



ICARS TABLES AND CHARTS 2015

Data from the 2014 International CASE Alumni Relations Survey

Round 9 summary results from 66 institutions in nine countries,
with some comparisons of 2013 data for 52 repeating institutions

(August 2015)

Presented by

Yashraj R. Jain
Research Manager
CASE Europe

The International CASE Alumni Relations Survey (Round 9, September - November 2014)

Here are some tips to help you understand the data and navigate this Excel Workbook:

1. This file contains the results of CASE's 2014 international benchmarking survey of alumni relations professional plus some comparisons of data with the 2013 version of the survey for repeating institutions. The 2014 responses came from 66 institutions in nine countries. Fifty-two institutions completed the survey in both 2013 and 2014.
2. The results tabulated here are based on individual responses to the survey. Your contribution of your institution's data gives you access to these summary data constructed from everyone else's survey response. All survey participants in 2014 will have access to this Excel file. It will NOT be shared with non-participants, and we ask that you do NOT forward this information to non-participants. In these summary results, you will not be able to identify other individual institutions by name or see their responses to individual questions, and they will not be able to identify your institution's responses and name.
3. Feel free to copy or cut and paste the numbers and charts for your own internal use, providing you acknowledge them as coming from: *"The 2014 International CASE Alumni Relations Survey."* Please let us informally know whenever you use these results, so we can learn what they are being used for inside AR offices, how often, in what conversations, and what data in them are most useful to you. (Copies of the charts can be made by highlighting the chart area you want, then doing right-click, "Copy" and "Paste" if you are going into another Excel file or selecting "Paste Special --> Microsoft Excel Object File" if you are dropping your selection into an MS Word or PPT document.)
4. This file was constructed using MS Office Excel 2007 (i.e., files with ".xlsx" extensions) in MS Windows XP 2003. Users having problems opening these files may still be on Office 2003 and should contact yjain@case.org if they want a backsaved 2003 version.
5. This MS Excel Workbooks contains many individual MS Excel Worksheets. Each individual worksheet usually contains the results of only one question in a table or chart or both. The tabs at the bottom of the Excel window contain an abbreviated name for that variable. Names beginning with "4YRS" indicate that the worksheet compares 2014, 2013, 2012 and 2011 data. You can move from sheet to sheet by clicking on the different tabs. If you want to print out worksheets, they are already set up to print on one page each at a size of 11.0 inches x 8.5 inches. Since European A4 size is slightly larger than this, these worksheets should also fit on one page each with that kind of paper. The worksheet name, and page number within the workbook, are given at the foot of each page.

(continued)

6. The data are presented in one of three forms: (a) summary descriptive statistics (i.e., mean, median, minimum, maximum and sum) by nation and by institutional type sub-groups; (b) tables and bar charts of single variables for all respondents; and (c) correlations and regression equations.
7. For the institutions arranged by each country, summary descriptive statistics are only shown if there are FIVE or more institutions responding from that country (i.e., the rows where the N figure is shaded grey). This is done to preserve confidentiality at the recommendation of the member steering group. For example, there are 56 responses from institutions in the "United Kingdom." Within this group, there are 45 from "England." So the "UK" row and the "England" row each have its own summary descriptive statistics displayed. An individual English institution would thus be able to compare its own numbers against the summary descriptive statistics of four different groups of which it is a member: the "England" group, the "UK" group, the "Europe" group and the entire set of respondents.
8. If there are fewer than FIVE institutions in a nation or group, then that row's summary descriptive statistics are not shown, and the institutions in that group have to look at the next level of aggregation upwards for their comparisons. For example, there are two institutions responding from Wales, so this row does not have its own summary descriptive statistics shown. A Welsh institution can only make comparisons against three groups: the "UK" group, "Europe" and the entire set.
9. The different national level groups can be seen in the worksheet called "GROUPS." Here regional aggregations of countries can be seen by following the vertical solid lines. For other worksheets with no regional, national or institutional type groupings and just summary tables and bar charts of individual variables, ALL institutions are included in the totals. However, not all 66 institutions responded to every single question or to every part of every question on the survey. As a result the "N" shown is lower than 66.
10. The geographical groups (shown in boxes in the "GROUPS" worksheet) are: "All Respondents (66 respondents); "UK" (56); and "Europe excl. the UK and Ireland" (8). The institutional groups are: "Russell Group" (with 14 respondents); "Uni Alliance Group" (9) and "LERU" (5), Leading European Research Universities). Only three of the respondents are from the "Million Plus Group;" too few for any data to be displayed. The 1994 Group disbanded in November 2013. More than one nation's institutions may be included in an "institutional" type group, and vice versa.

Directory of worksheet names and contents in this Excel workbook file

PAGE	WORKSHEET NAME	CONTENTS
	COVER	Cover page
	README	Helpful information about the 2014 (Round 9) survey and this workbook of results
	CONTENTS	Directory of worksheet names and contents in this Excel workbook file
	INTRO&SUMMARY	Introduction and Summary
1	GROUPS	Distribution of survey respondents across different national/institutional groups (Q.A13, 2014, 2013, 2012, 2011 and 2010)
2	TOTCONLIVCON	Total number of constituents who are living and contactable, 2014 (Q.C5)
3	CHTOTLIVCON	Chart of the median number of constituents who are living and contactable, 2014 (Q.C5)
4	BUDPER10THCONS	Total operating budget per 10,000 living and contactable constituents, 2014 (Q.E4 and Q.C5, non-zero cases only)
5	CHBUDPER10THCONS	Chart of median operating budget per 10,000 living and contactable constituents, 2014 (Q.E4 and Q.C5, non-zero responses only)
6	TOTSTAFFPERTENTHCONS	Number of FTE staff per 10,000 living and contactable constituents, 2014 (Q.E1 and Q.C5, non-zero responses only)
7	CHTOTSTAFFPERTENTHCONS	Chart of median FTE staff per 10,000 living and contactable constituents, 2014 (Q.E1 and C5, non-zero responses only)
8	2YRSCHGKEYVARS52STAFF	Changes in key staff variables from 2013 to 2014 for 52 core institutions
9	2YRSCHGKEYVARS52BUDGET	Changes in key budget variables from 2013 to 2014 for 52 core institutions
10	KEYVARSBYMAT	Key variables for 2014, by stage of maturity of AR programme (Q.A7)
11	CHKEYVARSBYMAT	Charts of key variables by stage of maturity, 2014
12	NUMPROGS	Frequency of different types of programmes, 2014 (Q.D1 to D14, added if Yes)
13	TYPPROGS	Percentage of responding institutions offering this programme, 2014 (Q.D1 to Q.D14) (ranked by most frequently offered)
14	MEMBENS	Frequency of different types of member benefits, 2014 (Q.I1 to I20 added if Yes)
15	4YRSTYPBENSTB	Which of the following benefits do you offer to your members? 2014, 2013, 2012 and 2011 (Q.I1 to I20) table
16	4YRSTYPBENSCH	Which of the following benefits do you offer to your members? 2014, 2013, 2012 and 2011 (Q.I1 to I20) chart

Distribution of survey respondents across different national/institutional groups 2014, 2013, 2012, 2011 and 2010 (Q.A13)

REGION / COUNTRY / INSTITUTIONAL GROUPINGS	2014 RESPONDENTS					2013 RESPONDENTS					2012 RESPONDENTS					2011 RESPONDENTS					2010 RESPONDENTS				
	(no.)	(no.)	(no.)	(no.)	(% of tot)	(no.)	(no.)	(no.)	(no.)	(% of tot)	(no.)	(no.)	(no.)	(no.)	(% of tot)	(no.)	(no.)	(no.)	(no.)	(% of tot)	(no.)	(no.)	(no.)	(no.)	(% of tot)
ALL RESPONDENTS	66				100.0%	79				100.0%	63				100.0%	74				100.0%	85				100.0%
Europe, incl. UK and Republic of Ireland	66				100.0%	79				100.0%	63				100.0%	71				95.9%	81				95.3%
UK	56				84.8%	60				75.9%	52				82.5%	62				83.8%	67				78.8%
England			45		68.2%			52		65.8%		47			74.6%		53			71.6%		58			68.2%
Northern Ireland			1		1.5%			1		1.3%		1			1.6%		2			2.7%		2			2.4%
Scotland			8		12.1%			4		5.1%		2			3.2%		2			2.7%		3			3.5%
Wales			2		3.0%			3		3.8%		2			3.2%		5			6.8%		4			4.7%
Russell Group			14		21.2%			13		16.5%		14			22.2%		14			18.9%		15			17.6%
Uni Alliance Group			9		13.6%			14		17.7%		8			12.7%		10			13.5%		13			15.3%
Million Plus Group			3		4.5%			2		2.5%		4			6.3%		6			8.1%		9			10.6%
LERU			5		7.6%			5		6.3%		9			14.3%		**					**			
Republic of Ireland			2		3.0%			3		3.8%		1			1.6%		4			5.4%		6			7.1%
Republic of Ireland and N. Ireland			3		4.5%			4		5.1%		2			3.2%		6			8.1%		8			9.4%
Europe, excl. UK and Republic of Ireland	8				12.1%	16				20.3%	10				15.9%	5				6.8%	8				9.4%
Belgium					0.0%			1		1.3%					0.0%					0.0%					0.0%
Bulgaria					0.0%					0.0%		1			1.6%					0.0%					0.0%
Germany					0.0%					0.0%		2			3.2%					0.0%					0.0%
Hungary			1		1.5%			1		1.3%					0.0%		1			1.4%		1			1.2%
Netherlands			4		6.1%			10		12.7%		3			4.8%		1			1.4%		2			2.4%
Spain					0.0%			1		1.3%					0.0%		2			2.7%		2			2.4%
Switzerland					0.0%			1		1.3%		2			3.2%					0.0%					0.0%
Scandinavia			3		4.5%			2		2.5%		2			3.2%		1			1.4%		3			3.5%
Denmark			1		1.5%					0.0%					0.0%					0.0%		1			1.2%
Finland					0.0%			1		1.3%		1			1.6%					0.0%		2			2.4%
Sweden			2		3.0%			1		1.3%		1			1.6%		1			1.4%					0.0%
World, excl. Europe, UK, Republic of Ireland																3				4.1%	4				4.7%
Australia																	3			4.1%		4			4.7%
Rest of the World, excl. Australia																0				0.0%	0				0.0%
China																				0.0%					0.0%
Kenya																				0.0%					0.0%
Nigeria																				0.0%					0.0%
Philippines																				0.0%					0.0%
Singapore																				0.0%					0.0%
South Africa																				0.0%					0.0%
Taiwan																				0.0%					0.0%

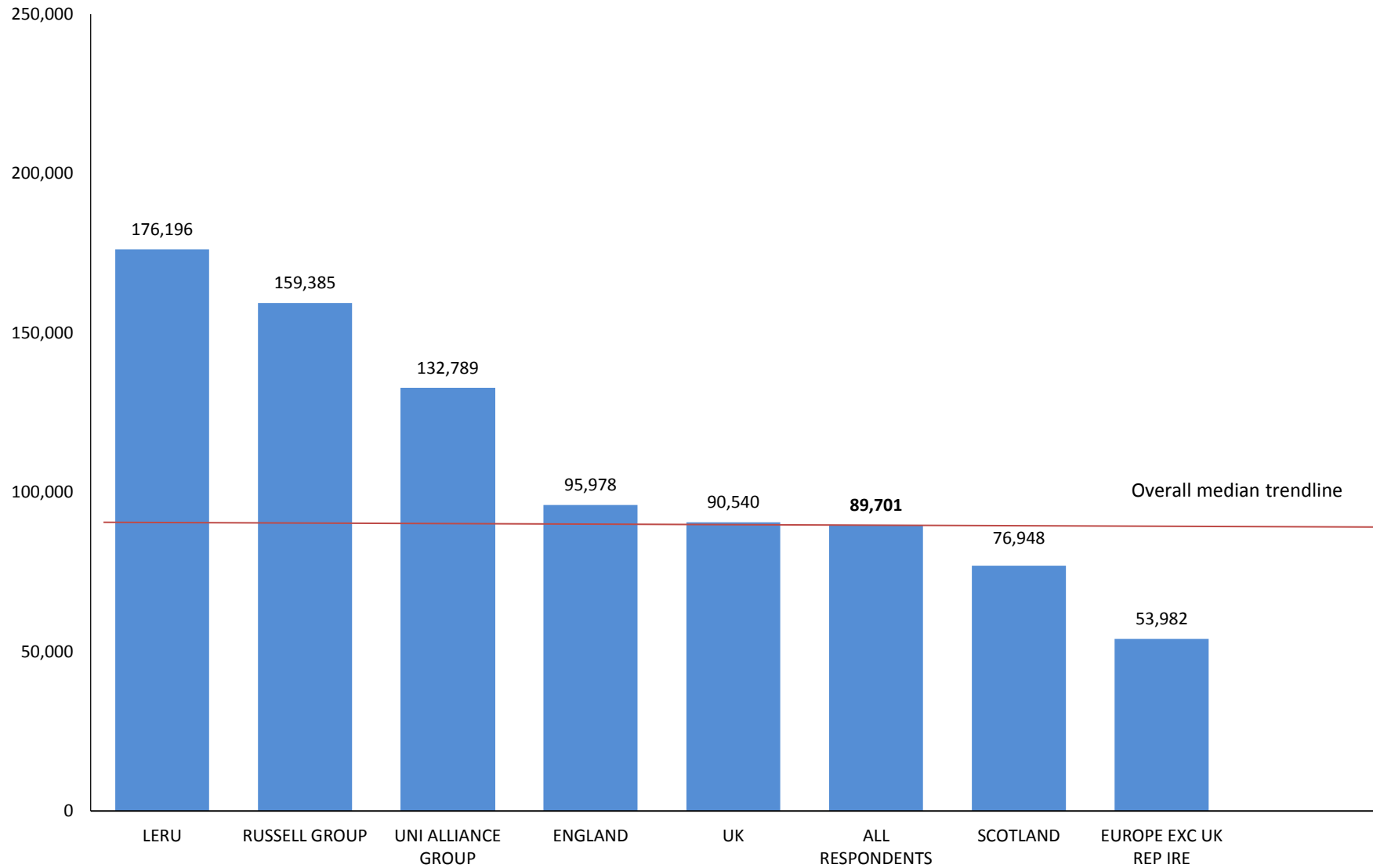
GROUPS

Total number of constituents who are living and contactable, 2014 (Q.C5)

REGION / COUNTRY / INSTITUTIONAL GROUPINGS		2014 RESPONDENTS					WITH INFO		MEDIAN	MEAN	MIN	MAX	SUM
		(no.)	(no.)	(no.)	(no.)	(% of tot)	(no.)	(%)	(no.)	(no.)	(no.)	(no.)	(no.)
ALL RESPONDENTS		66				100.0%	65	98.5%	89,701	97,699	4,521	319,597	6,350,444
UK			56			84.8%	55	98.2%	90,540	100,906	4,521	319,597	5,549,850
	England				45	68.2%	45	100.0%	95,978	103,463	4,521	319,597	4,655,830
	Northern Ireland				1	1.5%	1	100.0%					
	Scotland				8	12.1%	7	87.5%	76,948	87,451	36,318	143,803	612,157
	Wales				2	3.0%	2	100.0%					
	Russell Group				14	21.2%	14	100.0%	159,385	168,544	106,965	319,597	2,359,609
	Uni Alliance Group				9	13.6%	9	100.0%	132,789	109,506	33,046	188,919	985,557
	Million Plus Group				3	4.5%	2	66.7%					
	LERU				5	7.6%	5	100.0%	176,196	158,498	28,110	227,760	792,489
	Republic of Ireland				2	3.0%	2	100.0%					
	Republic of Ireland and N. Ireland				3	4.5%	3	100.0%					
Europe, excl. UK and Republic of Ireland			8			12.1%	8	100.0%	53,982	64,455	11,846	134,371	515,639
	Hungary				1	1.5%	1	100.0%					
	Netherlands				4	6.1%	4	100.0%					
	Sweden				2	3.0%	2	100.0%					
	Denmark				1	1.5%	1	100.0%					

Total number of constituents who are living and contactable, 2014 (Q.C5)

Source: International CASE Alumni Relations Survey 2015, CASE

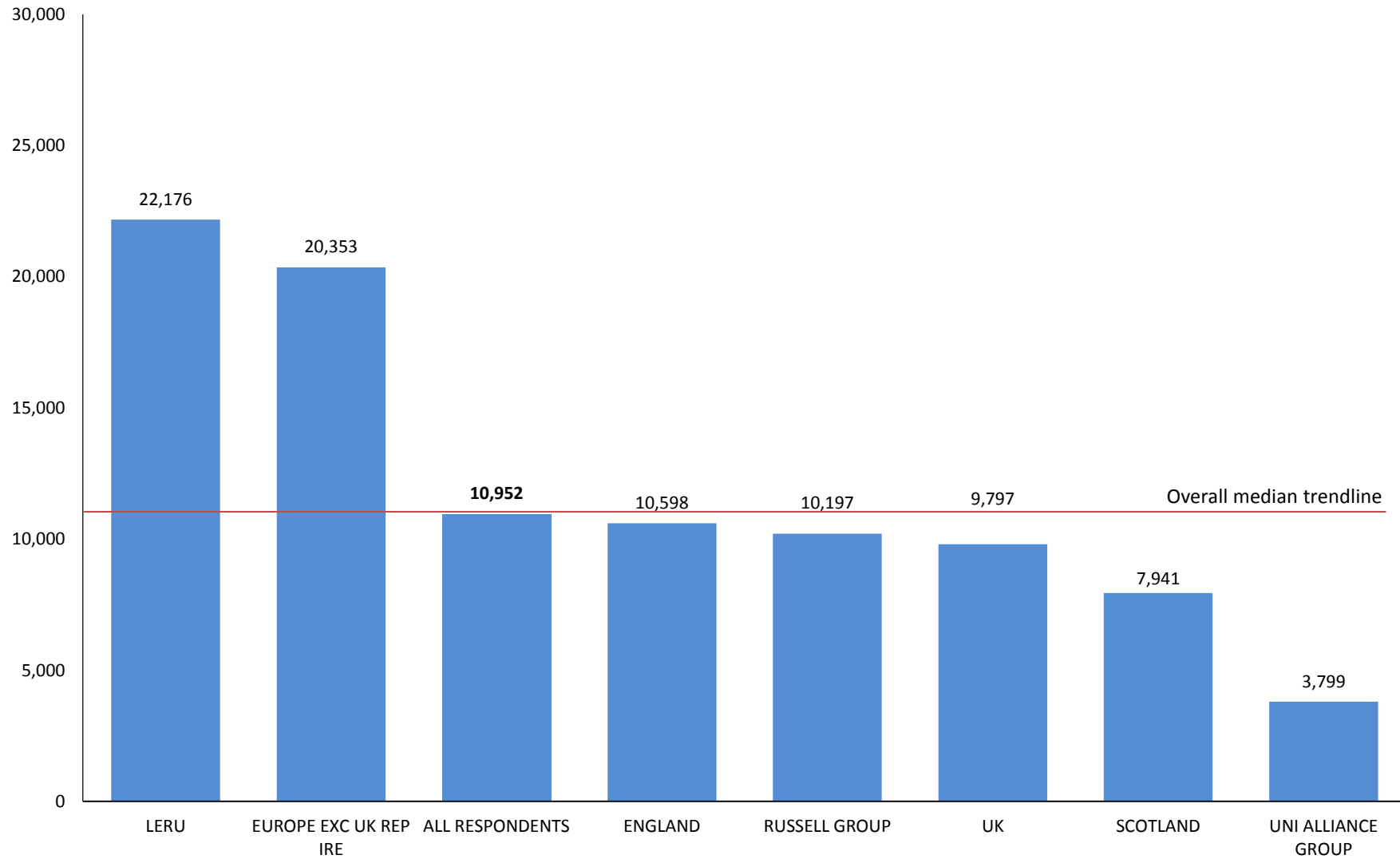


Total operating budget per 10,000 living and contactable constituents, 2014 (Q.E4 and Q.C5, non-zero responses only)

REGION / COUNTRY / INSTITUTIONAL GROUPINGS	2014 RESPONDENTS					WITH INFO		MEDIAN	MEAN	MIN	MAX	SUM
	(no.)	(no.)	(no.)	(no.)	(% of tot)	(no.)	(%)	(no.)	(no.)	(no.)	(no.)	(no.)
ALL RESPONDENTS	66				100.0%	65	98.5%	10,952	14,662	791	73,117	953,023
UK		56			84.8%	55	98.2%	9,797	13,810	791	73,117	759,563
England				45	68.2%	45	100.0%	10,598	15,328	791	73,117	689,773
Northern Ireland				1	1.5%	1	100.0%					
Scotland				8	12.1%	7	87.5%	7,941	7,900	2,357	12,996	55,302
Wales				2	3.0%	2	100.0%					
Russell Group				14	21.2%	14	100.0%	10,197	14,218	3,460	43,406	199,057
Uni Alliance Group				9	13.6%	9	100.0%	3,799	5,725	1,588	14,313	51,522
Million Plus Group				3	4.5%	2	66.7%					
LERU				5	7.6%	5	100.0%	22,176	25,549	15,158	43,406	127,747
Republic of Ireland				2	3.0%	2	100.0%					
Republic of Ireland and N. Ireland				3	4.5%	3	100.0%					
Europe, excl. UK and Republic of Ireland		8			12.1%	8	100.0%	20,353	19,244	7,922	28,478	153,955
Hungary				1	1.5%	1	100.0%					
Netherlands				4	6.1%	4	100.0%					
Sweden				2	3.0%	2	100.0%					
Denmark				1	1.5%	1	100.0%					

Total operating budget per 10,000 living and contactable constituents, 2014 (Q.E4 and Q.C5, non-zero responses only)

Source: International CASE Alumni Relations Survey 2015, CASE

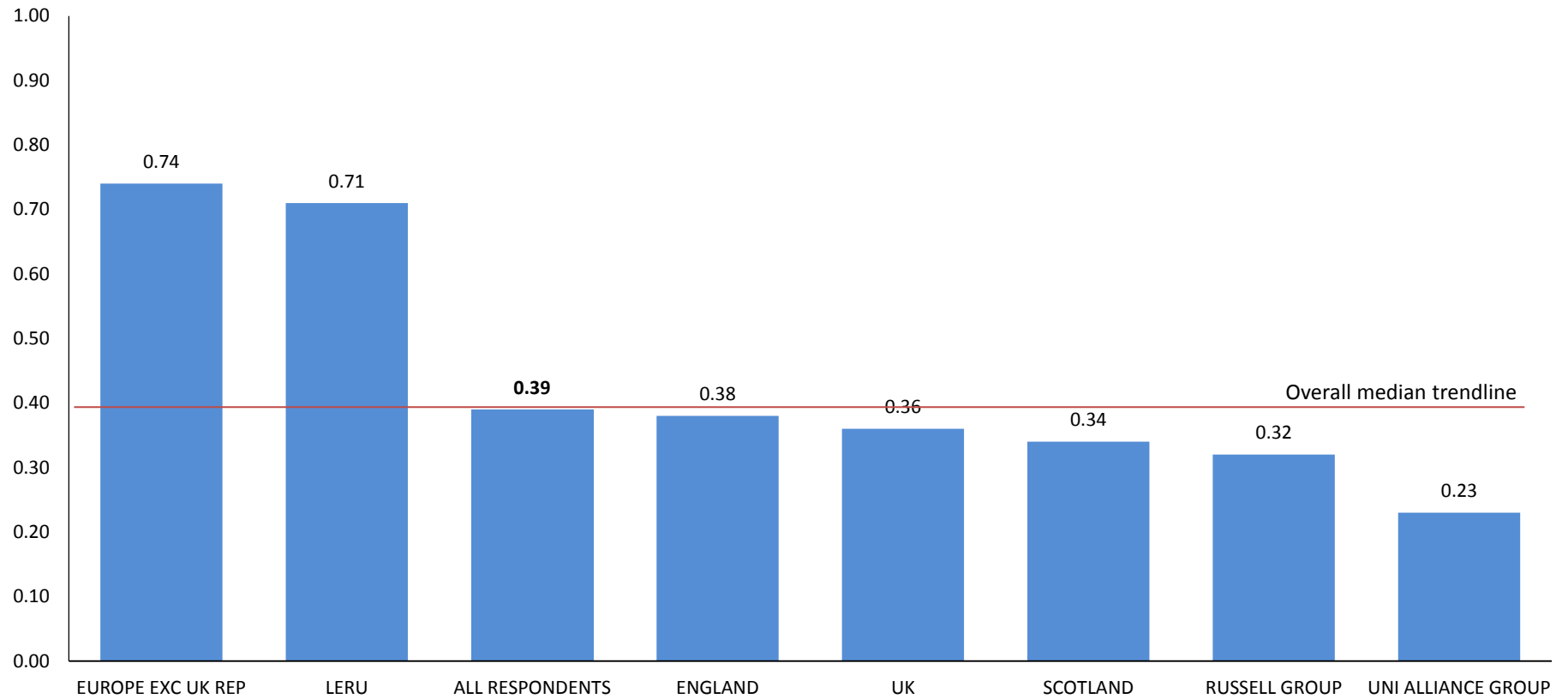


Number of FTE staff per 10,000 living and contactable constituents, 2014 (Q.E1 and Q.C5, non-zero responses only)

REGION / COUNTRY / INSTITUTIONAL GROUPINGS	2014 RESPONDENTS					WITH INFO		MEDIAN	MEAN	MIN	MAX	SUM
	(no.)	(no.)	(no.)	(no.)	(% of tot)	(no.)	(%)	(no.)	(no.)	(no.)	(no.)	(no.)
ALL RESPONDENTS	66				100.0%	66	100.0%	0.39	0.75	0.12	5.91	48.49
UK		56			84.8%	55	98.2%	0.36	0.67	0.12	4.36	36.76
England				45	68.2%	45	100.0%	0.38	0.74	0.12	4.36	33.12
Northern Ireland				1	1.5%	1	100.0%					
Scotland				8	12.1%	7	87.5%	0.34	0.40	0.26	0.83	2.79
Wales				2	3.0%	2	100.0%					
Russell Group				14	21.2%	14	100.0%	0.32	0.67	0.18	4.08	9.37
Uni Alliance Group				9	13.6%	9	100.0%	0.23	0.26	0.12	0.45	2.38
Million Plus Group				3	4.5%	2	66.7%					
LERU				5	7.6%	5	100.0%	0.71	1.26	0.20	4.08	6.32
Republic of Ireland				2	3.0%	2	100.0%					
Republic of Ireland and N. Ireland				3	4.5%	3	100.0%					
Europe, excl. UK and Republic of Ireland		8			12.1%	8	100.0%	0.74	1.37	0.24	5.91	10.96
Hungary				1	1.5%	1	100.0%					
Netherlands				4	6.1%	4	100.0%					
Sweden				2	3.0%	2	100.0%					
Denmark				1	1.5%	1	100.0%					

Number of FTE staff per 10,000 living and contactable constituents, 2014 (Q.E1 and Q.C5, non-zero responses only)

Source: International CASE Alumni Relations Survey 2015, CASE

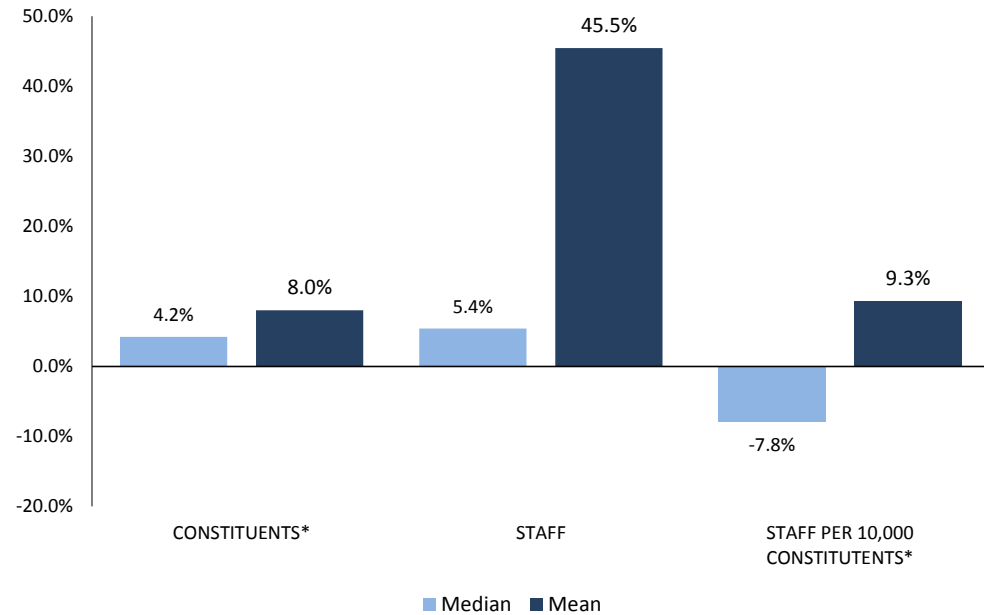


Changes in key staff variables from 2013 to 2014 for 52 core institutions				
<i>(non-zero cases in both years)</i>				
	NUMBER	MEDIAN	MEAN	SUM
CONSTITUENTS*				
2014	51	90,540	102,172	5,210,754
2013	51	86,853	94,587	4,823,957
CHANGE (no.)		3,687	7,584	386,797
(%)		4.2%	8.0%	8.0%
STAFF				
2014	52	3.7	5.9	305.7
2013	52	3.5	4.0	210.2
CHANGE (no.)		0.2	1.8	95.5
(%)		5.4%	45.5%	45.5%
STAFF PER 10,000 CONSTITUENTS*				
2014	51	0.40	0.73	
2013	51	0.43	0.66	
CHANGE (no.)		-0.03	0.06	
(%)		-7.8%	9.3%	

* living and contactable constituents

Changes in staff from 2013 to 2014

Source: International CASE Alumni Relations Survey 2015, CASE

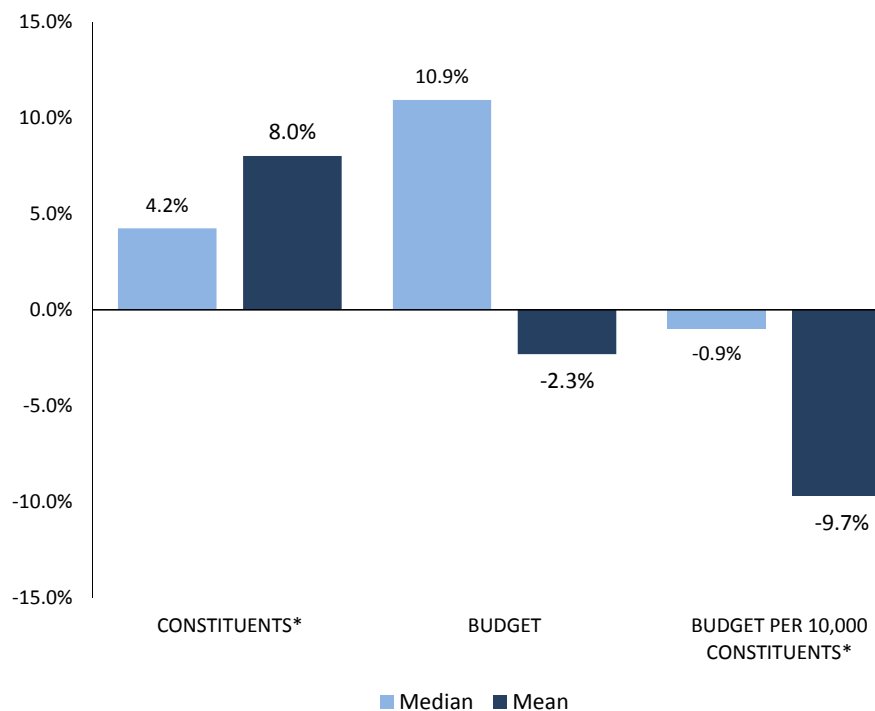


* living and contactable constituents

Changes in key budget variables from 2013 to 2014 for 52 core institutions (non-zero cases in both years)				
	NUMBER	MEDIAN	MEAN	SUM
CONSTITUENTS *				
2014	51	90,540	102,172	5,210,754
2013	51	86,853	94,587	4,823,957
CHANGE (no.)		3,687	7,584	386,797
(%)		4.2%	8.0%	8.0%
BUDGET				
2014	52	£93,800	£128,714	£6,693,150
2013	52	£84,561	£131,746	£6,850,780
CHANGE (no.)		£9,239	-£3,031	-£157,630
(%)		10.9%	-2.3%	-2.3%
BUDGET PER 10,000 CONSTITUENTS*				
2014	51	£11,911	£13,756	
2013	51	£12,025	£15,232	
CHANGE (no.)		-£114	-£1,477	
(%)		-0.9%	-9.7%	
* living and contactable constituents				

Changes in budget from 2013 to 2014

Source: International CASE Alumni Relations Survey 2015, CASE



* living and contactable constituents

Key variables for 2014, by stage of maturity of alumni relations programme (Q.A7)

(non-zero cases only)

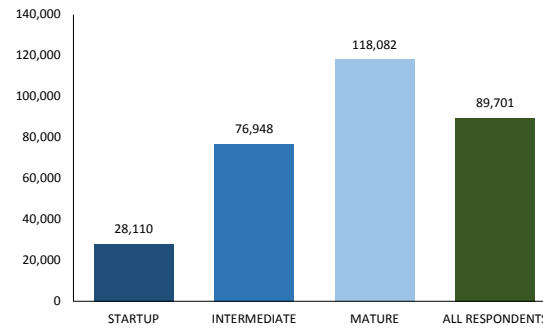
VARIABLES	START-UP				INTERMEDIATE				MATURE				ALL RESPONDENTS			
	N	Median	Mean	Sum	N	Median	Mean	Sum	N	Median	Mean	Sum	N	Median	Mean	Sum
CONSTITUENTS *	7	28,110	28,006	196,041	33	76,948	91,212	3,009,997	25	118,082	125,776	3,144,406	65	89,701	97,699	6,350,444
STAFF	8	2.3	2.3	18.4	33	2.8	3.2	105.5	25	4.5	8.9	222.8	66	3.3	5.3	346.7
STAFF PER 10,000 CONSTITUENTS*	7	0.71	1.26	-	33	0.36	0.58	-	25	0.45	0.83	-	65	0.39	0.75	-
BUDGET	8	£35,000	£35,087	£280,699	33	£92,256	£97,076	£3,203,520	25	£99,158	£171,357	£4,283,930	66	£86,083	£117,699	£7,768,149
BUDGET PER 10,000 CONSTITUENTS*	7	£13,008	£19,066	-	33	£10,598	£15,176	-	25	£10,315	£12,750	-	65	£10,952	£14,662	-

* defined as living and contactable

Charts of key variables by stage of maturity, 2014

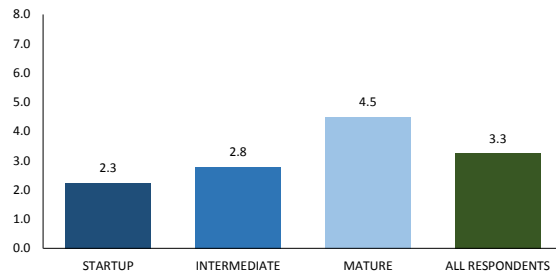
Median living & contactable constituents, 2014

Source: International CASE Alumni Relations Survey 2015, CASE



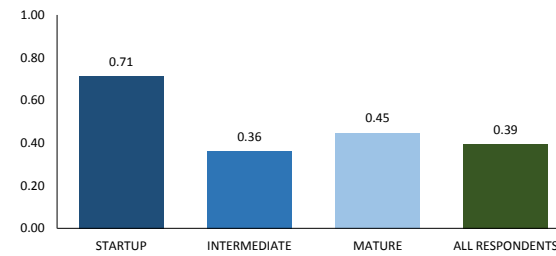
Median FTE staff, 2014

Source: International CASE Alumni Relations Survey 2015, CASE



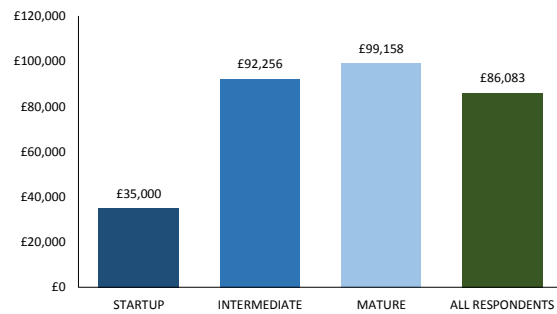
Median FTE staff per 10,000 living and contactable constituents, 2014

Source: International CASE Alumni Relations Survey 2015, CASE



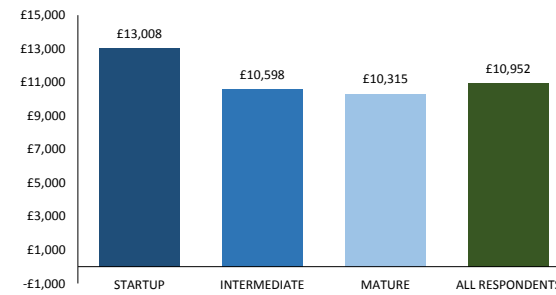
Median budget, 2014

Source: International CASE Alumni Relations Survey 2015, CASE



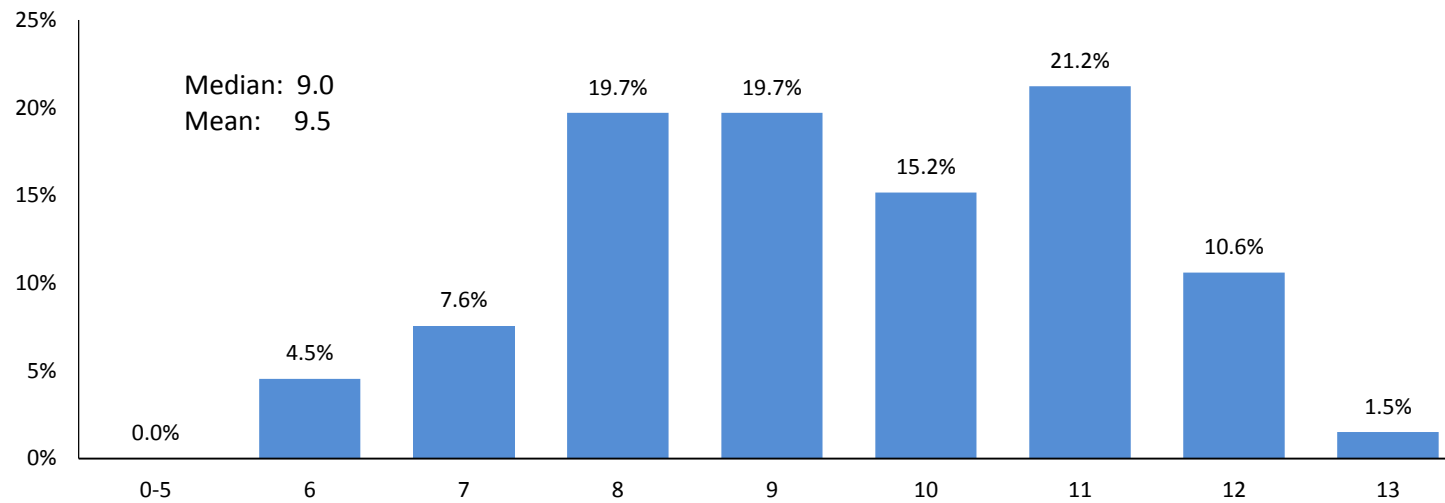
Median budget per 10,000 living and contactable constituents, 2014

Source: International CASE Alumni Relations Survey 2015, CASE



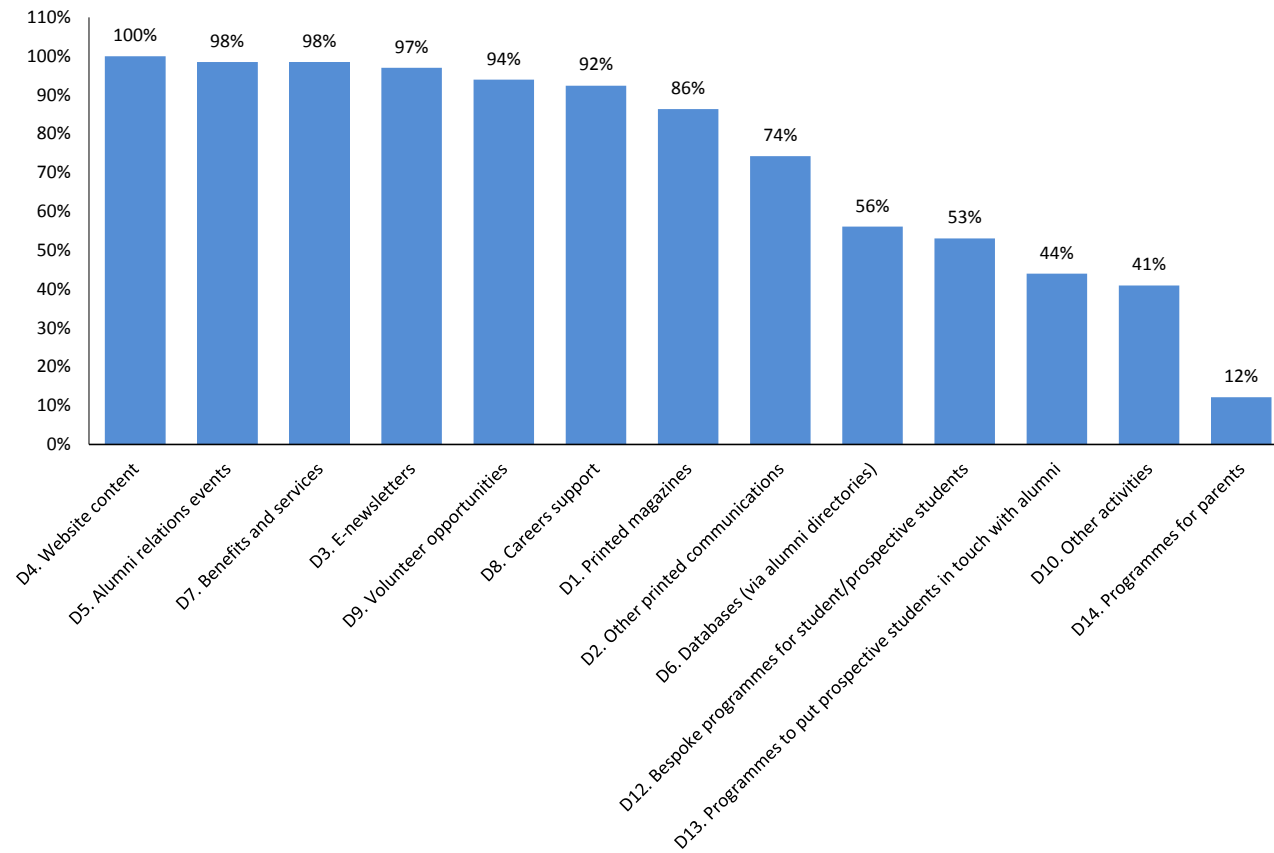
Frequency of different types of programmes, 2014 (Q. D1 to D14, added if "Yes")

Source: International CASE Alumni Relations Survey 2015, CASE



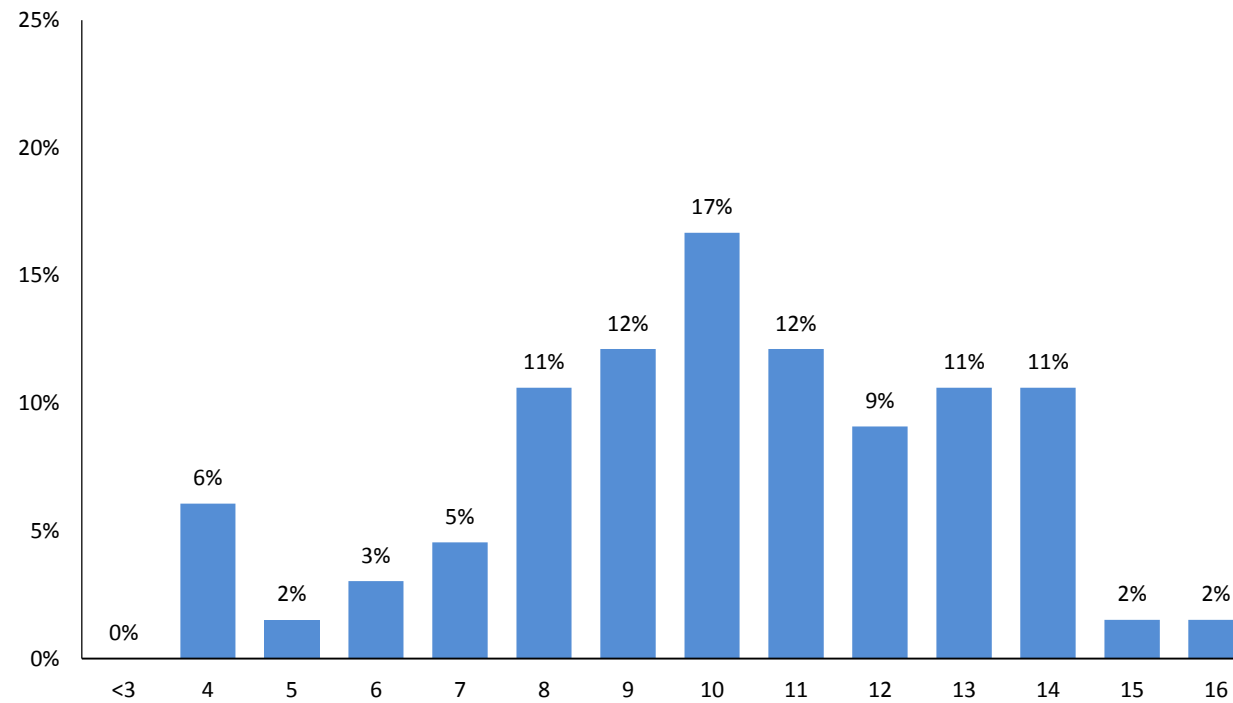
Percentage of Responding Institutions Offering This Programme, 2014 (Q.D1 to Q.D14)

Source: International CASE Alumni Relations Survey 2015, CASE



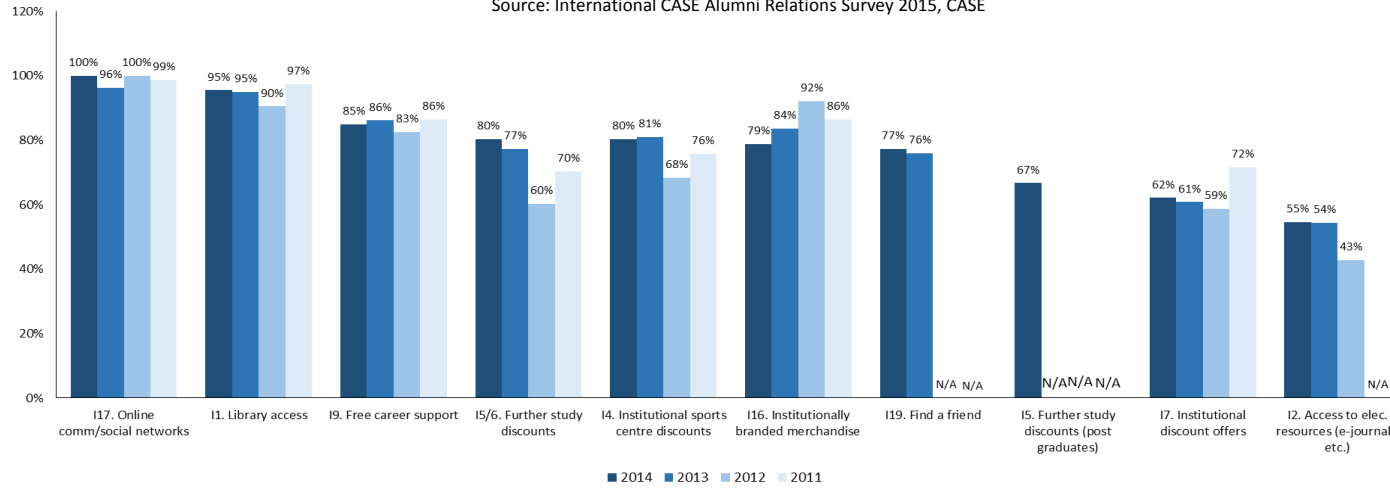
Frequency of different types of member benefits, 2014 (Q.I1 to I20 added if "Yes")

Source: International CASE Alumni Relations Survey 2015, CASE

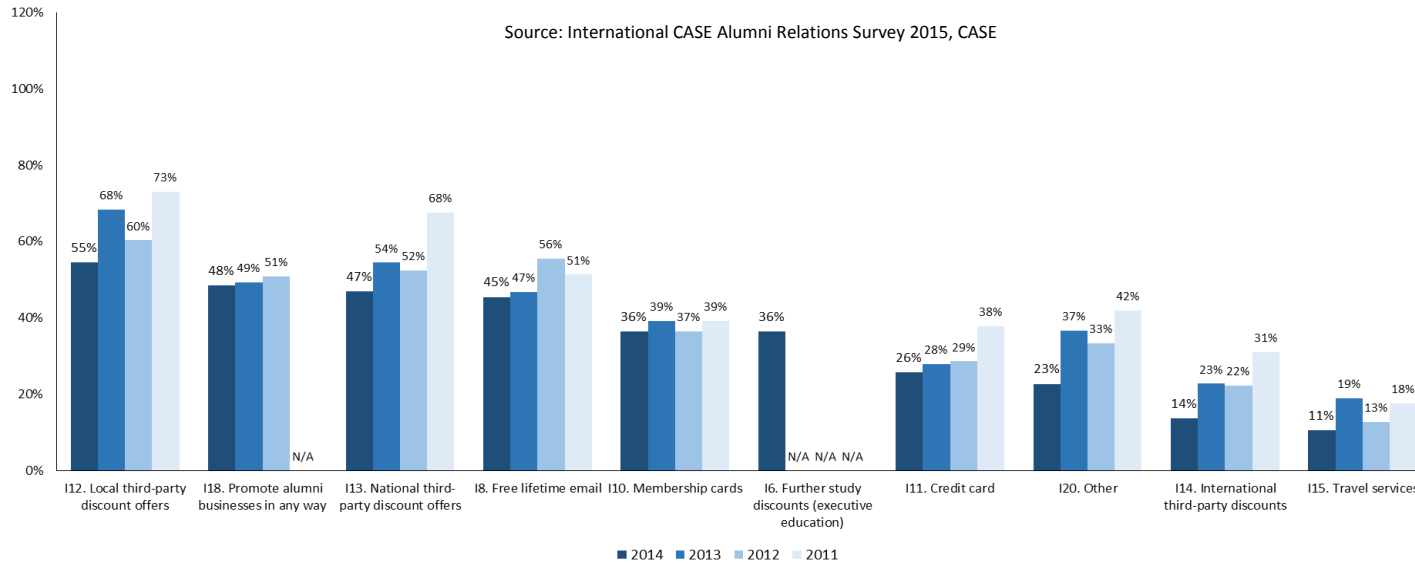


**Which of the following benefits do you offer to your members?
2014, 2013, 2012 and 2011 (Q.I1 to I20)
(ranked by most frequently offered in 2014)**

Source: International CASE Alumni Relations Survey 2015, CASE



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**Which of the following benefits do you offer to your members?
2014, 2013, 2012 and 2011 (Q.I1 to I20)
(ranked by most frequently offered in 2014)**

BENEFIT	RESPONDENTS		RESPONDENTS		RESPONDENTS		RESPONDENTS	
	(N)	(% of 66)	(N)	(% of 79)	(N)	(% of 63)	(N)	(% of 74)
	2014		2013		2012		2011	
I17. Online comm/social networks	66	100%	76	96%	63	100%	73	99%
I1. Library access	63	95%	75	95%	57	90%	72	97%
I9. Free career support	56	85%	68	86%	52	83%	64	86%
I5/6. Further study discounts	****	****	61	77%	38	60%	52	70%
I4. Institutional sports centre discounts	53	80%	64	81%	43	68%	56	76%
I16. Institutionally branded merchandise	52	79%	66	84%	58	92%	64	86%
I19. Find a friend	51	77%	60	76%	*	*	*	*
I5. Further study discounts (post graduates)	44	67%	***	***	***	***	***	***
I7. Institutional discount offers	41	62%	48	61%	37	59%	53	72%
I2. Access to elec. resources (e-journals, etc.)	36	55%	43	54%	27	43%	**	**
I12. Local third-party discount offers	36	55%	54	68%	38	60%	54	73%
I18. Promote alumni businesses in any way	32	48%	39	49%	32	51%	**	**
I13. National third-party discount offers	31	47%	43	54%	33	52%	50	68%
I8. Free lifetime email	30	45%	37	47%	35	56%	38	51%
I10. Membership cards	24	36%	31	39%	23	37%	29	39%
I6. Further study discounts (executive education)	24	36%	***	***	***	***	***	***
I11. Credit card	17	26%	22	28%	18	29%	28	38%
I20. Other	15	23%	29	37%	21	33%	31	42%
I14. International third-party discounts	9	14%	18	23%	14	22%	23	31%
I15. Travel services	7	11%	15	19%	8	13%	13	18%

* question related to this benefit was new as of 2013
 ** questions related to these two benefits were new as of 2012
 *** questions related to these two benefits were new as of 2014
 **** question altered to be two separate questions about further study discounts