



Depth of Engagement with Alumni

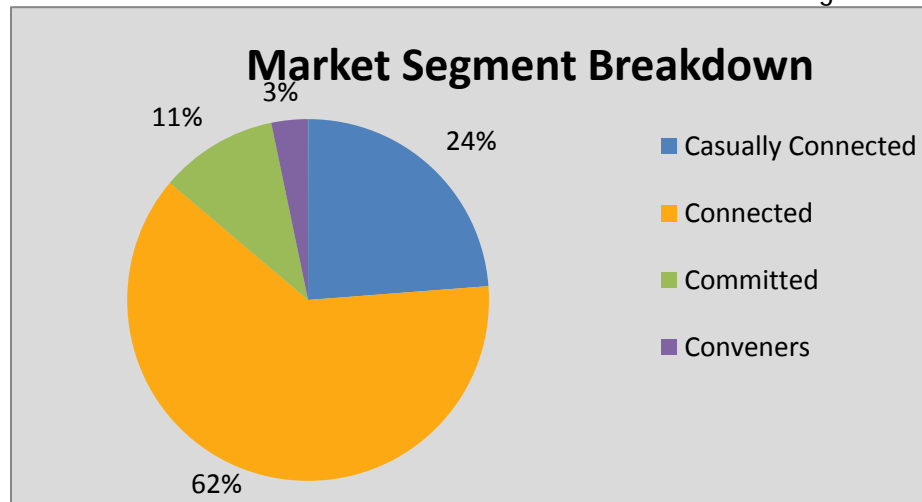
| | UBC | | |
|--------------------------------|---------|---------|---------|
| | 2010/11 | 2011/12 | 2012/13 |
| # Conveners (15+ points) | 211 | 891 | 1,473 |
| # Committed (8-14 points) | 1,006 | 2,597 | 4,752 |
| # Connected (2-7 points) | 24,864 | 25,705 | 28,150 |
| # Casually Connected (1 point) | 4,782 | 8,391 | 10,720 |
| Retention Rate | 19% | 41% | 44% |

Description

Points for activities are weighted based on factors including time involved and levels of responsibility and leadership. Levels include:

- Conveners (earn 15 points or more) Deeply engaged, influential group; the “major gift donors” of the alumni engagement world; shares their knowledge and leadership to help the university achieve its vision
- Committed (earn 8 to 14 points) Highly engaged; attend more than one event annually; volunteer in some capacity; most likely to read the majority of communications sent
- Connected (earn 2 to 7 points) Feel that UBC still has something to offer them and they may have something to offer it; the largest group; strong opportunity to move into greater levels of engagement
- Casually Connected (earn 1 point) Limited involvement, have updated their personal information

The chart below shows the distribution of our alumni with Points into these categories.



Person with lead responsibility for this metric: Alumni Affairs
Data collection will be from: UBC Links (DAE database)
Date: Fiscal Year

Explanation of Results

The market segment breakdown is as expected. The largest group of active alumni are in the Connected 2-7 Point range. For the campaign, the focus is on the breadth of engagement. Over time as the relationships grow with alumni, people will increase their levels of engagement.

Recommended Action:

Continue to provide strong opportunities for engagement.