct further research in Data Miner, the online application included as part of CASE membership. Access online tutorials to learn more about how to create comparison groups and reports.

Other Research

[Review CASE's results presentation](#) for the inaugural AEM survey and access other research online.

Made-to-Order GPS

Purchase an in-depth version of the GPS Report with up to 20 peers selected by you or CASE. The report includes an analysis on alumni engaged in multiple modes and is presented in a 60-minute, web-based session with your institution.

Facilitated Cohorts

Learn the stories behind the data—receive the Bespoke Analysis as well as attend in-person meetings for Philanthropy, Alumni Relations, and Communications and Marketing practice areas. The Made-to-Order GPS Report for AEM and Philanthropy are included in Facilitated Cohort deliverables.

Available as a benefit of membership

Add-on services, CASE member pricing

Thank You!

We appreciate your contribution as we build and refine a framework for a universal measure of alumni engagement. Year 2 surveys will open over the summer – plan to take part and please help spread the word!

Contact Jenny Cooke Smith at jsmith@case.org or 202-478-5555 to discuss how CASE can partner with you in the form of Made-to-Order GPS reports and Facilitated Cohorts.

