

Post-Covid: How to Segment Your Alumni

Using Data & Technology

Steppingblocks



Meet Your Session Hosts

From the Steppingblocks
Student Success team



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Let's discuss...

01

The Bad

What negative results have been reported?

02

The Good

What positive innovations came from 2020?

03

The Tech

How has data and technology helped support new efforts?



The Bad:
**What negative results have been
reported by your alumni relations
and advancement teams?**

EAB Reports:
How 104 advancement shops
have weathered FY2021

30%+

1 in 4 institutions saw a 30%+ decline in fundraising revenues

Source: How 104 advancement shops have weathered a bleak start to FY2021

Fundraising Results (Quick Look)



54%

54% of institutions saw dollar declines thanks to slow-downs in major gifts



9.4%

Median institution saw a 9.4% drop in the value of new gifts and pledges



49%

For 49% of institutions, the declines reached into the double digits

There is a Silver Lining

10% Growth

About one-third of institutions grew total dollars raised by at least 10%



KPI Growth

15 of the 104 institutions improved on every target KPI



The Good:
**What positive innovations came
from 2020 for your alumni
relations and advancement teams?**

There's more good news.

“We’re seeing people participate who haven’t engaged with us in years.”

One event had over 700 attendees. We’ll certainly continue taking advantage of our new digital capabilities long after the pandemic is over.”

Keith Hinkle, Senior Vice President for Advancement,
Pepperdine University



Why?

Innovation 1

**From expensive and time-consuming
to quick and low-cost**

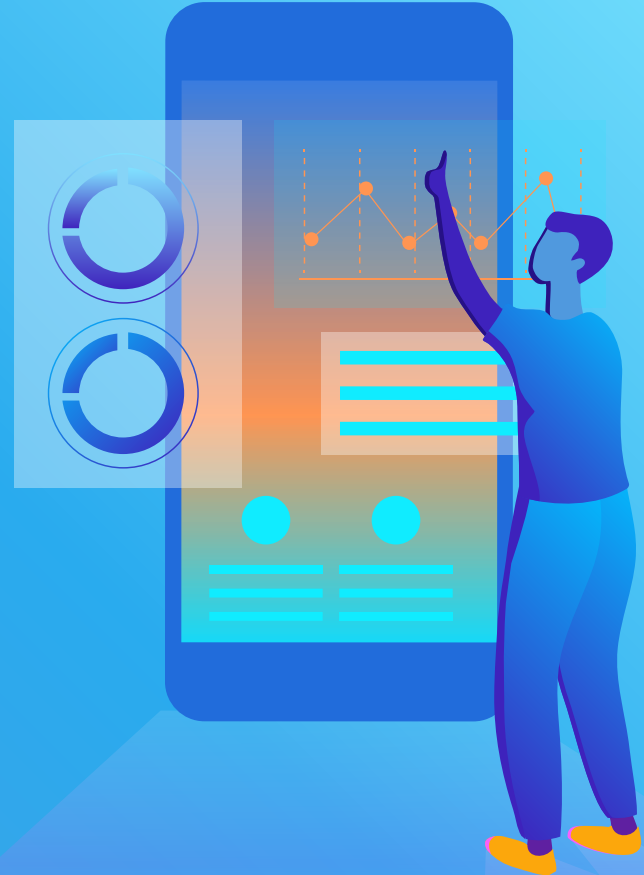
- Interactions with donors and alumni are more accessible, and therefore allow greater reach
- It's expensive to host an in-person event, but when you can save on a venue, catering and staffing, you can reinvest that budget into new campaigns



Innovation 2

From high-level themes to highly targeted communities

- Scalability and low cost means being able to narrow themes that appeal to smaller segments of alumni
- Creating greater sense of community



**How has data and technology
helped support innovation?**

Segmentation

How to Engage Your Alumni Using Data & Technology in 3 Steps

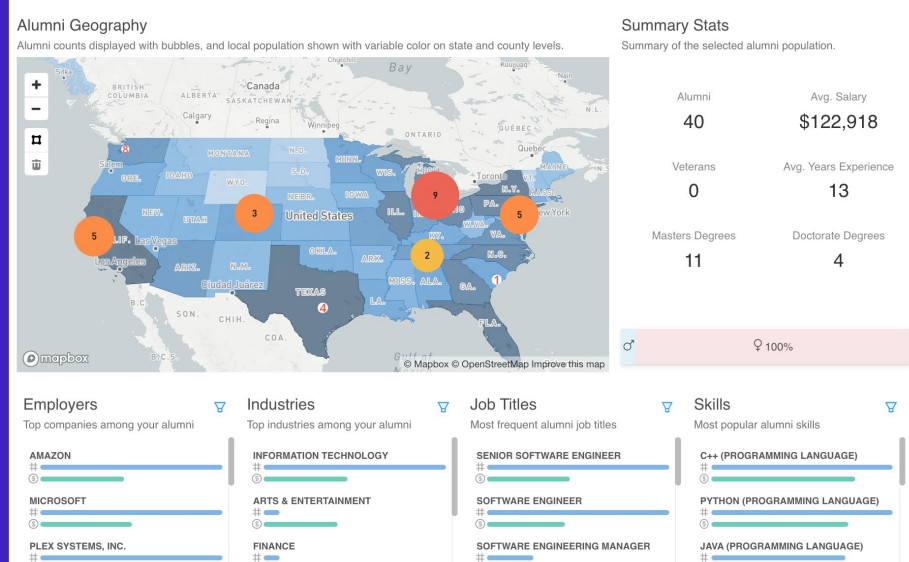
1. Identify campaign goals by analyzing your alumni to build meaningful affinities and reveal opportunity
2. Tap into geographic, demographic, employment and education data that defines this population further
3. Understand interests and needs at the individual level to optimize campaigns down to the person



Segmentation

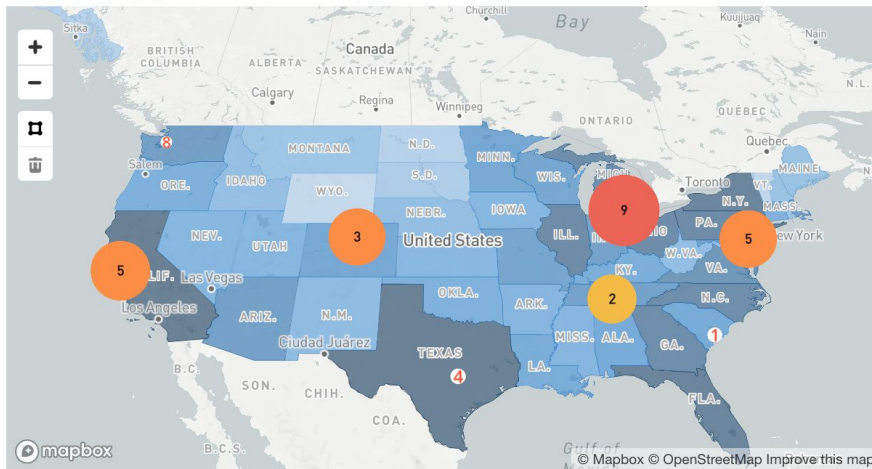
Campaign Idea: Top Females Under 40 in Tech

1. Gender: Female
2. Income: >\$100K
3. Age: 20-40
4. Major: Computer Science



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



Summary Stats

Summary of the selected alumni population.

Alumni	Avg. Salary
40	\$122,918
Veterans	Avg. Years Experience
0	13
Masters Degrees	Doctorate Degrees
11	4



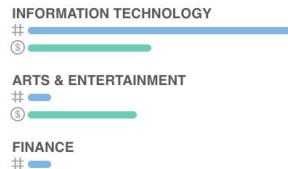
Employers

Top companies among your alumni



Industries

Top industries among your alumni



Job Titles

Most frequent alumni job titles



Skills

Most popular alumni skills



Audience Q&A

Have any questions for the panel?

Thanks!

Do you have any questions for us?

Keep in touch!

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<https://resources.steppingblocks.com/stepex21>



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